Perceiving the Semiotic Encounters' Role in Shaping Pragmatic Norms and Aesthetic Expressions in Informal English Discourse

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Abstract

This study revolves on the role of semiotic encounters in shaping pragmatic norms and aesthetic expressions in informal English discourse. This delves on the perceptions and experiences of the third-year students under Bachelor of Arts in English Language Studies on the points of this research focal on ascertaining the semiotic encounters that impact the meaning making, relationships, and creative use of the English language of these considered interlocutors; and on how it takes place in the informal English discourse. This is in accordance with the existing explorations which rationalize that there is an interplay of semiotics, pragmatics, aesthetics and a specific discourse in linguistics but excludes the importance of language adjustments to variety of communication skills of English learners. This gap foregrounds the specific phenomenological inquisitions of this paper. Pertinently, the employed methods for gathering data are purposive and criterion sampling techniques, and in-depth interview. Thematic analysis is established for the treatment of the acquired data. The findings and conclusions show that pragmatic norms and aesthetic expressions are shaped by the semiotic encounters relevant for creating, maintaining, and strengthening relationships; for addressing communication needs of a circumstance; and for showing the areas of development of English for diverse generations with its own linguistic preferences and repertoires. The informal English discourse is implied as inclusive and effective training ground for the general language learners and enthusiasts.

Keywords: Semiotic Encounters, Pragmatic Norms, Aesthetic Expressions, Informal English Discourse

Introduction

The intentionality and contextuality in using a language are monumental in achieving and maintaining a meaningful exchange of ideas through verbal interactions. This indicates that communicators can become effective and influential when they are certain of why they need to converse and on what language and implication they need to impart for specific people. In a dissimilar position, it entails that the absence of those in the dialogue of language speakers would result to an unproductive discourse. This is an emplacement to apprehend the semiotic encounters through the produced utterances as signs or symbols of a definite signification. As learning it, the communicational occurrences would be viewed as a transformative avenue for a formation of valuable bonds with other communicators, politeness with using a language, and speech acts for the specific functions of a language which govern the way meaning can be conveyed and interpreted based on social contexts and cultural expectations. Apart from that, it is the construction of creative expressions that display

self-identity and marker of a fluid conversation that expand its impact to every communicator of language.

This is one of the upmost reasons of the pertinence to assimilate the context of "everyday discourse" through the concept of semiotic encounters which lead to 'pragmatic' and 'aesthetic' viewpoints to fill the inadequacies related to language use, specifically for English, that in a linguistic evaluation, is a representation of information, persuasion, and entertainment that guide people in understanding the world (De Luca Picione, 2020).

The context of daily semiotic encounters deals with the signs and symbols with definite meanings from the occurring time (De Saussure, 1974, as cited in Semiotics for Beginners, 2023). From that point, an example of it in the normal days can be derived from the recent persuasive offers of the big fast-food restaurants in the Philippines—this is the "Mix & Match Combos" which has an affordable price of food that is palatable.

That, as a marketing strategy for the consumers/customers, is one of the ways to communicate these days in conveying an invitation or request to eat and still save money, and other uses in speaking meaningfully and innovatively. For instance, verbally, it can be employed as "I'm starving, let's mix and match!" or in Filipino, "Gutom na ako, mix and match tayo!"; and dissecting how it is being used, is where the implication of the speaker, the inference of the listener, and the adjustment made to arrive at common understanding enter—this is the "Pragmatic Norms" (Kissine, 2016). Additionally, there is also an involvement of creative strategy that primarily intends to trigger an attention based on contextual and creative sensitivity—this is the "Aesthetic Expression" (Liao et al., 2015). All of these occur in a discourse that can be considered as 'informal,' for in the modern age, the best way to communicate is through a comfortable language, specifically in English as it is the beginning and instrument of a professed linguistic skills (Iqbal, 2022).

