

DEMOCRATIC AND POPULAE REPUBLIC OF ALGERIA
MINISTER OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
UNIVERCITY OF ABDELHAMID IBN BADIS MOSTAGANEM
FACULTY OF ROREIGN LANGUAGES
DEPAETEMENT OF ENGLISH LANGUAGE



MASTER
ENGLISH LANGUAGE AND LINGUISTICS

**DISCOURSE ANALYSIS OF EL HIRAK POSTERS IN THE PERIOD OF THE “
NO FOR THE FIFTH TERM”**

Submitted by:

Nouar Yasmine

Board of examiners:

Chair: BENOSMANE Naziha	University of Mostaganem
Supervisor: DERRAZ Amel	University of Mostaganem
Examiner: MAAROUFI Soumia	University of Mostaganem

Academic Year

2019-2020

Dedication

I want my dedication to be special for it is chosen
a special topic to all the Algerian nationalist and the supporters of
el hirak movement for all the participants and marchers that made it part of
the Algerian history as the greatest march and gave lesson to any intended participant in a
future protest .I also dedicate my modest work to my loving and respective family who has
been my source of Inspiration for their love ,consciousness, and specially their
sacrifices ,to my beloved sisters for being the bingo in my life .

To all my family and friends

Acknowledgement

First of all, I thank “Allah for giving me the strength to accomplish my Project within the current situation . Then, I would like to acknowledge the help of my supervisor who has given me patient guidance and for having welcomed me and agreeing to lead this work . Also, I would like to express my special thanks to the examiners .My deepest thanks and appreciation to “linguistic ” team and all the teachers of the English department for the high quality of their teaching. I would like to place on record my grateful appreciation and sense of gratitude to all my teachers ,mainly in the master cycle ,for their unceasing encouragement, support, valuable pieces of advice and attention.

Abstract

This study works on the analysis of the discourse in posters of the Algerian Hirak movement, particularly in the first period of its initiation which started with the outrage against the president fifth term at arrow. In fact, the research seeks to explain the way language is used in the posters by the protesters in order to transmit their voice to the leading institutions and affecting the others' opinions. This study aims to discover the effective strategies of language use employed in the posters of El Hirak movement, in other words what is the best way of using language to convey the message in the posters. To undergo this research a quantitative as well as a qualitative research design has been adopted where the observation was the method that has been applied in a descriptive framework. The analysis is based on the examination of the selected posters from different websites depending on the frequency and repetition of these posters, relying on different theories of discourse analysis, which help us analyze the posters from a pragmatic perspective. Through the use of a discourse analysis approach in this work, we could notice that there is a particular manner that was used in the majority of these posters that gave power and complexity to the movement. This implies that movement uses particular strategies concerning languages in order to fit the intended purposes.

Keywords: Social movement, El Hirak, Discourse Analysis, Pragmatic theories

List of Tables

Table 1.1. Ben Loka's example of different indirect speech acts

Table 2.2. The theories on participations and emergence of social movements

Table 2.3. Types of social movements

Table 2.4. The application of the discourse theories on the posters

Table 2.5. The classification of posters

List of abbreviations

- 1. DA:** Discourse Analysis
- 2. SFL:** Systemic Functional Linguistics
- 3. PSP:** Presuppositions
- 4. FTA:** Face Threatening Act
- 5. CDA:** Critical Discourse Analysis
- 6. CA:** Critical Analysis
- 7. FLN:** The Front of the National Liberation
- 8. FIS:** the Islamic Front of Salute

List of Figures

Figure 2.1. The illustration of the social movements (Toby Chow, 2013)

Figure 2.2. Types of social movement

Figure .3.3. God allowed us to marry four only, divorce us for Christ

Figure. 3.4. The comparison of the discourse in the poster with a famous one used by Mustafa el Agha

Figure. 3.5. If the food is salty then you should change it all

Figure. 3.6. The expression of the need to change the regime

Figure . 3.7. Posters used famous songs to voice their thoughts

Figure . 3.8. Algeriens showed their disagreeing of foreign forces to intervene in their business.

Figure . 3.9. The use of famous perfume saying as a reference

Figure . 3.10. The use of a direct statement.

Figure . 3.11. The movement of smiles

Figure . 3.12. Walk it is good for your health ,manifest it is good for your dignity

Figure . 3.13. The illustration of the term as an exam that been failed

Figure . 3.14. The expression for the no need of any relation to the existing term

Figure . 3.15. Using the red cart as an elimination of the players

Figure . 3.16. The Algerians expressed that the issue is nation wide

Figure . 3.17. Respect the will of the people

Table of content

Dedication	i
Aknowledgement.....	ii
Abstract.....	iii
List of table.....	iv
List of abbreviations	v
List of figures	vi
General Introduction	01
 Chapter one :the theoretical framework 	
1.1.Introduction	04
1.2.Discourse analysis as a field of study	04
1.3.Concept of discourse	05
1.3.1.Discourse and frames	06
1.3.2.Discourse markers	06
1.4.Context in language use	07
1.5.Context	07
1.5.1.Context in systemic functional linguistic	08
1.5.2.The classification of context	08
1.5.2.1. Linguistic context	08
1.5.2.2. Situational context	09
1.5.2.3. Cultural context	09
1.5.2.4.The cognitive context	09
1.6.Approaches in discourse analysis	10
1.6.1.Pragmatics	10
1.6.1.1. Speech act theory	10

1.6.1.2. Cooperative principles	13
1.6.1.3. Presupposition	14
1.6.1.4. Politeness theory.....	16
1.6.2.Social semiotic and communication studies	19
1.6.3.Critical discourse analysis	20
1.6.3.1. Ideology and power	20
1.6.3.2. Political discourse	21
1.7. Conclusion	21

Chapter two : El Hirak social movement in Algeria

2.1.Introduction.....	24
2.2.Social movement	24
2.2.1.Social movement theories	27
2.2.2.Types of social movement	31
2.2.3.Social movement and social change	34
2.2.4.Requirement for an effective social movement	35
2.3.El Hirak movement	36
2.3.1.Reasons of the emergence of the political space	38
2.3.2.The results of the Hirak movements	39
2.3.3.The channels of voice and representation used during the movement	40
2.4.The power of language : from the power of language to the language of power ..	40
2.5.Conclusion	42

Chapter three : Data Analysis And Findings

3.1.Introduction	45
3.2.Descriptive of research inquiry.....	45
3.2.1.Research hypothesis	45
3.2.2.Study case	46
3.3.Data , methodology ,and research question	46

3.3.1.Data collection.....	46
3.3.2.Research methodology	46
3.3.3.Research question	47
3.4.Analysis	48
3.5.Discussion of findings	56
3.6.The interpretation	60
3.7.Suggestion and recommendation	61
3.8.Limitation.....	61
3.9.Conclusion	62
General conclusion	63
References	65
Appendix.....	70

General introduction

Nowadays, movements are regarded as a mean of expressing opinions . Therefore , language is seen as the main tool for delivering such information and point of views through the manifestation .This latter plays a crucial role in shaping the consciousness of individuals and manipulating public opinions . Movement is seen as a vast field of studies in different approaches. Linguists on the other hand took this phenomenon and based their research upon. In this study the discussion is focused on the language used by protesters and marchers. Language is considered to be a method that leads us to build social world. Understanding language and its use constructs the way we look at our-selves and social worlds. In this way we make connections, maintain social network and build identities, these communications with the participants in the act reveals what is known as "discourse".

Discourse is referred to as one of the criterion that is required for writing and expressing your interest and as it is. In fact, the discourse is conducted in different studies for the sake of exploring the reasons behind the use of particular linguistic choices. Discourse has the meaning of carrying out the responsibility of our use and understanding of language. Hence, we saw in the previous studies that been conducted in this area , that the political discourse reveals power and ideologies of politicians and the ways of persuading people and general opinions with their own ideas and ideologies , but how about people and the audience's opinions and ideologies? How do they express persuade others with their views where the interaction comes through the use of different techniques of language?

This study relates to sociolinguistics field, more particularly critical discourse analysis related to political discourse as well ,with the examination of the linguistic structure of the written text (discourse) in the intended context .Therefore , this work concerns the use of posters as a mean of communication in protest leading the movement and the interaction between the participants of the movement and the leaders of the intended institutions (the politicians). Thus, the research conducted is based on the attempt of analyzing different posters held by the participants in the Algerian Hirak movement. The posters are selected randomly from the web based on their repetition during the movement (the most repeated one's) relying on a descriptive analysis this research aims to answer the following questions :

- To what extent can the use of posters in a movement give as an advancement to change a prevailing situation ?
- Is using comic more useful or seriousness in conveying a point of view ?

General introduction

- What is the dominant language used by the protesters ?
- Under what conditions did these posters draw the attention ?

The questions are actually followed by hypotheses , it may be that discourse can be divided into different classifications and each classification differ with the percentage of its affection on the people. It also attempts to discover the useful language that the Algerians used in the posters . This work aims to investigate the useful means of communication during movements within the use of language and which consists of a specific method that did conceive the idea properly.

The present research work consists of three chapters. The two first chapters constitute the theoretical part, whereas the third chapter is about an analysis of data collected and description of the findings. The first chapter is about the literature review of the research. It attempts to define several concepts of discourse analysis as the basic approach for analysis and some of its essential tools. Then, it seeks to shed light on the different approaches focusing on the pragmatic element with the main theories that provide a needed assistance for the analysis. In addition, the chapter includes a brief glance on critical discourse analysis linked to political discourse that focuses on power and ideologies. Thus, chapter one is referred as the mirror of the whole field of study to gain the readers understanding of the next chapters.

Chapter two, on the other hand, is concerned with the theoretical part of the second section from the research topic which is the core element of the study. The chapter is divided into two sections the first focus on the general view of the social movement, and the second about the intended movement of analysis which is the Hirak movement. Hence, the chapter includes the theories and types of social movements that help us categorise the movement in hand and then the useful means to express voice and the effect that language provides linked to the power. This chapter gives the idea on the practical part of chapter three as to which channel of voice will be analysed.

The third chapter differs from the previous two chapters where the focus falls on the research tools and data analysis of the use of posters during the recent movement in Algeria and the function of the selected posters . There are some suggestions and recommendations to the students to carry on studying the topic from different angles and in different fields of study. The main recommendation is to focus on one particular theory that is the politeness theory and how it influenced the audience .

CHAPTER ONE :

THE THEORETICAL FRAMEWORK:

1.1. Introduction :

This chapter handles the theoretical framework by demonstrating discourse analysis's main concepts. For linguists discourse analysis is seen as a research method for studying written or spoken language in relation to its social context. The purpose from analysing discourse is to understand how language is used in real life situations .In this chapter we are going to tackle different tools that we may use in the analysis of discourse along with its relation with text and context as an inseparable parts .Additionally , it deals with a several points of view by the most scholars in the field of discourse .Discourse can be found in different areas and disciplines. This chapter is going to offers some of these main approaches dealing with language in use, as in pragmatics, systemic functional linguistic , and semantics , by highlighting different theories within these approaches. As a final point ,it deals with the terms of power and ideologies in critical discourse analysis and so in political discourse .The work of discourse is to analyze the language in use which means the function of language in a specific situation.

1.2.Discourse analysis as a field of study :

One starting point is the following quotation from George Yule and Gillian Brown is « the analysis of discourse is, necessarily, the analysis of language in use » (yule and brown 1983, p .1). Discourse analysis is developed from linguistics, literary criticism, semiotics. This means that the linguistic analysis cannot be separated from the function that is needed to be transmitted in the communication of humans. Unlike linguistic approaches that focus only on the rules of language use, discourse analysis emphasizes the contextual meaning of language ; in other words it focuses on what language is used for rather than its properties. Language generally has seven functions but the natural utterances of the language would fulfill only one of these functions at a time . In discourse we focus on the Transactional language, a language used to make a transaction which has a result. It can be compared with interactional language, which is used to maintain relationships .