Meanwhile, Brandt (2021) explained how Semiotics and Pragmatics interconnect and consist of concept and context related to their function to social and cultural system; however, the role of both to a language was not addressed and explored. At the same time, in the exploration of Udrisborodavko et al. (2023) with Semiotics and Aesthetics, the relationship of these two concepts was proven to have implications to pedagogical and socio-cultural perceptions; nonetheless, it lacks on the depth with its benefit to different language users' improvement to persuasion and creative skills in terms communicating.

Integrating all these, this study prioritizes perceiving encounters from the actual environment and people's discourse, which are all semiotically fundamental toward exploring how pragmatic norms and aesthetic expressions are shaped from the informal English discourse of the ELS students at the Polytechnic University of the Philippines through their verbally communicated utterances. This is guided by research questions central to (1) semiotic encounters perceived from informal English discourse that shape pragmatic norms and aesthetic expressions; and (2) how it shapes pragmatic norms and aesthetic expressions in informal English discourse of ELS student in their verbally communicated utterances.

The interplay of these linguistic aspects in a discourse is deemed to provide a vast analysis on how verbal semiotic conversation drive language growth that is vital to the large scope of perspective in language acquisition and its wide peculiar process of developments over time.

Methodology

This phenomenological study focused on the data gathered from five Bachelor of Arts in English Language Studies students in Polytechnic University of the Philippines.

They were selected through purposive and criterion sampling procedure which are non-probability sampling procedure for qualitative research (Nikolopoulou, 2023). These criteria are, (1) the respondents should be currently enrolled at PUP main campus under the program of Bachelor of Arts in English Language Studies. Secondly; (2) they must be 3rd year college students under the said program: and (3) they must have undergone the units in Pragmatics and Semantics.

The data were gathered through three stages: (1) the "Inquiry and Permission", where the researchers sought permission and help from the dean of the Department of Foreign Languages and Linguistics and the chairperson of the Bachelor of Arts in English Language Studies of the campus for conducting interviews to the participants who came be from this program; (2) "Interview Session", where these selected students were informed of their rights and roles as interviewees and recorded throughout the session, and it is one by one through casual English discourse; and (3) "Analysis of the Gathered Data", where data were firstly transcribed, and then underwent the process of thematizing, categorizing, coding, and analyzing. Thematic Analysis is a method of finding meanings by the presence of patterns of qualitative data, developed by Gerald Holton (Clarke & Braun, 2014). The interview questions were ensured to be unstructured ones to obtain descriptive and evaluative responses.

This analysis is also foregrounded by the theoretical frameworks specific to Peirce Theory of Signs that is pertinent to how signs operate in communication processes and how meaning is constructed through the sign relationship of the object, representamen, and interpretant (Peirce, 1903 as cited by Leung, 2018).

And the Communication Accommodation Theory (CAT) towards scouring the nuances and dynamics in which individuals adjust their speech style with consideration to who they are discoursing (Giles 1973, as cited by Elhami, 2020).

Overall, the researchers followed ethical considerations in the conduct of the study and the data gathering. These are focal to proper approaches done to respect schedules of the interviewees, to the permissions given by dean and chairperson under Department of Foreign Languages and Linguistics (DEFLL), to valuing rights, privileges, and consents of the informants, and to the ethical evaluation and ethics clearance accomplished by the researchers to the University Research Ethics Committee.

Results

The responses of the participants were thematized, for the first table, according to Themes of Perceived Semiotic Encounters, Shaped Pragmatic Norms, and Shaped Aesthetic Expressions in Semiotic Encounters; and for the second table, Themes of Perceived Semiotic Encounters' Roles, Semiotic Encounters' Roles in Pragmatic Norms, and Aesthetic Expressions.

This thematic analysis is presented illustratively using two tables that correspond to the two statements of the problems: (1) the semiotic encounters perceived from an informal English discourse that shape pragmatic norms and aesthetic expressions; (2) the semiotic encounters shape pragmatic norms and aesthetic expressions in the informal English discourse of the ELS students in terms of their verbally communicated utterances.

The following table illustrates the semiotic encounters in informal English discourse of ELS students that shape their pragmatic norms and aesthetic expressions.

Table 1. The semiotic encounters perceived from an informal English discourse that shape pragmatic norms and aesthetic expressions

Themes of Perceived Semiotic Encounters	Shaped Pragmatic Norms in Semiotic Encounters	Shaped Aesthetic Expressions in Semiotic Encounters
P1: • Pragmatic Relationships and Interconnected Cultures • Aesthetic Imitation of Language	*"You're so good at this, you slayed...It made communication easier...I would say the culture and relationship of people are connected somehow..."*	*I usually copy expressions from conyo people...I used the term Carps for "are you game" ..."*
P2: • Pragmatic Humor for Gender Impressions • Aesthetic Language in Word Complications	*"You're obvious...It is a humorous phrase we used to give an impression to someone's gender as a form of entertainment to lighten the conversation..."*	*"Sometimes I change simple words and complicate it with advance words...As an example, instead of the word "Adaptable" I change it to "Versatile...it adds beauty or aesthetic..."*
P3: • Shared Culture in a Pragmatic Discourse • Aesthetic Language in Word Innovation	*"Slay my sister...ganda ng, ang ganda namn ng gawa mo"...a testament to our understanding of our culture, of our shared culture that allows us to have an engaging and meaningful discourse..."*	*"We had this new term or utterance "makulitish" like "galitish sya..."*
P4: • Lexicons for Situational Pragmatic Indulgence • Word Formation in Aesthetic Language Borrowings	*"I often use the word "in game" whenever there is an indulgence in a hyper situation where there is a topic and we would have our inputs...when complimenting my friend, I say "slay", "slay ka dyan, mhie, i like it..."*	*"At one point, I have an instance where I stack randoms words...example would be "Omsimnida" which is "omsim" and "imnida"... The word doesn't mean anything... But my friend laughed..."*
P5: • Shared Pragmatic Language Affirmation in Certain Social Group • Motivational Language in Contextual Aesthetic Utterances	*Inside of our organization in PUP Kasarianlan, we use the term "Exactly!" or "Period!" every time when we agree on a conversation, you can see that they are actually agreeing and like what you are saying..."*	*After I comment something funny and uplifting like "Gagraduate ka sa Beyonce Cunt University" if they did something remarkable or if they "slayed" so much. If they saw that, they laugh and think that is very creative way to compliment..."*

The themes are focused on deliberate language use through expressive utterances, cultural borrowings and communication, intercultural understanding, language evolution, and pragmatic discourse. This has shown that the semiotic encounters found from the general data are valuable for maintaining good bearings as prolocutors and interlocutors; impact and spontaneity of the discourse; and most of all, is the communication of an intention that is appropriate for the given circumstances. Specifically, the shaped pragmatic norms in semiotic encounters are "You're so good at this, you slayed," "You're obvious," "Slay my sister," "In game," "Slay," "Exactly," and "Period." These are used for the purposes of conveying affirmation, admiration, and motivation to a certain degree that is dependent on the context and type of relationship of language communicators.

Further, manifold usages of English in the Philippines that are for specific situations which may have distant meaning from its technical definitions are parts of its characteristics. While for the shaped aesthetic expressions, the "Carps," "Versatile," "Makulitish," "Galitish," "Omsimnida," "Gagraduate ka sa Beyonce Cunt University," and "Slayed" are corollaries of Filipino's code-mixing with certain languages to accent the mood of the English conversation and eventually set a light exchange of utterances.

The utterances of the ELS students further elucidated that pragmatic norms and aesthetic expressions are refined through employing semiotics by the process of considering the interlocutor's way of using the English language, the choice of words, tone, diction, and implication. On the same angle, these established cultural contexts, alignments, and identities provide safe spaces for communication. All these led to forming social bonds and affirmations which are important for practicing the right use of a language to sustain healthy relations. Additionally, gender-related and context-specific purports delivered through integrating it with humor, have proved to be the route of varieties of culture to transcend from one communicator to another. However, it was also found out that the inter-generational differences in language use caused communication difficulties. This is particularly with the lack of knowledge and of willingness of the long-lived generations to learn the new verbalisms of the present.