We can see two approaches to language: sentence linguistics and discourse analysis, discourse analysis analyses the process, instead of analysing the concept ,The immediate discourse analysis means examining how language functions and how meaning is created in different social contexts. It can be utilized to written or oral language, as well as non-verbal aspects of communication such as tone and gestures. Amy Luo explained that:

When you do discourse analysis, you need to focus on the purposes and effects of different types of language, cultural rules and conventions in communication, how values, beliefs and assumptions are communicated, and how language use relates to its social, political and historical context. (Amy Luo ,2019, para.1) ;

that means the surrounded circumstances that discourse occur to help in maintaining the analysis .

Discourse analysis can mean different things, since many strands developed over the years. It is therefore important to define how the term is used. Some see discourse analysis as method rather than a research framework or strategy. Indeed there is some overlap between linguistic phenomenology and discourse analysis. That leads us to ask questions on what the term exactly means .

1.3. Concept of discourse :

One of the clear definitions is provided by M. Stubbs' textbook (Stubbs 1983,1), using three definitions :1- is concerned with language use beyond the boundaries of a sentence/utterance. 2- is concerned with the interrelationships between language and society, 3- is concerned with the interactive or dialogic properties of everyday communication.

All the explanation related to the term discourse including the definition of this term may be just as an elaborate answer to the simple question what is discourse ? The one that is most held on is that discourse analysis is the analysis of language 'beyond the sentence'. It is different from other types of linguistic analysis, such as sounds (phonetics and phonology), parts of words (morphology), meaning (semantics), and the order of words in sentences (syntax), so instead of studying smaller units of language, discourse analysts study larger chunks of language as they flow together, such as entire conversations, texts, or collections of texts .The selected data can be analyzed on multiple levels.

In general terms, it refers to actual practices of talking and writing (Woodila,1998) . The definition of discourse is an interrelated set of texts, and the practices of their production, dissemination and reception, that brings an object into being (Nelson Philips and Cynthia Hardy,2004). Discourse helps social reality to be produced and these social interactions cannot be fully understood without reference to the discourses that give them meaning.

Deborah Tannen argued in her explanation of the term that some discourse analysts consider the larger discourse context in order to understand how it affects the meaning of the sentence (Deborah Tannen ,(n.d),para.1) . Taking her example from Charles Fillmore ,Tannen conveyed the fact that meaning can be looked differently when the sentences are separated or when one discourse is considered as an exposition. He provided two sentences related to signs in a swimming pool : « Please use the toilet, not the pool », « Pool for members only ».The meaning of the two sentences separated is more meaningful rather than placing them together which gives us an odd meaning. we can say that the use of discourse analysis includes several materials along with spoken words (interviews and conversations) such as: books, newspapers, marketing material, such as brochures and advertisements, business and government document, Websites, forums, social media posts and comments, and their analysis needs the help of some tools ,such as :

1.3.1. Discours and Frames

Frame analysis is regarded as a type of DA, after all it is the analysis of discourse said or written by someone. It was first found in the so called linguistic turn in social science philosophy, coined by Bergmann 1953/1967. « Frame analysis is a type of discourse analysis that asks, what activity are speakers engaged in when they say this? What do they think they are doing by talking in this way at this time? » (Deborah Tannen ,(n.d) , Para.3) ; it is a way of rephrasing the meaning of what you heard. Charles Fillmore defined frames as both organizer's of experience and tools for understanding , and based on this definition reinterpreting messages needs for the idea, topic, and the experience of speaker to be counted for.

1.3.2. Discours Markers :

Discourse markers are words or expressions ,often adverb or adverbial expressions, usually referred to as conjunctions ,linking words ,or linking phrases, eg : *and, but, because, so, since* , etc that break our speech up into parts and show the relation between the unit of the sentence which help you understand the connection between what the speaker is saying and what has already been said . « these connective forms essentially make explicit implicit relations between clauses. Though dispensable, their presence in a text helps the addressees to construct the text's mental representation». (Elexandra Georgakopoulou and Dionysis Goutsos ,2004, p91) ; that means these connectors helps in holding the parts of the text and maintaining their cohesion and coherence. The connection between what the speaker has said

and what he is going to say now, and what the speaker thinks about what he is saying depending on its place in the sentence whether it is initial, central, or final, gives different meanings.

1.4. Content in language use :

When creating a message we use three main components which are form, content and use. Form includes phonology (rules about speech sounds), morphology (small units of meaning within words), and syntax (word order). Content includes semantics (meaning of words). And Use includes pragmatics (rules for communication through language). Language use is the communicative meaning of language (it can be compared to usage), it refers to the rules that are being used to make this language.

Speaking about language necessarily include text and context. Which makes the combination as follow :Language, text, context. According to functional linguistics, language is the means of communication that has been developed according to the concerns of human beings. People communicate using a combination of language units that produces different expressions, this combination of units is called text. We have text (written or spoken language) and other text (non verbal) that accompanies it that goes beyond what is said. Context is the other element that is not associated with the language, it serves to make a bridge between the text and the situation in which the text actually occurs .These are aspects of the same process which means they are complementary to each other.

According to Michael.A.K. Halliday the context precedes the text and the context governs the text so we need the situation of the environment in which it occurs. He claimed that the text is made up of units (words). He considered the text as product in the sense that it is an output. Something that can be recorded and studied and as a process in a sense of a continuous semantic choice, a movement through the network of meaning potential as when we deal with text in terms of form and function.

1.5.Context

« It is generally agreed that in order to fully understand discourse we need to understand it in its context » .(van Dijk ,2009, p. 14) , the contexts of language use is often not taken into consideration as an independent variable in any social situation . In his definition, context can be regarded as geographical, historical or political situation, environment or background, but in the language study and discourse, according to Van Dijk

the concept of context is vague and has multiple denotations, in a way it may refer to verbal context, known as co-text, or in another way, it refers to the social situation of language use in general, or to the specific situation of a given text or talk. As a general definition, “Context is the physical environment in which a word is used.” (George Yule, 2000, p.128) , context is a selection of the discursively relevant properties of the communicative situation, its main point is the environment (circumstances).

1.5.1. Context in systemic-functional linguistics

One of the major points that we need to account for is how language use is controlled by the context, there are several theories that took interest in context and one of them is the theory of systemic functional linguistics (SFL). It was developed by Halliday's articles in 1960s , Adopting the same social perspective toward language as Firth's ,since he was interested in the study of language in a social context , as well as his fascination with the work of anthropologist Bronislaw Malinowski (1848-1942), and others. The fundamental idea for SFL is the fact that the social situations in which we use language will influence both the structure of language and our ability to understand it .According to Ingold on the connection of SFL, « SFL views language as a ‘social semiotic’—a system of signs which have meaning not in their own right, but because they are embedded in society ».(B .Richard Ingold, Society, Context and Function: An Introduction to SFL, 2017,p.3)

SFL is one of the varieties of functional linguistics. Halliday (1978) described its distinctive feature being the concern to explain the internal organization of language in terms of the functions that it has evolved to serve. Hence, Ingold (2017) also said that context has a direct role in the linguistic choices we make. That is in reading a certain text, sometimes the circumstances that have been produced in can be vague but by its analysis we can know its social context and background. Its role is to consider how language is structured to achieve socio-cultural meaning ; it focuses on the analysis of texts, in relation to the social context that it occurs in.

1.5.2. The classification of context : Context has been divided into several types depending on the field of the study.

1.5.2.1.Linguistic Context : refers to the context within the discourse, the relationship between the words, phrases, sentences and even paragraphs. It provides us with the clear meaning of the word with its use in a sentence, since some words may have

multiple connotations, so we can say that without the linguistic context we would not be able to identify the actual meaning .Linguistic context can be understood from three aspects:

- a. **Deictic** : it means indicating or pointing through language such as her, their, this, it, etc. , that refers to an idea in mind that are known as deictic expressions or references and it helps participants to know the place, time and to refer to themselves.
- b. **Co-text** : Sentences will gain its meaning and interpretation related to the text that precedes it. Co-text is an element in context, it is the referent that you have in the text. It helps in interpreting the text and identifying its meaning. Wodak (2001) added the co-text as one of the four levels of constraint in his definition of context.
- c. **Collocation** : Collocations are syntagmatic relations between words. This is what Firth called collocation ; these terms were argued by Porzig In 1934.

1.5.2.2. Situational Context : Situational context, or context of situation, the term was founded by the anthropologist Malinovski (1923-1935). This notion was adopted for the understanding of any language around the world, that their specific context of culture is different. He studied context of situation with text and context. According to Halliday context precedes the text (language) ,and the context governs the text so we need the situation of the environment in which it occurs. Firth 1950 took Malinovski's context of situation and gave it a linguistic framework ,it was as followed :

- The participants in the situation : listener, speaker ,and other people. We take into consideration their personalities, social status, .etc.
- The action of the participants :what they are doing in terms of verbal action or non verbal actions
- Other relevant features of the situation
- The effect of a verbal action: it consists of the appropriate language use, authority of speaker, and appropriate context.

1.5.2.3. Cultural Context : it refers to the culture, customs and background of a certain period in language within participants . Language cannot be an independent part of the cultural context since it is already a social phenomenon controlled by the social status, social role, sex, age,etc.

1.5.2.4.The cognitive context : knowledge as a set of recognizable rules, norms and shared assumptions ; the process of inferencing tied to current activity and general expectations. Cognition depends on the peoples differences. Thus each person will

produce different text than the other even if they are from the same social or cultural context, for they have different experiences. In this theory Sperber & Wilson (1995) indicated that cognitive context is a set of assumptions stored in human beings brain.

1.6. Approaches in discourse analysis

The term DA is very vast one that studies language above the clause and sentence in the context that it occurs in. DA does not stand on its own but is rather influenced by other branches that are involved in the description of language in use in social context. There are many approaches to discourse analysis that belong to different disciplines.

1.6.1. Pragmatics

It is a sub-discipline of linguistics often called the wastepaper basket of linguistics by the Israeli philosopher Yehoshua Bar-Hillel, Pragmatics is one of the disciplines that studied the relation between context and language .It deals with language and interaction in context that is the communicative function of language and how people make sense ,which is the case for other fields of study. Pragmatics rather focuses on more philosophical issues. It was linked with analytical philosophy. Thus, we find studies such as the analysis of speech acts (Austin, 1962; Searle, 1969), conversational maxims (Grice, 1989), politeness (Brown and Levinson, 1987), presuppositions and indexicals (Stalnaker, 1999), among many other approaches with some amount of import from sociology.

According to Fetzer (2004) and Van Dijk (1977, 1981)context is one of the essential elemenr in this field study , « The fundamental function of context models is to make sure that participants are able to produce text or talk appropriate to the current communicative situation and understand the appropriateness of the text or talk of others ».(Teun A. van Dijk ,Society and Discourse, How Social Contexts Influence Text and Talk, 2009 ,p.13) . In the light of Van Dijk citation , the theory of context would be one of the aims of pragmatic account of discourse.

1.6.1.1.Speech act theory

« A theory of language is part of a theory of action, simply because speaking is a rule-governed form of behaviour » (J.Searl, ,1969. Speech Acts: An Essay in the Philosophy of Language ,p17). The utterances have the same referential meaning but their pragmatic

meaning is different as they are used in different contexts. They are generally divided into a propositional based utterance (the objective part), and the pragmatic component (subjective part). Therefore an utterance with the same propositional content may have different pragmatic components which are different speech acts.

Speech acts are actions people do through language when made in specific situations, these actions are called social acts such as , apologizing, instructing, explaining ,or even threat. According to J .Searle (1969) language use is perceived as action and that is the undeniable merit of speech act theory . Which means that the theory focuses on the action dimension of the utterances beyond the structure or even the semantic meaning. Debra Tannan argued that : « Studying speech acts such as complimenting allows discourse analysts to ask what counts as a compliment, who gives compliments to whom, and what other function they can serve. » The theory was founded by John Austin and developed by John Searl. Austin wanted to show how utterances are not statements or questions but rather actions .It's been simply said that some sentences are not used to say or describe things but rather to do things.

Austin divided sentences into : *performatives* (utterances which are neither true or false but bring about a particular social effect by being uttered they can be implicit and explicit) and *constatives* (utterances used to state a fact or describe, they can be true or false which describe something outside the text) .The *performatives* is referred to the actions and performances made by the speakers in which by uttering you perform the act, that they can be changed under certain circumstances. If something went wrong in the condition between circumstances and utterances, we called it misfire or abused procedures ,this what Austin called infelicitous (unhappy),and if it answers the felicity conditions it was called felicitous (happy) . Taking into consideration the speaker's belief and intentions. According to the theory the speech act can be appropriate within certain conditions, formulated in terms of the knowledge ,wishes or goals of the participants . Austin specified the circumstances required for their success as the felicity condition, Austin,1969 (as cited in Teun.A van dijk, 2009) explained that :

Such conditions are formulated as abstract rules of appropriateness, based on our linguistic and interactional knowledge and intuitions, and were initially not derived from empirical social and cognitive research into what are actually appropriate speech acts in real situations. Important for the theory of context, however, is that in

speech act theory for the first time situational conditions enter the systematic description of language use, such as the intention, knowledge and social position of the participants. (p14)

These ways of study had a major influence in the study of language use ,even if the study was initially based on formal and philosophical issues .

Austin's distinction between the constatives and performatives were replaced by other three aspects of utterances under the view all utterances are in fact performatives . For a successful speech act and to perform an utterance in its full normal sense. First we have locution (it is the content of the utterance itself), it can be phonic (phemes) ,phatic (phemes) , and rhatic (rhemes) ,you may perform a social act of stating, promising , etc .But it is the illocutionary act (the meaning intended by the speaker, that it does not always correspond to the literal meaning) , that effects directly perlocutionary act (the interpretation of the message by the hearer, or the effect of the utterance) such as persuading or surprising, it is the result of the utterance .

Searl also helped in the development of the indirect speech act theory, it is referred to the fact of when making a statement, participants often perform another act, that it may refer to something else, since we often do not express what we need directly but instead formulate our needs in a way that it appears more polite to the addressee. Indirect Speech Acts happens when the locutionary force of the utterance is very different from the illocutionary force. For more clarification Ben Loka gave some possible interpretations of some common indirect speech acts in these following examples according to (the table 1) :

Sentence meaning	Possible speaker's meaning
I've got a really sore throat and my head hurts.	I require sympathy.
Excuse me, do you know the time?	-I really just want to talk to you, that's why I'm asking
Ha, ha. This video is really funny.	I didn't really watch your video, but here's a comment that showed that I tried.

It's a really nice day out. Have you seen the sun?	I have nothing to talk about, but I can't stand silence.

Table 1: Ben Loka (n.d) example of different indirect speech acts

1.6.1.2.Cooperative Principles :

Grice theory 1975 had a major influence in the study of language use, by introducing the notion of implicatures and focusing on the non-literal meaning, « traditional approaches in semantics, philosophy and logic were limited to an analysis of semantic implications (or entailments) of sentences, implicatures are less strict inferences based on contextual conditions. ». (Teun. A Van Dijk, 2009,society and discourse, how social context influence text and talk,p15) , Grice divided the implicatures into conventional, that is loaded with meaning in convention, the social meaning contributed in word, and the conversational meaning which was the focus of Grice, that is the use in conversation, and it is loaded with meaning according to certain aspects (context, participants, and environment)

According to Van Dijk the implicatures are called the contextual meaning of discourse since the participants must have knowledge about the issues along with the context that is put into. Grice also introduced what he called the maxims ,that is acting with others via meaning, and they are the principles that govern the conversation and cooperation ,which are :the maxim of quantity (say as much as it is necessary by providing sufficient information), the maxim of quality (tell the truth, be honest ,and sincere.),the maxim of relevance(stich to the point, make your contribution as relevant as possible.) and the maxim of manner (be clear, avoid ambiguity and be brief).The maxims are made to help the interaction between participants easier and to know the intention of the speaker without being bored .

Van Dijk (2009) argued : « there are no formal linguistic or discourse rules that require utterances to be truthful, or not to engage in lengthy, irrelevant digressions. That is, these are rather social norms of interaction. » ; he continued saying : « At the same time, this philosophical approach articulated some relations between normative social appropriateness (e.g., to speak the truth), on the one hand, and more psychological aspects of appropriateness and acceptability (such as being clear and relevant), on the other hand. » (Van Dijk , 2009,society and discourse :how social context influence text and talk ,p15)

Grice's aim is to establish a set of general principles and explain how speakers use indirect meaning that is the conversational implicatures. It's been said that : « The cooperative principle is based on the assumption that language users tacitly agree to cooperate by making their contributions to the talk as is required by the current stage of the talk or the direction into which it develops. »

The maxims can be violated or infringed under various circumstances it is a purposeful act to invite others to make inferences on the implied meaning.

1.6.1.3.Presuppositions :

Presupposition is a crucial element of thematic meaning. The notion of PSP first started since the work of the linguists Frege on sense and reference in 1892. According to Givón 1979, presuppositions are defined in terms of assumptions on what the receiver can accept with no complications. Presupposition focuses on the implicit meaning part of pragmatics. It's been said that Presupposition is closely linked with the notion of definiteness, that involves the speaker's assumptions about the hearer's belief. In its literal meaning PSP refers to an assumption made before the actual understanding of the situation. It is often used in the analysis of the link between language and ideology.

Presupposing differs from asserting, presupposing as if making assumption or a guess to what it may be, but asserting is more of being sure of the information that you are providing. Many complexities were raised in the notion of PSP, one of the questions that has been argued is whether to account for the study in the semantic analysis or pragmatic analysis. On one hand and according to Robert C. Stalnaker philosophers argued that : « the phenomena of presupposition is a pervasive feature of the use of natural language. One that must play a role in the semantic analysis of many words and phrases ».(Robert C. Stalnaker , (n.d) , context and content ,essays on intentionality in speech and thought ,p47) .On the other hand, other linguists argued that the presupposition should be regarded as a pragmatic analysis , Robert C. Stalnaker suggested that :

pragmatic account makes it possible to explain some particular facts about presuppositions in terms of general maxims of rational communication rather than in terms of complicated and *ad hoc* hypothesis about the semantics of particular words and particular kinds of constructions .(,p48).

- **Semantic Presuppositions :**

One of the possibilities semantics provides is the explanations of the relation between words and sentences. Its definition is usually related to the definition of entailment. Entailment is also known as logical implication, it is the logical relation between sentences and propositions, according to (Lyons ,1995), for a proposition (p) to entail a proposition (q) it must and in every situation for (p) to be true that (q) to be true, in other words, the truth of sentence two needs necessarily sentence one to be true. However, if sentence two is false sentence one must be false as well.

- **Pragmatic presuppositions :**

Stalnaker (1974) provided us with more of a general definition for the pragmatic PSP ,he said :

A proposition B is a pragmatic presupposition of a speaker in a given context just in case the speaker assumes or believes that B, assumes or believes that his audience assumes or believes that B, and assumes or believes that his audience recognizes that he is making these assumptions or has these beliefs . (p. 200).

In another definition he said, p 181,« surface sentence A pragmatically presupposes a logical form L, if and only if it is the case that A can be felicitously uttered only in contexts which entail L ». In the definition of pragmatic PSP the focus was on the context of utterances, the speaker, and the knowledge that the participants share along with the verbal discourse.

Sentences with no truth values including untrue presupposition , is referred to as inappropriate in the pragmatic presupposition. That is when uttering a sentence whose presupposition is not true it would be to produce an infelicitous utterance

More specifically, in sentence interpretation, the principle of pragmatic presupposition should supplement, rather than replace, the semantic representation (logical form). For one thing, pragmatics task is to explain the relation between ways of understanding utterances and the contexts in which they are uttered (Levinson 1983 p. 1-34). To concluded and according to Ayman El-Gamal (2001) : « Some linguists (e.g. Leech, 1981) argue that the relation is partly logical, and partly pragmatic, noting that the area of presupposition is the area where semantics interacts with pragmatics. ». (Ayman El-Gamal,

2001 ,Presupposition :Perceptual Relativity and Translation Theory, p .39) , In fact, one of the levels of distinctions can also be made between presupposition and two other types of inference, namely entailment as a semantic relation and implicature, as a pragmatic relation.

1.6.1.4.Politness theory :

Up to now the most influential theory of politeness phenomena is that of Brown and Levinson in the 1970s and 1980s. Their theory is based on a particular interpretation of Goffman's writings on the role of "face" in social interaction in the 1950s as a foundation for explaining human interactions that revolved around being polite, in their interpretation of the theory they heavily drew to politness with more focus and attention.

Politness can be seen in the analysis of the indirect speech act theory as well as the analysis of social relational aspects and situational limitation on the exchange of information, which is all part of the pragmatic analysis. « such a study may focus on the linguistic forms of politeness or deference, the general conditions are contextual: face is a social property of the participants, and the strategy is an interactional one. » .(van dijk , 2009 ,society and discourse ,p13). Indeed politness theory is an outstanding pragmatic topic that deals with contextual aspect of language use in the analysis of politness and respect, in which people adjust their talk according to social status of the addressee and the social relationship between each other.

Politness can have many shapes and ways depending on cultural aspect among societies such cases can be between teens and older people, in formal and informal speech, in higher staus and lower status ,or between strangers and others who know each other. According to Erving Goffman (1955) , (as cited from Mark V.RedmondIowa State University, Face and Politeness Theories ,2015,p.3):

Just as the member of any group is expected to have self-respect, so also he[she]is expected to sustain a standard of considerateness; he[she]is expected to go to certain lengths to save the feelings and the face of others present, and he [she] is expected to do this willingly and spontaneously because of emotional identification with the others and with their feelings . (p. 215)

Politeness is something that is learned or acquired. We are not born with, but rather socialized into it, depending on the cultural aspect. Politeness is not just about being nice rather than

mean of inoffensive, it is rather controlling the power of your relationships, how close people are to you, and the way you provide for them and the way they provide for you in terms of services.

a.Face

According to Goffman (1955) face is the positive public image you seek to establish in social interactions. After Goffman (1956), Brown and Levinson (1987) analyzed various forms of politeness in terms of what they call the positive or negative “face” (or public image) of the participant positive face and negative face. They distinguished two types of face :

- **Positive face** refers to the desire to be appreciated as a social person, a desire for approval and acceptance by others, in other words positive face reflects how individuals wants their needs and to be accepted in their social context.
- **Negative face** refers to the desire to see one's action unimpeded by others, to proceed without being blocked or discouraged upon, with freedom in making his/her choices and actions.

b.strategies :

From the previous assumption about face act theory, researchers concluded with distinguishing between three strategies in the theory of politness in the execution of the speech act.The politeness strategies were concluded due to the two kinds of different faces .

- **Positive politeness strategy :**

The aim of the speaker is to address the positive face of the addressee to enhance it, this is called the positive face redress. In an interaction what the speaker want is somehow the same as the hearer's , thus we can say that this kind of strategy helps developing the gentleness between the speaker and hearer . For a general definition strategies that are performed to avoid offense by emphasizing friendliness. The speaker should show his total interest in the hearer's talk or even sympathy. He also can exaggerate in showing his confirmation within the use of discourse markers, jargon expressions, a white lie, hedging an opinion or even using humor ,other strategies used to strengthen the intimacy between the speaker and hearer is the use of assertment and presupposition , as explained above , « Where positive politeness enhances the hearer's positive and consistent self-image through

recognizing the hearer's need for his or her wishes and desires to be appreciated socially » (universal class site) .

- **Negative politeness strategy :**

It is known as negative face redress for the hearer's need and wants for being free in his actions and declaring his resolution. It provides him with the possibility to act on his own . « Negative face: the want of every 'competent adult member' that his actions be unimpeded by others Positive face: the want of every member that his wants be desirable to at least some others » (Brown and Levinson ,1987,p.62),for them politness is universal ,and the negetive face is the need and desire to be agreed with and appreciated .

To imply the negative face strategy is to be direct by being conventionally indirect with no assumptions. It contains questions and hedges. Another way that can be included is being pessimistic, admitting a mistake, and apologizing .

- **Off-record politeness** is a politeness strategy that relies upon implication. This strategy is very indirect. Here, the speaker is relying upon the hearer's ability to interpret the speaker's intended meaning .Off-record politeness is accomplished in a couple of ways with several strategies for each.