Table 2. The semiotic encounters shape pragmatic norms and aesthetic expressions in informal English discourse of ELS student in their verbally communicated utterances

Themes of Perceived Semiotic Encounters' Roles	Semiotic Encounters' Roles in Pragmatic Norms	Semiotic Encounters' Roles in Aesthetic Expressions
P1: • Generational Differences in Language Interpretation Affect Pragmatic Norms • Commonality of Expressions Navigates Spontaneous Aesthetic Conversation	*"First, whenever I talk to older people, they usually don't get it, which is understandable since iba yung generation ko sa kanila..."* *"...whenever I talk to people my age... smoothly naman since nagkakaintindihan kami sa mga humor ganon, mga expressions..."*	*"...kapag sasabihin mo lang Starbucks or SM parang may alam na nila agad or gets na nila, so, ayun, di ko na kailangan ng mahaba or wordy sentences to express what I want to express..."* *"My encounters with signs and symbols help me in maintaining the spontaneity of casual conversations..."*

Themes of Perceived Semiotic Encounters' Roles	Semiotic Encounters' Roles in Pragmatic Norms	Semiotic Encounters' Roles in Aesthetic Expressions
P2: • Awareness on Linguistic Repertoires Forms Pragmatic Norms • Symbolic Language for Self-Expression Contributes to Shaping Aesthetic Expression	*"...with looking into signs and symbols...I could relate... it connects me with people who knows... that particular sign..."* *"...with the people who normally uses those kinds of terms...their reactions would be...normal... it's accepted..."*	*"Signs and symbols in verbal communication are important so that you are open to more...expressions... pang-magexpress ng sarili mo...not just binded or close lang sa isang expression na pwedeng maging plain..."*
P3: • Language to Forming Relations Signifies Pragmatic Norms • Unique Language Articulation Deepens Aesthetic Expressions	*"…we use those symbols...it enhances. the way...we connect with people, the way we express ourselves..."* *"… they often carry an extra layer when it comes to the meanings, so they can signify, let's say, affiliations, cultural group membership, and even social status..."*	*"I...mentioned earlier, like you could say... Owen is poggish, owen is makulitish like...You could say it...like in a funny way. na, nag a-allow sa communication to run smooth...current signs that we have and the symbols does not only add layers to our meaning to the message that we intend as they also make our communication lively and engaging, that it is a testament..."*
P4: • Language Use for Self-Authenticity Sets Pragmatic Norms • Intentional Linguistic Utterances Establish Aesthetic Expressions	*"Kung sa POV siya ng other friend ko naoobserve yung way of speaking ko di ba? It just also shows how I tend to open my authentic self to other people..."* *"...kapag I pay attention to the sign and symbol with, connection with other people, kapag I know that person is within my same wavelength di ba? That person I know whatever language term that I use, that person would understand it..."*	*"They respond to me naman in a positive way...they take it as a joke...tinatawanan nila yung words na ginagamit ko kasi yun naman talaga yung in-iimply ko yun yung goal ko that is why I add those filler words parang yung conversation namin it's not that just cold na parang kaming two robots speaking with each other, those words actually help warm up the conversation..."* *"…kung wala yung mga signs and symbols na yun how will*