Threatning face act :

According to the politeness theory we all have face wants and needs in which it is nearly threatened, for both the hearer and speaker, in every social interaction .A threat to one's face whether it is negative or positive face is called a Face-threatening act (FTA) by Brown and Levinson, which has been called weight. For instance threatening someone's positive face can be through insulting them by making comment about their appearance or ignore their talk ,and threatening someone's negative face is by smiling at them or invite them to go somewhere in the time they want to be alone .In every situation we need to be thoughtful and respectful in the decision we make concerning the choice of our talk for not threatening other's face. For the researchers it is determined by three main variables :power(the social level of the participant),distance(it is about the closeness),and rank(it is about the sensitivity of the topic) .The theory accounts for the social circumstances in which the speech act occurs. That is we need to take into consideration whom we are addressing, what is the social relationship with the hearer, and what is the topic we are dealing with .Brown and Levinson (1987) pointed to this theory saying: "certain kinds of acts

intrinsically threaten face, namely those that by their nature run contrary to the face wants of the addressee and/or of the speaker” .(Brown and Lavinson ,1987,p 65),(as cited from Regina Seiwald ,2011, ,p.21), according to leech 1983 some acts can be polite and others are only threatening the face .

« One way of knowing people’s faces have been threatened is by their emotional reactions. Face threats usually produce feelings of embarrassment, shame, humiliation, agitation, confusion, defensiveness, or chagrin. ».(Mark V. Redmond,2015, Face and Politeness Theories ,p7), that is observing the reaction and the response of someone can tell you if his face is threatened or not ,for some people can hide their feelings and that what Goffman called poise (ability to cover the truth).

1.6.2. Social semiotic and communications studies :

The concept of sign was first founded in the ancient Greek. It refers to the signifier and signified. After thousands of years F.De Saussure developed the term. He pointed for the fact that language is just one among many system of signs. The study has been viewed by the media and communication departments and others, who were studying both visual text and verbal text.

In 1916 de Saussure point to the term semiology as the scientific study of sign system. In other words the study of meaning in its most general sense ,which linguistics forms only one part of it ,and should be regarded as its sub discipline. It may contain images, music, gestures, dance,... with their association with language or any other system of signification such as cultural behaviors , the study of culture is referred to as a set of semiotic systems but to have a more general understanding we need to think of it with rather of meaning in contact of the output that we call sign ,that the system of meaning in relation to context as an outside factor . Another aspect that should be counted for is the reference to the word social semiotics ,which it is studied simultaneously with culture and explained the term social as the relation between language and social structure .

Most of the study done on language use neglected the non verbal texts ,and that what semiotics took upon within social semiotics. The only limitation in this approach is the fact that it remains an atomistic concept. The sign has been seen in isolation.

1.6.3. Critical discours analyses :

Van Dijk was one of the researchers that started the notion of CDA in his journal, *discourse and Society* (1990) along with others ,such as Wodak, Fairclough, Kress and van Leeuwen . According to van dijk 1998,CDA is one discourse analysis type that studies the social phenomena of power and it's contribution within dominance , ideologies ,the unequal opportunities through text and talk in both social and political context.

According to Fairclough 1995, Critical discourse analysis (CDA) is found between different approaches of knowledge in the field study of discourse, that views language as a form of social interaction. In general, CDA is a school of paradigm that has its own principals. Like CA and DA it analyses real sample weather it is spoken or written ,but unlike CA ,CDA adopts a macro analytical view (Wodak and Mayer, 2008).Moreover, CDA is known with it's interest in the ideologies , power ,culture and identity .thus CDA often deals with the analysis of how language works in relation to political discourse ,in this context .Van Leeuwen, T. (2009) claims that critical discourse analysis is based on the idea that text and talk is important in maintaining and legitimizing inequalities, injustice and oppression in society.

According to Ruth Wodak and Michael Meyer (2008) ,CDA analyses several phenomena using naturally occurring language use by real users ,it focuses on larger units of analysis, such as texts, discourses, conversations, speech acts, or communicative events , moving forward to the study of action and interaction strategies along the non-verbal aspects through a specific context of language use , some of these analysis can be as follows : coherence, topics, macrostructures, speech acts, interactions, turn-taking, signs, politeness, argumentation, rhetoric, and several other aspects of text and discourse.

To sum up Wodak and Meyer (2008) explained :« CDA can be defined as being fundamentally interested in analysing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. In other words, CDA aims to investigate critically social inequality as it is expressed, constituted, legitimized, and so on, by language use (or in discourse). » (Wodak and Meyer,(2008),p10).

1.6.3.1.Ideology and power :

CDA usually distinguishes between power and ideologies. However, it is the laboring of ideologies in the social life that captured CDA researchers, on one hand. Fairclough,2003, explained : « Ideologies are representations of aspects of the world which contribute to

establishing and maintaining relations of power, domination and exploitation. ». (Fairclough, 2003, p.218,as cited from Wodak and Meyer ,(2008) , p8), wodak and meyer continued saying: « ideology, for CDA ,is seen as an important aspect of establishing and maintaining unequal power relations.CL takes a particular interest in the way in which language mediates ideology in a variety of social institutions ». (Wodak and Meyer ,(2008) ,p 19). « Each ideology has its corresponding discourse (and vice versa), and, ideologies are generally explicitly expressed, acquired and reproduced by discourse. » . (Givi amaglobeli, 2017,p23).

On the other hand, power is another concept essential in CDA ; it is concerned with the analysis of language in use of the participants that are in power who are the reason in the existence of inequalities. Power is the opportunity that an individual has to express his or her own view in a social relationship even against others. (Weber,1980,p8).

Faucault 1975 studied power in relation to technology. He is concerned with intention but not the individual's intention .He discussed ? the accepted way to practice power such as violence .One of the main fields in practicing power according to Faucault is the marketing business by convincing the customer on specific objects. However, he suggested the analysis of power with a functionalist strategy.

1.6.3.2.Political discourse

Political discourse is the talk and text used in political problems between politicians, such as the presidents or other members of government, for both the speaker and the audience.

Political discourse can be identified as an intentional act which conveys specific objectives; that is, production of a particular political discourse that serves a specific purpose to maintain certain interests. « Political discourse can be classified according to the ideologies it tries to promote (socialist, liberal / democratic, conservative & totalitarian) or sub-genres (LGBT, feminist, green, religious, nationalistic). It may be dominant (primary) or subordinated (secondary) according to the presence/absence of the power / hierarchy ». (Givi Amaglobeli, 2017, P23) .

1.7.Conclusion :

Discourse analysis provides us with an understanding on the interactions in society, with the analysis of the circumstances that discourse is used in ,including the rules used by individuals, the relation between the linguistic regularities ,and meaning. This chapter was an

introduction to the field of discourse analysis ,by providing some of the main concept concerning some of the sub-field that are linked to discourse analysis.one of the main properties for discourse is known to be the study of language in use. Therefore it is important to show the introspection of contexts toward an utterance ,which the text refer to a given peace of text written or spoken , while context is the surroundings of the text, even if the text that was written describes the situation of the author's life, context serves in making a bridge between text and situation . in addition, discourse analysis is used to survey the meaning of the text (what is beyond the text) .

The chapter tackled another essential point that is the main approaches that are correlated to discourse, which are Semiotics discourse analysis framework is offered to understand meaning when using sign transforming a message, and pragmatics examines the meaning of text in the social discourse .Since pragmatics deals with the meaning that are not encoded in the sentence ,It reflects the sense of what is said or written ,linguists adopted different theories that assist in the analysis of discourse as in speech act, politeness theory, cooperative principals, and presuppositions . Finally, DA involves critical analysis of language in use, critical discourse analysis provides a strong assessment of what is meant when language is used to describe and explain, which it deals with politics to criticize ideology, power, and political system.

CHAPTER TWO:

EL HIRAK SOCIAL MOVEMENT IN ALGERIA

2.1. Introduction :

In this chapter, the major focus will be on the theoretical framework about social movements. Where by we will consider the impact of the social movement through the theories which studied this phenomena that gained a considerable attention in the recent years. Moreover, the chapter mentions the essential types that a movement could be characterized with i.e. what requirements should a movement have to be effective . One of the aspects that is linked to movements is the social change , where the movement characteristics associated with greater or lesser impact left on the societies reflect the pattern of social change .

The second part of the chapter is dedicated to the illustration of the Algerien Hirak movement, a movement broadly known as “the movement of smile” , the reasons as to why it emerged from the early 1990’s till nowadays and the outcomes that resulted from a 20 year past of depression . The people main slogan of “no for the fifth term” ,and the important one “a state governed by civilians” , it is the people refuse of the renewal of the president term . as a final point ,the chapter mentioned the power ,language ,and ideologies as an essential element for sticking to the position and clarify an idea.

2.1.1. Social movement :

Social movements are among the most dramatic events the world has ever known. It is not a new phenomenon by any means ,but it rather has a larger history. A movement should move in one direction in a unified manner . Since the very first beginning the history of movements that promote change was marked by the passion to make these changes , throughout the use of the human being management and capacity to lead and guide . Whether it was women’s suffrage, the civil rights movement, or resistance against apartheid, strength and dedication marked the efforts of these movements, “A social movement is a persistent and organized effort involving the mobilization of large numbers of people to work together to either bring about what they believe to be beneficial social change or resist or reverse what they believe to be harmful social change”. (“the sociology of social movement”, (n.d) , p27) , it is simply an organized effort by a large number of people who share a common outlook on the society.

Social movements are usually used in the change of a current situation in a society. According to the Dictionary.com online (2020) social movement is a group of diffusely

organized people seeking toward a common goal relating to human society or social change. Therefore , social movement is about a group of people gathered with a shared belief, seeking for an effect with a certain change or resistance, but not any group of people with a belief or idea. Social movement needs an organization, leadership, and resources if they were seeking an impact. The impact can even affect people that are not actively involved in these social movements. It can also cause panics among people as well as an unreasonable fear .

According to Aberle (1966) definition of social movement (as cited in Nick Lee , 2019):

A social movement is an organized effort by a group of human beings to effect change in the face of resistance by other human beings. By this definition, a social movement is differentiated from purely individual efforts, from unorganized group efforts such as crowd action (if indeed these efforts are truly unorganized), and from efforts at technological change which proceed only against the resistance of the material world. Under the heading of resistance by other human beings is included passive resistance or apathy. It should be noted that the definition does not require that the resistance be organized. (Para 2)

But according to Aldon Morris and Cedric Herrin (1984) , social movement will never have a specific definition since it may reflect the view or the concept of the theorist him self .In their book , theory and research in social movement :a critical review, Morris and Herrin gave several definitions according to different scholars as well as the schools they belong to , in which we are going to mention some of them as follows : from Marx's view movements grow out of basic social and economic relations which establish the bases of power in a society. Weher's from another hand conceptualized the charismatic movement as a social change force. Collective behavior views social movement as noninstitutionalized social change efforts ; thus Blumer defined it as a collective enterprise to establish a new order of life .Mass society view social movement as phenomena which occur when previously unorganized individuals hand together to change some part of their social milieu .Also Rational Action Approach , argued that movement participation is guided by utilitarian cost benefit calculations. Which refers to the self interest depending on the individuals. organizational-Entrepreneurial is one of the essential views ,since it looks in the modern American movements. It argues that these movements are seen as a professional movements based on the funds of the middle class as well as entrepreneurial leaders.

One of the illustrations that provides us with what it could be more clear vision to what the social movement represent is by Toby Chow (2013 ,4:41), in his speech in one of Ted Talk . In **Figure.1** below we have the big fish on top represent some of the social system predatory system , and then we have all of these little fish (the people) in close to the big one ,but they are not unified and they have to deal with the consequences of the system and cope with it at the individual level. At the bottom is were a movement is created by moving together ,we have the people working together they are agreed on the goals under mutual purposes .They are united in actions ,and they are moving against the big fish and confronting the system. The goal if the system is really bad maybe kill the fish ,or if it is redeemable they may discipline the fish and make it less predatory.



Figure 1: the illustration of the social movements ,(Toby Chow ,2013)

Before having a social movement ,it first goes through stages ,in which it starts by a few ideas shared by a few people. Then they start to organize and consolidate into a unit of organizations based on a problem in a current situation to make a change .For a social problem to exist is when there is a widespread belief that a condition or a pattern of behavior is harmful . It can be either successful or it will have to adapt .