Themes of Perceived Semiotic Encounters' Roles	Semiotic Encounters' Roles in Pragmatic Norms	Semiotic Encounters' Roles in Aesthetic Expressions
		you know na casual yung conversation...kapag wala kang sinabing filler word such as "slay" "in-game" di ba? hindi firm yung conversation niyo in a way kasi you don't do immersive or don't immersify yourself to adjust with your way of language..."
P5: • Language for Extensive Discourse and Agreement Enrich Pragmatic Norms • Linguistic Implications for Selected Receivers balance the Utilization of Aesthetic Expressions	*"I think...important talaga to pay attention dun sa signs and symbols na nagshoshow sa conversations natin kasi it will help us to communicate easier and to better understand what would be the underlying meaning is na kinoconvey ng kausap natin..."* *"...actually malaking bagay talaga para maavoid yung confusion and hindi tayo mismislead about sa mga bagay na ayun nga pinag-uusapan nyo ng kausap mo and with that um magkakaroon kayo ng better result if ever mayroon kayong pagkakasunduan or anything naman na- pinaguusapan niyo..."*	*"...if yung people na ka-age lang sa akin, like kayo lang kaharap ko like hindi na kayo magugulat normal lang siya sa inyo but if ever gamitin ko siya sa parents ko, of course hindi nila ako maiintindihan or ayun nga pwede nila akong ijudge...but eventually they will adopt if ever na explain ko sa kanila kung ano yung mimean ko talaga..."*

This table explicated how the semiotic encounters from the utterances and experiences of ELS students shape their pragmatic norms and aesthetic expressions in informal English discourse.

There were main themes that were found to be significant on how pragmatic norms develop and degenerate in various situations; and how aesthetic expressions add spontaneity to the conversation and lessen the connection of the speakers in a discourse in another angle.

On that note, the specified narratives and experiences of the participants directly suggest that their usage of the verbal signs in a discourse is an actual reflection of the deal they agreed on meanings. This is particular on comprehending each other, to ascertaining how they form harmonious predispositions, and to tracing on how their language adaptations, influences, and disparities make their contextual medium effective for maintaining their communication and relationships.

The delineation of the semiotic encounters illustrated a cognitive process concrete on the kind of representation it has for the participants. Of the pragmatic norms shaped by it, evocative dialogues, interactions, and relationships are its main significance which furthers the convergence of language speakers through ascertained and adapted cultures, politeness, turn taking, language for situations, positive indirectness of expressions, and the speech acts or communication of intention. In terms of the shaped aesthetic expressions, articulation of language and self-expression are its centrality which expands implications of language for the purposes of connecting strongly to interlocutors while also maintaining the intrapersonal identity. These unveiled that semiotic encounters are results of intersecting disciplines from the diversity of language communicators in various aspects that affect unique productions and purposes of utterances.

These semiotic encounters were determined through the aid of informal English discourse, where the meaningful and creative use of language is enriched. It shapes the English to develop more on the empathetic aspects that primarily help the language speakers to understand thoroughly themselves and the other people around. On top of that, it is also emphasized that this is the medium that allows the participants to speak in the mentioned language that conforms to their cultural background without having to adjust to sound fluent.

Discussion

The themes of semiotic encounters perceived from informal English discourse that shape pragmatic norms, and aesthetic expressions manifest through immersing one's culture, acquiring the community-specific language, and incorporating the experiences of symbols from everyday verbal conversation in delivering cogitations (Pratt, 2020). While focusing on how the shaping occurs, "interactional encounters" must be comprehended. As elaborated by Zlatev (2018), these are meant to transcend through language diversities which include the individuals' cultural background, preferences towards semantic selections, and pragmatic implications which intentionally show that any discourse type can bridge communication needs. Moreover, these cross-cultural cross-culturally adapted encounters shape and reflect the evolution of socio-pragmatic norms of the participants over time within the speech community. Thus, this further supports the elucidation of interactional discourse by LoCastro (2012) that displays harmony in kinship due to the shared understanding between the prolocutor and the interlocutor.

On the deeper points, the perceived semiotic encounters are buttressed by the Peirce's of Theory of Sign, whereby, those encounters for the communication of notions is rooted from the shared culture and bond of the interlocutors that shape social contexts, cultural expectations, politeness, turn taking, ambient relevance, indirectness, and the speech acts in employing an utterance on supporting, complimenting, bantering and other more that fall on pragmatic norms. Furthermore, they also punctuated that those linguistic experiences also originate from the imitations of language of the other communicators, from the word innovations and complications, and from the contextual motivational language. This encapsulates aesthetic expressions which arose to expand the implications and impact of the language being utilized in a conversation. This implies that exchanges of signs leave a distinctive impression to interlocutors that aids in forming their unique identity in a speech community that establishes a social awareness (Danesi, 2017; Kim, 2014; Shigapova & Solnyshkina, 2016).