At the end every social movements eventually decline , and what is interesting in them is that they eventually become part of the undesired situation they were trying to change .The past social movement form the present whether it succeed or fail in its goals ; that have failed has its mark on the society. If it succeed ,it is integrated in the culture and if it failes ,it is not taken into consideration but we can still notice its mark on the society .Social movements have become the most important collective force for bringing about change in the country's history.

2.1.2.Social movement theories:

Most theories of social movements are called collective action theories, indicating the purposeful nature of this form of collective behavior. There are several theories as to how and why social movements form. One of these is called mass society theory. **Mass-society theory** was first developed by the political sociologist William Kornhauser ,In his theory, Dr. Kornhauser suggests that people who have low self esteem and feel isolated and insignificant in their society are attracted to the social movements .This view point was strong during the 20th century ,where the participants in these social movements were seen as refugees from there life and that they needed a sense of belonging to the community . In it's early studies social movements were seen as dysfunctional, irrational, and dangerous . But this theory took another term after several other social movements ,by the 60's and especially after the civil rights movement ,which it definitely was not only for satisfying the needs for involvement . According to this theory , social movements are influenced by the media , which are considered to be a powerful force that can manipulate the mind of average people .

More recently, a few main theories have been developed among them stands the relative deprivation theory, **Deprivation theory** was first explained by Robert Merton ,who argued that social movements is created between people who feel deprived or oppressed from rights that others in their society have and enjoy. It all starts by the comparison among people , than people may feel in a lower state than others. So they join to the social movement in the hopes of being closer to others in areas such as money, justice, status or privilege and this what is called deprivation which is the basic element of social movement .This deprivation results from the sense of injustice by the comparison and that is the starting point, then it moves to other points .According to the theory three main components must occur for the social movement to be created : first a relative deprivation, then the feeling of being worthy and for other methods to be useless. So if we look at the women's equal right movement from this point of view , it is obviously a response to the inequality and oppression of women .women were seen as a second class citizens that their social status was lower then men's .They were convinced that there role is restricted on home and family only. They had no rights in the votes or having a higher education or signing contracts by any means . when looking at the women's rights movement it started by the demand of the right to vote ,but it was brought with other changes that seeks for equality ,such as having higher educations and having male professions.

One of the theories is going to be the political process theory ,it treats social movements as a type of political movement since it relates to the existing of political opportunities. In relation to the status or the power of the government ,more precisely if the government is strong and repressive then the social movement might fail .If, on the other hand, the government (or the political system) is weak or more tolerant , then the social movement might have the opportunity to grow (Dobson, 2001).one criticism on this theory is that it focuses on the political circumstances and ignores cultural factors that have a major influence on the political circumstances .

Another theory was developed along with the other theories is the **structural strain theory** it was proposed by Smelser (1965),and developed by Merton as an explanation for deviant group behavior. According to Merton, members in a society seeks for success and a stable economy and if society has no prosperity ,crime can be the response because of the limited opportunities. According to Anindya Sen and Ömer Avcı (2016) :

The theory advocates that any nascent social movement needs six factors to grow. These six factors are: people in a society experience some type of problem (deprivation); recognition by people of that society that this problem exists; ideology purporting to be a solution for the problem develops and spreads its influence; an event or events transpire that convert this nascent movement into a bona fide social movement; the society (and its government) is open to change for the movement to be effective (if not, then the movement might die out); and mobilization of resources takes place as the movement develops further .(p128).

Another theory, **resource mobilization theory**, looks at the social movements from a different angle. McCarthy and Zald (1977) conceived this theory as a way to explain movement sufficiency in terms of the qualification to acquire resources and mobilize individuals. Away from the people deprivation ,this theory looks at the factors that help or prevent the social movement to rise .It needs qualifications ,even the simple act as gathering into small groups of people with a shared idea may face some constraints in some countries , not only that, but to start a social movement you need resources .The term "resources" in this context refer to things like money, labor, social status, knowledge, support of the media and political elites.it needs a good organization of members under one idea ,guided by members with a strong personality and charismatic figure to stand for one purpose . According to Starr (2000) many “new” social movements (that are categorized by many under the umbrella term “antiglobalization movement”) make use of the mobilization to

mobilize resources, mainly human resources, to create a manpower in a local place then getting wider and finally create a protest at the national and international levels.

In relation ,there is the **new social movement** Theories .This kind of theory is not a specific theory rather than different theories that occurred in the mid 60’s .these theories emerged as to highlight new feature of the classical Marxist theories in analyzing collective action (the theories and debate considered to be classical Marxist are those that have already been discussed during the lifetimes of Karl Marx and Friedrich Engels ,in the period of early socialism and within the socialist labor movement ,particularly within its organizations and political parties) . Its framework analysis was based on an economic perspective .where the NSMT looked to other aspects away from this framework as to aspects relate to politics , ideologies and motivation.it specified in the identity such as ethnicity ,sexuality and age ,unlike the Marxism ,which made the socio-economic class as the definer . “ traditional social movement theories (many of which were grounded in Marxist ideology) focused on issues primarily related to exploitation of one societal class by another; on the other hand, NSMT focus on issues pertaining to life-work balance that pertain to individual citizens” .(Sen and Avci , 2016 ,p.129). True to their name, such “new” social movements usually use tools as the Internet to continue their mobilizing activities , to bring people together (or mobilize them) with no guides and across the international boundaries .

The table 2 provide us with examples as to why people protest, who protest ,and the form of protest as to how some theories analyses this phenomena according to (Jacquelin van Stekelenburg and Bert Klandermans ,(n.d),p3):

	Classical approach	Contemporary approach		
	Mass society Coll. behaviour	Resource mobilization	Political process approach	Social constructivistic approaches
Why people protest	Grievances, discontent, anomie	Resources, opportunities, social networks	Political opportunities (Cognitive	Social construction of reality: (Meaning)construction

	Class conflict	efficacy	Liberation)	Identity Emotions Motivation
Who protests?	Alienated, frustrated, disintegrated, manipulated marginalized	Well-organized, social networks, professional, resourceful Embeddedness	Coalitions between challengers /political elites Embeddedness	Countercultural groups, identity groups Embeddedness
Forms of protest	Spontaneous, irrational, expressive, violent (Panics, fashions, mobs, crime)	instrumental (Institutional politics, lobbying, interest groups)	Rational, planned, Rational, instrumental, polity-oriented (Elite contention lobbying, Indigenous minority disruption i.e. sit ins strikes)	ideological, expressive, identity-oriented (cultural and religious organizations, self- help groups, alternative lifestyles)

Table .2 . theories on participation and the emergence of social movements

2.1.3. Types of social movement:

There are different types and different ways to categorize the social movements. Depending on their goal . The social movements can be either activist movements , which it focus on changing some aspect of society, or regressive or reactionary movements which persistently try to resist changes.

There are other pattern of classification concerning the types of social movements. According to William Little and Ron McGivern (n.d) , the Sociologist David Aberle (1966) in his book entitled **The Peyote Religion Among the Navajo** developed divisions of social movements in terms of the aspect of the society that are targeted for change , how much change they want and who is the target group of the society . we first start by the reform movements , it recall for change in one particular aspect in the structure of the society not the entire social institutions .The changes include in patterns of behavior, culture, and/or policy . Supporters of this movements claim to politicians , attempt to elect candidates, and in other time they bring the cases in front the justice only to pursue their goal . On the other hand, revolutionary movements seek to completely change every aspect and values of society by replacing one or more social institutions with new one's . Revolutionary movement is a specific type of social movement aim to gain some control of the state with a revolution form, however ,it's been claimed that the members of this movement ,that the one's in contrast who define the movement as revolutionary and ruin it's true values.

Redemptive movements is a Social movements that encourage inner change or spiritual growth of personal behavior. Redemptive seek total individual change. The defining characteristic, Aberle says, is the search for a new inner-state. These are most often religious movements promoting a total change in a person". (Nick Lee,2019, para . 4) , this movements are seen as a meaning seeking.

Alternative movements are Social movements that aim to change only one single type of behavior rather than an institution or a government as a whole it is a partial individual change , this movement focus on self-improvement, in the individuals beliefs and behavior . The figure 2 below shows the classification of the four types according to Aberle (1966) in the aspects of how much change they bring ,and who is changed as a target of the movements.

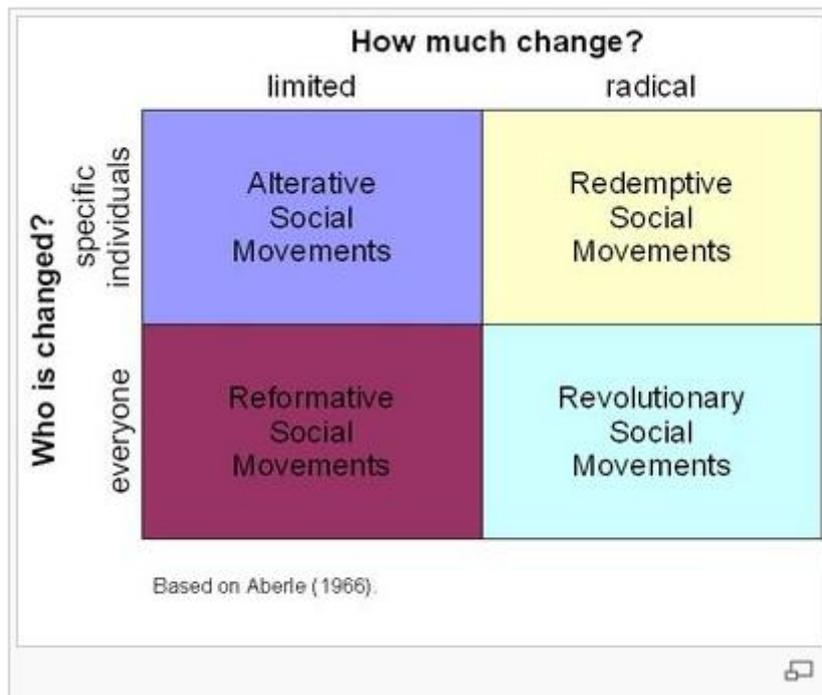


Figure2 . Types of social movement (Aberle,1966, p5).

Other types may be included , as **the resistance movements** ,it aim at stop a proposed changes or delete changes already exist in the social structure ,it can be referred to as a conservative movement ,that has the goal of maintaining things the way they are (resisting change) . one might consider the **revolutionary movement** and the resistance movement alike, but in fact the unpleased people of the slow rate of the social change equals the revolutionary movement .whereas the fast social changes and their consistency makes people devote for resistance movement to arises. **The Anti-war and environmental** movements are also considered reform movements because they seek in changes in the aspect of the policy only not a hole social institutional . **Innovative (liberal) movement** , a social movement that plans to introduce something new taking the culture , patterns of behavior, policies, or institutions into consideration . **A reactionary movement** ,it seeks to restore cultural elements, patterns of behavior, or institutions of the past (“bring back the good old days”).

There are other type for Social movements under different classification ,as the identity movement . it is created for specific group of people seeking for a new identity as a response for the discrimination they were living in . This movement helps these people in finding their self-esteem, empowerment, pride, confidence, and equality ,based on race, nationality, physical characteristics, gender, sexual orientation, or other characteristics. According to Gill

and DeFronzo (2009). The major goal of this movement is to spread understanding of the ways of domination. We also have the new social movements that were also mentioned as one of the theories. These types existed mainly at the second half of the twentieth century and were concerned with the ways of living and moral problems to maintain a new collective identities. The transnational movements are active in more than one country. Although reform movements and the revolutionary movement are different in several ways, they may overlap in other ways of classifying the movements. Reform movements are explicitly for providing chances to a specific stratum of people and revolutionary movements help to free the populations free from any external domination it is also considered part of the identity movements.

In the table 3 below, it shows the main types of social movements that have already been mentioned, with illustrations to clear these types more from the past movements, as well as their goals.