In Giles' notion on Communication Accommodation Theory, it is requisite to enliven that the language of the interviewees requires adjustment to the language of their interlocutors to form a progressive group of speakers who share the same linguistic expressions (Elhami, 2020).

This reinforces the observation of Riggle (2022) on aesthetic discourse, that creates a sense of belonging and safety from culturally embedded norms. Consequently, the semiotic expressions of the participants show their perceived connections through mutual language use. In that sense, the relationship between the speakers and their partner in discourse fosters due to the relatedness of their language.

All these coincide with the concept of convergence that establishes an inclusive type of communication. On the contrary, in the divergence, as predicated from the data, without the practice of evolving the language by using it to mean handily the difficult ideas to express, it will close mutual understanding in language.

Furthermore, the dynamic nature of participants' language, the semiotics manifested in their verbal utterances, navigate their pragmatic norms and aesthetic expressions to be adapted in a situational context. This further imply that these adaptations in language community reflect the richness of semiotic inventory that is positioned in their culture, and it stresses their ability to shape and reshape the authentic meaning of a lexical item into symbolic terms entrenched from their cultural practices and influence (Pesch, 2021; Gladkova, 2023; Pratiwi & Marfathonah, 2023).

In terms of the course of the shaping of pragmatic norms and aesthetic expressions through semiotic encounters, semiotic encounters are perceived to have specific roles on how it shapes the language. This position is being affirmed by Erton (2018) on the notion that those encounters are foundation of pragmatic awareness and competence, and the creative or aesthetic function of a language in communication where it generally hones the production of contexts for a formative discourse. The participants stated that having the linguistic awareness on symbols or signs they verbally deliver, pragmatic norms are being shaped, as the roles of semiotic encounters are instigative of generational language productions and interpretations that form relations, identity, and further the linguistic repertoires. These are prepense to deepening and widening evocative dialogues, interactions, and pragmatic relationships.

Aside from that, the aesthetic expressions are constituted in the discourse due to semiotic encounters' roles from the experiences and observations of the participants on the commonality of expressed utterances to different communicators, symbolic language for self-expression, over articulation of language, utterances intended for purposes, and implications for selected receivers that navigate and establish a balance and enriched creativity of language use. In general, as observed by De Luca Picione, (2020), the functions of those semiotic encounters to the formation of pragmatic and aesthetic abstraction arise from its natural existence to people's lives with language—they tend to be recursive and contextual that result to critically pondered ideas, plans, and interest on engaging significant bonds and resonating experiences.

Additionally, these encounters are observed to be the symbols that either interfuse language speakers to delve more to each other or divide them according to their diversities. Firstly, the convergence corresponds to the strengthening of social norms, authenticity of connection, language adjustments and alignments, harmonious communication, contemporary use of symbols, language adaptation, positive engagements, flow of conversation, and communication styles. For divergence, it is centered on the otherness of communication by a language of the present and old generations. All these in encapsulation denote that the encounters converge or cohere people into mutual percipience that enables them to use language for intentional communication that involves the willingness of the speaker to compromise the disaccord to match the interlocutor's way of communication.

Meanwhile, Bowcher (2018) foregrounds that convergence occurs through the absorption of communicative interactions of people, whereby, it includes adaptation of other language to maintain

incessant and authentic discourse that result in better communication engagement and relationships. On the contrary, other symbols can also create divergence or boundaries between interlocutors due to their age gaps which act as a root cause of differences in terms of culture and practices, and language styles. This forges with Amano (2013) on the semiotic encounters as a product of intersecting disciplines that determine the diversity of language communicators in various aspects particular to age gaps that effectuate the kind of relationship being built through communication. It may be one that comes with the close-ended verbal conversation in consideration to the limitations set by other interlocutors; or the other one that comes with non-verbal cues in respect to the choice of the people in their comfortable way of communicating.