Type of Movement	Goals	Examples
Innovative (Liberal)	Introduce new cultural elements, patterns of interaction, policy, or institutions	Legalize marijuana movement
Conservative	Maintain things the way they are	Keep marijuana illegal movement
Reactionary	Bring back old cultural elements, patterns of behavior, policy, or institutions	Movement opposing same-sex marriage
Reform	Change cultural elements, patterns of behavior, and/or policy, but do not replace institutions	U.S. civil rights movement
Revolutionary	Bring about great structural change by replacing one or	American Revolution,

	more major social institutions	French Revolution
Identity	Create positive cultural and personal identities for members of groups that have been the target of prejudice and discrimination	Gay rights movement
New social	Achieve moral, quality-of-life, self-actualization, and other noneconomic goals	Anti-Vietnam War movement, environmental movement
Alternative	Change one specific type of behavior	Temperance movement, abstinence movement
Redemptive	Total moral change of individuals affecting multiple behaviors	Religious fundamentalist movement
Transnational	Achieve aims in more than one country	Human rights movement

Table 3 :types of social movement

2.1.4. Social movement and social change :

Shortly and strait to the point, social movements create social change . Collective work and social movement bring about social change .But first to have a social movement we need a social problem that needs to be highlighted . In some cases they can be unclear for the public until they are shed lights on by the movements .Social movements can change society in two aspect, one is purposeful and the other is random . Social movements are an organized groups working together for mutual goals and purposes , Under the temptation of making change, resist change ,or to make a point of view on a specific dysfunctional

institution . In fact social movements do not necessarily bring solutions to the existing social problems. One of the perspectives on the social movements looks at the main reasons as to why it raise , for what purpose ,and why they exist. According to the functionalist the social movements arose when the systems of the institutions are not working properly as to the people view .In addition , one of the observations done by the functionalist ,is that the movements shift the interest and goal from the initial purpose . According to Donatella Della Porta and Mario Diani (1999,2006) :

“Social change may affect the characteristics of social conflict and collective action in different ways. It may facilitate the emergence of social groups with a specific structural location and potential specific interests, and/or reduce the importance of existing ones, as the shift from agriculture to industry and then to the service sector suggests.” p.35 .

Now it is not always the social movement which brings the change ,but rather the social change that provoke the movement . “ Smeler has defined a social movement as an organized group effort to generate socio cultural change” (Rao , 2006 , as cited in Ajay Kumar Yadav ,2015, p3) ,changes in all the field of the study is considered as the law of nature ,that is what is normal today might be odd tomorrow, and our todays knowledge may be basic information tomorrow ,because society is known to be an ever changing phenomena in all time. “The degree of success of a social movement determines not only how the social problem is confronted but also what happens to the movement itself. The interplay of social problems and social movements produces a typical “life cycle” or “natural history” that often ends with the disappearance of the movement.” (Ajay Kumar Yadav ,2015,p 4).the changes brought by the movements are in the distribution of power .

2.1.5. Requirement for an effective social movement.

Every social movement has a requirement to which it helps in gaining its goal and achieve the desired one .A successful movement needs to bring the right changes in the society, its institutions ,as well as its culture in the coming days . Not that only but within the goal it should increase awareness to the issue and the problem involved ,and provide details as to how and why they are considered to be problems ,help the participants to be part of the critical process .Along the history the most successful social movement had clear Ideology & the right Leadership ,they focused on organizing and mobilizing strategies ,address the members of their needs, Concerns, & Hopes . But in the other hand ,not all social movements

do succeed but rather fail ,because they become defensive and preserved ,Movement's values & goals are persuaded by an external factors , Lose credibility among people ,in some cases their are some conflicts emerge between members and leaders and the goals might change or just widen .According to Reisch (1948):

Social Movements Can Influence public policy by addressing its substance and goals, the structures through which it is developed, and the processes that determine and implement societal priorities. But, The “window of opportunity” is limited ,Some movements can maintain long term involvement in the policymaking process by building institutions which are compatible with existing political structures. (p48).

Social change need planning and organization ,it does not happen over night .Each social movement is build on principals representing freedom and equality. However, even if each movements may share some common goals and ideas , no two movements are alike. Every social movement had experience of bouncing in the scale between success and failure .a real and serious social change always happens in the context of a social movement .

2.2.1. Hirak movement:

Announcing his candidate for the fifth term ,the Algerian president ,was hospitalized in switzerland ,since he was a victim in 2013 of a serious cerebrovascular accident (stroke), had already been reelected without intervening publicly during the campaign in 2014.since then , the disqualification of head of the Algerien state, in power since 1999, that lead the institutions to sink into struggles.

In the meantime, the Algerian people's irritation seems to be at its height in the face of yet another electoral farce whose election is set for April the 18th. When the National Liberation Front (FLN) chose Abdelaziz Bouteflika as its candidate. And six days after the announcement for the fifth candidacy by the press , which made the news official ,his candidacy for his tenure arouses an outrage, but there was an unexpected outburst that should be taken into consideration . People of different social classes, ages ,and origins has joined the movement . They participated for the cause and attempt to change the system and have a different path in it's ruling system . the president was elected for the first time head of state in 1999, then re-elected in the first round in 2004 with 85% of the votes, in 2009 with 90% and

in 2014 with 81% votes, after the removal of the constitutional limitation to two Presidential terms, Bouteflika, has only set the stage for a lifetime presidency.

Friday, February 22, a multitude of mobilizations took place everywhere when hundreds of thousands of people converged to the capital . It is the first major demonstration in the capital, Algiers ,since the Algerian civil war . According to Amel Boubekeur (2020):

Although the demonstrators primarily describe it as a “revolution”, the Hirak is not just a sudden revolt against a fifth term for Bouteflika. It is also the product of past political and social movements’ techniques for pressuring and constraining the regime. By gathering several generations of frustrated citizens, demonstrations every Tuesday and Friday (as well as Sunday among the Algerian diaspora) have created an independent political space in which non-violence and popular unity come before ideology in the push for regime change. (para 30).

The protest was also called revolution of smiles or Hirak movement ,were it had the military by it’s side as a first .The unheard thought were spoken that Friday in different ways some with humor and irony others with anger and cursing words , the protesters have used slogans, cartoons, and public discussions within the posters in hands or with the use of media, that did not appear in the media ,when the wall of fear was broken, the streets said the final words .Calling for the rejection of both the existing system and presidential elections. where a new page was being written for a before and after . A few days later, on Tuesday, February 26, the student world mobilized massively against the announced of the re-election of the same president . the following Friday , two days before the deadline of the presidential candidacies, the bigger wave of gathering was seen in the streets across the country. Hundreds of thousands, if not millions, of people have now marched against the President’s fifth mandate . The media could no longer ignore the rebellion .the participation was not limited only on the activity of marching ,but it includes the use of the social network that made the link of information between people .

The Hirak protest movement has uncovered flaws in the Algeria ruling system, that it lacks the insufficiency of the tools and forces to redeem itself and create a new social state with the people .The movement was the birth of a series of actions held since 1990 ,that created pressure on the citizens .

2.2.2. Reasons of the emergence of the political space

It all started by the president's decision to run for a new presidential election. It is the decision of the 5th term that started the wave of the protest, with the anger Algerians had at the president's absence from the political scene since 2013. Bouteflika the president was credited with the end of the civil war, also known as the black decade, that truly lasted a decade from the 1990 to the 1999. The civil war was a turning point for the Algerian people where 200,000 people died and 20,000 others disappeared. The brutal state conflict set upon between the ruling liberation national front (FLN) and the latest winner (FIS). When the victory of the Islamic Salvation Front's was cancelled (FIS) in Algeria's first free election

In the past 20 years that led to the Hirak, Algeria's current system of governance was the reason that the country survived of the so-called civil war of the 1990s, and to maintain its position against both internal struggles and external waves of protests, with the initiative of the so-called national recognition. Bouteflika's ruling was since 1999 and by that time several acts were changed in the constitutional law of the country. In 2001 Ali Benflis, the prime minister back then, prohibited the manifestations and public gathering for a large group of people in the capital after the mass protest in the Kabylia region which were accepted by the public in the fear that it would threaten the nation's cohesion. One of the other main laws that have been changed is the constitutional limit on the presidential term in 2008 that gave the green light for the multiple presidential term for one president. There was also the problem of appointing close friends, allies, and family members in high government contacts (such as prime minister, and ministers of oil, the interior, justice, and foreign affairs).

When the demonstration started, the Algerian regime was already in crisis. Since coming to power, Bouteflika remained in power but after the stroke a talk had been walking through the Algerian that he has been a puppet president, with figures from within Bouteflika's entourage calling the shots (Gida Malafronte, 2019). Algeria is known with her oil and gas fortune, it is one of Africa's major oil producers, that made her count on this reputation and neglecting the agricultural aspects that is a necessity to be taken into consideration. In the description of the multiple reasons as to why el Hirak began (Jessica Ayesha Northey and Latefa Narriman Guemar, 2020) stated:

Lack of transparent governance, absence of an independent judiciary and rule of law and increasing corruption were at the heart of their messages. The violation of the constitution by Bouteflika and his clan (popularly called the *issaba* the bandits)

was the trigger for the much wider protest, which began by challenging the absent president and moved on to call out corruption, regime contempt, poor economic governance and the deep structural inequalities in the country .(p15).

One of the additional reasons as to why the Algerians has protest against what the called “le pouvoir” (the people in power) contains the inequalities ,the deteriorated of the oil revenue in 2014,and the unemployment.

In 2010, with the start of the Arab Spring, the memory of the Algerian civil war helped in the controlling of the peoples anger at that time, where the neighbors in contrast were controlled by there anger .however the army had a hand at this by not using the military forces to stop the protests unlike Syria ,Egypt, and Lybia whom opted for a military response

Given these factors, it is misleading to use analytical frameworks similar to those applied to the 2011 Arab uprisings .The phenomena gave a lesson to the Algerians to how the wave of el hirak should be lead to. In the Revolution of Smiles millions of people protested , both men and women, among them we find kids and even new born participating in the weekly marches, in the public spaces for one and only demand is for the regime to be changed. “This unorganized movement with no leader is seeking dramatic change through entirely peaceful means, preventing the influence of extremist groups.” (Gida Malafronte ,2019, para17).

2.2.3.Results of the Hirak movement :

Following the pressure on the president Bouteflika by the peaceful protest of the Algerian people, and after six weeks of demonstrations, he finally held his resignation on the April 2nd 2019 before the official elections that were supposed to be on the July 4th ,and the country was in the hand of the Senate President Abdelkader Bensalah temporarily. “The Hirak has also given Algerians a physical space in which to discredit the regime’s symbols of political authority in a marked change from an era in which political contestation was limited to indifference, divisive identity politics, or boycotts of elections.” (Amel Boubakeur , 2020 , para .34) ,the Algerian hirak had the advantage of the protesters bond and support for one another in their regional and social challenges .

According to Adel Chiheb and Jess Northey (2019) made the political and sociocultural structure of the society in several aspects by remodeling and getting back some of the subsystems in the society .where the Algerians finally are aware to some extent of their duties and rights ,work as one for the same interest rather than individual benefits ,learned to

say no to the wrong and corruption and fight for the right with no violence only in a peaceful way, being aware of politics as part of the countries interest and raising the interest among all the classes ,and expanding the women participation (that the country has no gender discrimination) .and exclaiming that we are not against 12 December elections, but against those who supervise them. Where the streets of Algeria gave example of solidarity by providing food and drinks to the protesters and cleaning the streets after the marches ,and the respect of the social groups among them . The Hirak has created a political culture whose impact on political change goes beyond variations in the number of its participants or its structure under a specific leadership for starting negotiations with the regime. (Amel Boubekeur,2019, para 43).

But even after Bouteflika resignation the protest continued for over than 42 weeks ,and the protests now changed to a movement ,with the demands of the regime change and the political system .and the slogan now changed to ‘Yetnahaw Gaa’ (They All Should Go) referring past years of oppression . With the help of Ahmed Gaid Salah (who the president had nominated to lead the generals in 2004) , some of the figures who confirmed and supported Bouteflika’s regime were jailed, who he called the issaba and mafia of the previous regime and tried to organize a new presidential election. For the hopes to maintain the support of the political transition the people were seeking to .

2.2.4.The channels of voice and representation used during the movement :

Social movement is one of the peaceful option people use against the power holders based on a common cause, weather it is social, political, economic or cultural demand . According to Tarrow (1994), “social movements are not about “polite debate” or “invited spaces” of interaction between state and society. Social actors coordinate their actions in sustained sequences of opposition and contestation intended to transform existing power structures and dynamics.” (Alina Rocha Menocal,2016,para.1) social movement is used by people who are incapabal and do not have access to the institutions. As a methods , regular people seek for their voice to be heard by social movement and within it we find other channel of voice to support the claims of the movement .

In the el Hirak movement more traditional channels of voice and representation were included as citizens seek different means to exercise voice more effectively . Internet has a profound use in our life in different aspect , It was strongly present to maintain the communication effective and rapid between the protesters and people in general by building

network , within the uses of internet by the politician or intellectuals they aim at different goals , “[...]resistance confronts domination, empowerment reacts against powerlessness and alternative projects challenge[...].” (Castells, 1997 ,as cited in Edgar Klusener, 2018 ,para 1) , and these can be some of them. Internet and social media in general provide those who are left marginalized with the voice they need and in the most of the cases that’s the point where the social movement start , “It gives individuals a voice and platform to explain their views and direct these views to people in power.As Castells (2012) stated, it allows for “real democracy” , where every voice is heard and considered and it’s a social movement we participate in subliminally, displaying how powerful it truly is.” (Edgar Klusener ,2018, para 6).

people used different method to show their participation as the street cleanin ,they also used theater (as the play that is made by the university students in Telemcen,or the play of “khatini” “خاطيني” ,or “el safina” “السفينة”,and others) , song writing (by raja mazian or a group of singers as the song of libérez l’Algerie) all against the fifth term by explaining their feeling during all the past years , caricature , slogans that been used throughout the movements and shouting in the street denoting with “no for the fifth term” “لا للعهد الخامس” ,and the poster that were in different types, one’s with picture and words others with only pictures to demonstrate the situations , and in another cases only words are left as the final solutions to voice their demands.

2.2.5. The Power of language: from the power of language to the language of power :

Using language politicians , intellectuals ,and activist managed a unique concepts and terms, to transmit the diversified movement in meaning and ideologies (Ziraksadeh ,2006) ,using various methods and technique of the language planning . Therefore , within the language we have another important aspect that the politicians use to extend their impact ,it is the power .it is also one of the important topics in the linguistics studies .According to Talbot, Atkinson, and Atkinson (2003) “language is crucial in articulating, maintaining and subverting existing relations of power in society, both on global, national and institutional levels and on the local level of interpersonal communication” (Svava Berglind Finsen ,2016, p15). It’s been said that the more powerful groups in any society are able to force their language upon the less powerful .

Power is not only as we know it in it’s traditional sense in term of resources and abilities ; but it rather has much more meaning as to influence others and that’s what Nye call soft power “the ability to influence the behavior of others to get the outcomes one wants”(

Nye , 2004, as cited in Svava Berglind Finsen , 2016 ,p17). The soft power is embodied in several ways . it can be by stimulation and force , or by the persuasion and shaping the others to want what you want .Language is a peaceful method to maintain the needs , words with power has the ability to change the existing situation not necessarily with commands and force ,and language is a necessity in the use of soft power . One of the example that illustrate the use of the soft power is in the following picture, where we have a homeless who is blind sitting in the middle of the street holding in his hand a cart that says “am blind please help” ,he used to sit there days but no response from the people passing by. Untill one day a women came and took the card, changed the words written ,and in moment people started noticing him ,after asking the women about what she wrote ,she answered: “I wrote the same but different words” .in the saying she actually wrote “it is a beautiful day and I can’t see it” .And that’s how much impact language has on us .through the language choice we can identify the culture of the people .

Different approaches in linguistics viewed ideology as an object that has a material social existence in language, text and discourse. Where the sociolinguistics examines the ideological role of discourse in the formation of the speaking subject, we mean by text and discourse the ideas and thoughts of the individuals . Kress and Fairclough agreed with the idea that political discourse mediated by institutions ,among people indifferent position of power and knowledge . Furthermore, Fairclough explained that “discourse is dialogical, produced by and producing the social relations of addressors and addressees” (Gunta Rozina and Indra Karapetjana , 2009, p112), it means that ideology is represented through discourse .

2.3. Conclusion:

Social movements continue to be a major force in the world that people use to voice there thoughts . with different theories sociologists gave an analysis of social movements that provided us with a sight of both past and present societies, as well as some other changes and new theories that may be introduced in the future. As new movements develop, they can learn from the analysis of the perceding movements to be prepared for other possibilities . As social movements continue to change, having a sight on the theories and the types of social movements is one way of understanding how social movements form, develop, solidify, and decline. The movement is an experiment that leads to social change with good planning and

investigation ,where the social movement is defined as a collective effort with a shared purpose for bringing social change (or resisting social change).

This chapter tackles what it became the largest reform ,revolutionary, and peaceful movement in the Algerian history .The people turned there energy in much more useful activities to protest there demands and show that the movement has no link to the uprising “Arab spring” protest . where the movement was the conclusion of the suppression by the government institutions since the civil war of the 1990 .Moreover ,the starting flame of el Hirak was the news of the president in the election for a new mandate (the fifth one) and holding in posters what became the famous saying “no for the fifth term” .Since the Algerian Hirak and despite the challenges there is still great hope for establishing a truly democratic Algeria ,based on justice and equality, with an active civil society.

CHAPER THREE :
THE DATA ANALYSIS AND
INTERPRETATION OF FINDINGS

3.1.Introduction:

Social movements are interpreted as a representative phenomenon against repression . The previous chapters of the dissertation were devoted to the theoretical part to provide an insight about the topic under study, where this chapter is held for the practical phase ,that aimed at presenting the research methodology ,the study case ,the data analysed and the instruments used in the description and analysis of this research .The data tackled in this chapter are authentic discourses from the late Algerian movement (the movement of smiles) that were mentioned in the posters held by the protesters . The analysis serve to answer the main question as to which manner of language is considered to be the most affective the transmit the needed information during protest ? In order to answer this question ,it seems to be necessary to explain several points in the analysis to clarify the discourses and describe that data . Additionally, the chapter ends with an attempt to provide suggestions and recommendations that could be efficient to help other future studies and accentuate the analysis in different fields of analysis .

3.2. Descriptive of research inquiry:

The study of discourse in general has been adopted by researchers in different approaches in the last years . where the study of discourse in linguistics aims at understanding the language used in real life situation .The language use can differ from individual to another depending on the context and situation they are in ,with it's capacity to influence others ,language is referred to as the power of thoughts .In the other hand ,social movement is also considered to be one of the factors that influence others within the use of language .Moreover, in the Algerian Hirak movement people have chosen the use of posters to voice their thoughts in different discourse method ,which is the case study of this research .

3.2.1 Research hypothesis:

This research study tackles the types of manners and method of expression in posters during the Algerian Hirak movement . This leads us to look for which is the most effective method , and which has the most influence on the audience .The major interest of this study is investigating the hypothesis which focuses on the idea that during protest people use different ways just to make their needs clear for the target institution , as to Algerians aims from the movement was transmitted correctly with the manner chosen in the posters with the right use of words that is either the comic or the seriousness that been showed in the posters .

3.2.2. Study case :

The analysis in the research is going to be based on different posters collected from social media, about 16 posters, in the first period of the Algerian Hirak movement where the protest were focusing on the signs that includes the slogans linked with “no for the fifth term” .all the posters used included are collected only in the first two weeks from the protest in the capital of Algiers ,where the Algerians protested against the previous president after he run for a new presidential election. The focus in this period of the movement was for his resignation .

3.3. Data, methodology and research questions:

This section gives an overview background of the current case of study research. The research study defines methodology and research tools used in this study. For the sake of this investigation, a methodology is required. The research case is based on the collected posters from different web sites on the social media ,all the posters chosen are under the sign of “no for the fifth term” of the previous president of the Algerian republic that appear in the first two weeks of the movement .the poster selected are based on it’s repletion in all the Algerian soil . A quantitative research seems better for this research study paradigm and discourse analysis which are suitable elements of research methodology used in describing and collecting data for the completion of this investigation.

3.3.1 Data collection:

The data gathered in this research study are written texts in posters in the Algerian march which are taken from web sites . Hence, the analysis in this research is based on the interpretation of the selected posters that were chosen based on their frequency of use in the capital of Algiers .The discourses in the posters will be interpreted based on the application of different discourse theories to select the most effective method and manner to transmit the message ,then the use of survey to conclude the frequent type used of poster .

3.3.2. Research methodology:

Research methodology is a systematic way to solve a problem or to carry out a solution following a method of describing, explaining, analyzing a phenomenon or a problem. Moreover, the research methodology is based on two distinctive paradigm; qualitative and quantitative research. In this study, both of the research were chosen for the data description.

3.3.3. Research question:

The analysis of the posters is focused on the following questions :

The main question raised in this research is to what extent can the use of posters in movements give as an advancement to change a prevailing situation ?

The analysis of the language used in posters reveals the meaning behind each description of statements and the function that is meant to be sent and required to be fulfilled. The question raised aims at finding out the effectiveness of the language used in posters and how much does it influence others opinion .the discourse analysis is used in this study by applying it's different theories to convey a function which is to convey a communicative meaning .Hence, speakers usually use several ways of linguistic expressions in to communicate messages that would manage to change the hearer opinion mentally or emotionally, thus modifying thoughts about an information ,convictions or feelings.

Sub question one :is using comic more useful or seriousness in conveying a point of view ?

Of course ,the use of the combination of words is different according to the user as well as the function is intended to be fulfilled ,whether it might include some humor in to it or it could be purely seriousness .In it's definition comics is concerned to be a medium used to express narratives or other ideas through images, usually combined with text. If you describe something as comic, you mean that it makes you laugh , or amused .where comedy is described as a form of entertainment where the actors in the case of the social movement are the protesters .In the other hand , seriousness is usually used in serious situation mixed with emotions as stress or anger .

Sub question two: What is the dominant language used by the protesters ?

Each social movement has aims according to the participants ,whom considered to be the first main element who define what is the true identity of the movement they are standing by . And by the different needs of the movement the language is chosen .

Sub question three: Under what conditions did these posters draw the attention ?

This question tackles the relation of people nation wide and internationally . Some people see the use of posters as a useless mean , that does not have an effective role in the

movements, while others see it as an important element within other channel of voice . The posters played the role of the interpreter of the multitude that helps the participants get along and be combined under one common symbol and reason .

3.4. Analysis :

The figures below are the collected posters from el hirak movement :

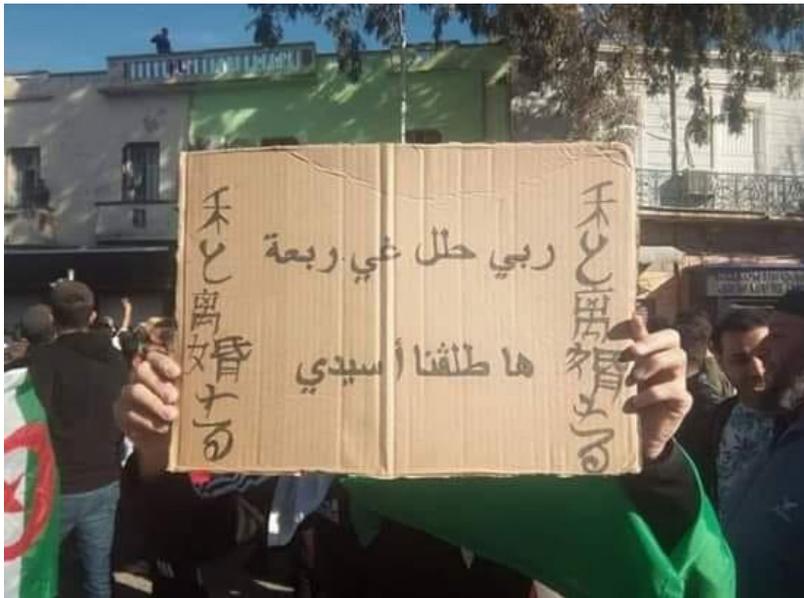


Figure 3 : god allowed us to marry only four ,divorce us for Christ .



Figure 4: The comparison of the discourse in the poster with a famous one used by Mustafa El Agha.



Figure 5: if the food is salty then you should change it all.



Figure 6: the expression of the need to change the regime .



Figure 7: protesters used famous songs to voice thier thoughts



Figure 8: Algeriens showed there disagreeing of foreign forces in their business .