Having these, semiotic encounters shaped pragmatic norms and aesthetic expressions in informal English discourse by the utilization of utterances that were formed through a period of relationship and value to each of the interlocutor's interest which justify their own way of interpretation of a word or phrase that may be dissimilar to the common meaning of it for the many.

This is where specifically Kissine (2016), Gladkova (2023), LoCastro (2012), and Brandt (2021) on pragmatic norms in semiotics cradle, in which, it is elaborated as the cultural principles that guide individuals on how to use the language for social interaction and relationship intelligently and effectively that would make the discourse more fluid, immanent, and transcendent for a meaningful structure. To further this, the value of the utterance to the interests of language communicators is tightly related to aesthetic expressions. By the perspective of Kant (1970, as cited by Wenzel, 2016), Liao et al. (2015), Yeibo (2012), and Wimmer et al. (2016), it is a communication of feelings that is based on the behavior of the community and personal intention to maneuver a topic to be discussed that leads to creative and constant conversation, and to a practice of comprehending what is needed for a discourse to flow properly and engagingly.

In the setting of these, Polat et al. (2018), Kapur (2020), Pratt (2020) bolstered that informal English discourse helps the speakers to easily express their thoughts, and that stably shapes formal English language to develop more on the empathetic aspects.

To perceive the semiotic encounters and how it shapes pragmatic norms and aesthetic expressions in informal English discourse thoroughly, the whole interpretations weighed on the kind of utterances are being produced by the interlocutors for the central topic and situation they are emplaced. Apart from that, is the period of their relationship that could unveil the distinctiveness of their linguistic repertoires which are being established to communicate with impact, empathy, spontaneity, and creativity—the longer their shared values, cultures, and terms are, the heavier the depth and effectiveness of it on how they employ language.

Conclusions
In conclusion, the relationships, language use, and identity of the participants in general were improved through semiotic encounters in constant conversation. As pragmatic norms were formed, positive, active, and developing discourse, and interpersonal and intrapersonal bonds were also gained. While aesthetic expressions were constructed, prolonged, unique, and engaging attitudes through utterances were practiced and embodied. Thus, the advisement on the interlocutor's use of English language managed the expanse of pragmatic norms and aesthetic expressions which are both essential for individuals' benefits on expressing their thoughts and on absorbing the others' utterances. Additionally, the formation of pragmatic norms from it is a basis of the growth of relations of speakers within themselves and within the group of communicators in their customized utilization of a language; and the practice of aesthetic expressions from it in a discourse shows the capacity of in-

dividuals to employ utterances to control conversation into a platform of self-expressions and linguistic creativity. Ultimately, the results and discussions emphasized the importance of informal English discourse to the English language learners and to the people who want to ameliorate their skills and knowledge on this language.

Recommendations

The cultural and generational contexts, and language use are the centralities of the shaped pragmatic norms and aesthetic expressions through the role of semiotic encounters. Thus, the researchers suggest that the further explorations on this topic will expound on the semiotic encounters of the long-lived or the older generations that shaped their pragmatic norms and aesthetic expressions in informal English discourse to bridge the extensive gaps between the language from then and now. The CHED may also consider organizing educational programs that prioritize the essentiality of cultural and generational awareness in terms of language diversities to equip the students toward facing challenges of communication with efficient actions. While delving on the English discourse style of the influential personalities that affect the purpose of semiotic encounters in pragmatic norms and aesthetic expressions of the viewers or fans can lead to more clarity on how specific environment affects the interlocutors to communicate intentional ideas.

Finally, the promotion of the schools on the use of informal English discourse for the students can induce inclusive training ground for the general number of students who need and want to ascertain the use and roots of English.

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