Figure 9: the use of famous perfume saying as a reference .



Figure 10 : the use of direct statements .



Figure 11: The movement of smile .



Figure 12: walk it is good for your health ,manifest it is good for your dignity .



Figure 13: The illustration of the terms as an exam that been failed .



Figure 14 : the expression for the no need for any relation to the existing term



Figure 15 : using the red cart as an elimination of the players .



Figure 16 : the Algerians express the fact that the issue is only nation wide .



Figure 17: respect the will of the people .

The table 4 : below provide an analysis of the above posters using the theories of discourse analysis :

		The of Theories Discourse			
The posters sentence and discourse	The translation	The politeness theory	The speech act theory	The grice principles	The presuppositions
ربي حلل ربعة ها طلقنا اسيدي	God gave the permission for four , divorce us for Christ	Being conventionally indirect (contextually ambiguss meaning)	Order	The four maxims are applied	He may be married four times
اذا اردتم الخامسة ارسل حلم او Dream الى الشعب	If you want the fifth send حلم (means dream in arabic) to the people	Being conventionally indirect (contextually ambiguss meaning) with the use of	Summons	The four maxims are applied	He needs another fifth term
الماكلة مالحة ماتيدلوناش	It is the the food that is	Being conventionally		The four maxims are	They will only change

المغارف	salty don't change the spoon	indirect (contextually ambigouass meaning)	Complain Demand	applied	the spoons
J'ai testé ce régime et je n'ai pas maigri alors je change de régime	I tried this diet and i haven't lost weight I change the diet	Since the hearer don't feel like being part of the proposal. The speaker will try to give defense . Try to coerce the hearer	Complain Declaration	The four maxims are applied	
Love the way u lie		The use of jokes	Admiration and sarcasm	The four maxims are applied	You are a liar
not sure Algeria or Bollywood		Exaggeration Positive	It can be description, Sarcasm , or Comparison	The four maxims are applied	There is an exaggeration in taken step
Il n'y a que chanel pour faire le n 5	There is only channel for number 5	Both using joke and exaggeration	Comparison	The four maxims are applied	You may thought you can do the fifth
لا لاستفزاز الشعب، سلمية حضارية لا للعهد الخامسة	No to provoking the people , peaceful civilized no for the fifth term	We can sense the use of imposing that is there is no politeness rather than strong demands	It could ether declaration , Threat , or Ranking	The four maxims are applied	The people has been provoked
ثورة الابتسامة	The revolution of smiles	Exaggeration positive	Statements	The four maxims are applied	There is a peacefulness

Marcher c'est bon pour la santé manifester c'est bon pour la dignité	Do the murch it is good for the the health Manifest it is good for the dignity	Exaggerating positive	Provocation and Demand	The four maxims are applied	You are not participating
مدة الامتحان: 20 سنة النتيجة: 00/20 الأستاذ المصحح الشعب : الجزائري	The time of the exam :20 years The score:00/20 The corrector: The Algerians	There is an exaggeration in the description	Sarcasm	The four maxims are applied	
لا لبوتفليقة ومشتقاته	No for Bouteflika and his derivatives	Not seeking any relation to the addresser (the theory is not applied)	Demand within order	The four maxims are applied	They still exist
Carton rouge برا	Red card Out	No polit manner was use	Aggressive demand Verdictives	The four maxims are applied	They is a violation of the law of the game
العالم يتساءل ماذا يحدث في الجزائر، الشعب يرد....اننا ننظف قمامة فرنسا من بلدنا	The world is wondering what is happening in Algeria ,the people respond...we are cleaning	Impersonalizing	Inform	The four maxims are applied	

	the French garbage from our country				
Respect the will of people Enough is enough اخطونا		Impersonalising	Order Request	The four maxims are applied	There is no respect
Macron la fatma te dit l'algerie a déjà ses hommes occupe toi de tes gilets jaune	Macron ,La Fatma is telling you Algeria has her mans keep busy on your "gilets jaune "	Stating the FTA as a general rule, where the speaker claims not to be imposing ,but reminding the hearer to do something .	Threat	The four maxims are applied	She does not want his to interfere in her bisness

Table 4: the application of the discourse theories on the posters

3.5 .Discussion of findings :

The el Hirak movement is considered to be the greatest movement in the history of Algeria that showed the insight of the population .The language used in movements within posters gave an enlightenment to every reader , and brought smile to every hearer, thus it was named the revolution of smile .The pattern used in the poster is what the linguists call seriously fanny .Since there is no similar needs between the speaker and addressee , the strategy most used is the negative politeness strategy only in the posters that do include the sense of politeness .Moreover, the use of humor was seen in some of the statements ,that it can be considered both positive and negative strategy since the hearers ability is going to be tested and each individual has his own conception , also if the joke is personal it can affect the addressee's positive face . In all the utterances above the acts where locutionary and each provided us with the stated illoctionay act such as the threat ,demand ,sarcasm... . in each of the loctionary act the perllotionary act is the desired illoctionary act of the participants of the movement toward the intended addressee . In fact , utterences are mostly constative that is

meant do state something and only few that where meant to do things that performative. we can also say that the utterances may be inappropriate (infelicitous) since the speaker is not a specific person rather than a population (Searl (1969) condition) . In addition , the posters gave the right amount of information about the current situation and the reasons behind the movement (maxim of quantity) , the participants gave what it appeared to be true for them (maxim of quality) , the subject tackled in the posters were relevant (maxim of relevant) ,and the statements were in the most clearest and briefest manner (maxim of manner) we can note that grice's principle do apply on the statements in the posters . As to the presupposition we can see that most of the sentences do express an assumption .

The analysis showed that the discourse used in posters can be arranged in categories based on the statistics held upon people who participated in the march . The categories are **the statement and anger** . It include every discourse that is an individualized group of statements and sometimes as a regulated practice that counts for a number of statements (Faucault 1972) .The second category is the one that includes **humiliation category** within the statement that usually shown with the use of cursing word or statement of a direct order with no politeness . The third category is the **humor category** , that is the statement that makes the hearer laugh .The forth category is the **irony category** ,it is a type of humor but it consist of humiliation and mocking ,it is what the dictionary refer as the expression of one's meaning by using language that normally signifies the opposite .Where the classification of the posters (that are used in the analysis) show each poster belonging to a category or a multiple one 's .Thus ,The table 5 below, is a result of the statistical examination and a survey held by students of master two linguistics as well as teachers from different Algerian Univercities .

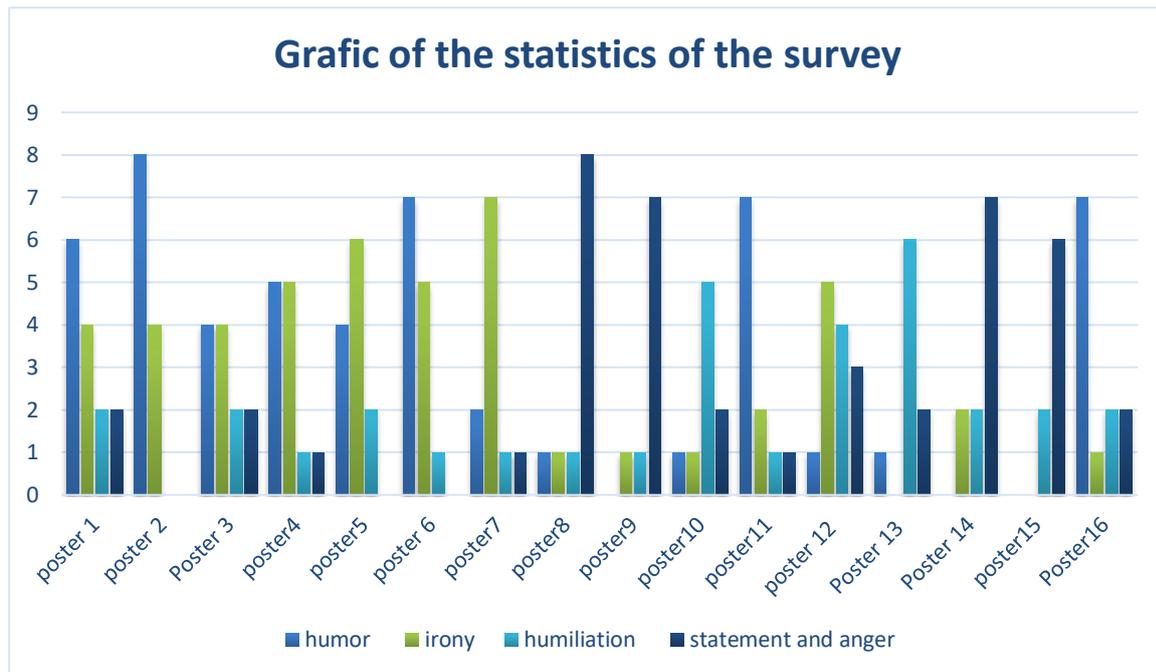
The Categories	Statement and anger	Humiliation	Irony	Humor
The Posters				
ربي حلل ربعة ها طلقنا اسيدي	20٪	20٪	40٪	60٪
اذا اردتم الخامسة dream ارسل حلم او			40٪	80٪

الماكلة مالحة ماتبدلوناش المغارف	20%	20%	40%	40%
J'ai testé ce régime et je n'ai pas maigri alors je change de régime	10%	10%	50%	50%
Love the way u lie		20%	60%	40%
not sure Algeria or Bollywood		10%	50%	70%
Il n'y a que chanel pour faire le n 5	10%	10%	70%	20%
لا لاستفزاز الشعب، سلمية حضارية لا للعهدة الخامسة	80%	10%	10%	10%
ثورة الابتسامة	70%	10%	10%	
Marcher c'est bon pour la santé manifester c'est bon pour la dignité	20%	50%	10%	10%
مدة الامتحان: 20 سنة النتيجة: 00/20 الأستاذ المصحح: الشعب الجزائري	10%	10%	20%	70%
لا لبوتفليقة	30%	40%	50%	10%

ومشتقاته				
Carton rouge برا	20%	60%		10%
العالم يتساءل ماذا يحدث في الجزائر، الشعب يرد.....اننا ننظف قمامة فرنسا من بلدنا	70%	20%	20%	
Respect the will of people Enough is enough اخطونا	60%	20%		
Macron la fatma te dit l'algerie a déjà ses hommes occupe toi de tes gilets jaune	20%	20%	10%	70%

Table 5 : The classification of posters .

The following chart represent the statistics that been taken based on the survey.



The resulted conclusion concerning the above table and chart is the fact that the category of humor and irony were the dominant among the four categories and the statement category had just the right amount of choices ,that it became closer to the irony category in the percentage , but the humor category was in the lead with a minimal disparity .The statement category was chosen by the participants when ever the statement did not belong to any of the other remaining ones and the fact that the majority of the posters did include some anger since the subject is a sensitive one for the participants and it is new .

3.6 .The interpretation :

The movement seeks to make a mockery of the ruling system of the government by highlighting the absurdity of the it's institutions and politicians in general and the leaders in specific , humor in movements provides a non threatening challenge and cause a discomfort at the same time to make others rethink there positions .social movements is raised for the purpose of repression that the people feel ,and whose members believe they are misunderstood ,or even marginalization ,which is no laughing matter. But movements can be stressful for the manifestors as well as the target and the other population , so as it's been demonstrated humor can be an effective tool to relieve the stress .Moreover , humor build a movement's identity and develop strategies that provides power for the members . From the first appearance , humor and politics can appear two different domains with no similarities . Humor is conceived as a tool to reduce burden and provide relief .while politics is more serious ,to the point and important . but behind the curtains ,politics and humor are linked

together that what it is noticeable in the history of the politics where humor is regarded as a central part of any movement identity .

3.7.Suggestions and recommendations :

Social movement are one the important means that help people express and humor became the center of study in movements for it's use .it is used as a communicative and emotional strategy for social movement .and there are several question that could be asked in several areas .The suggestions that may be addressed to those interested to conduct future studies within the same topic is that they should focus on the use of humor in particular rather than other expression by applying the politeness theory and the strategies used by the interlocutor to achieve a successful communication .Additionally a future analysis are often held on the role of language and the choice of words . With the aim to find some potential paths for future study about the relationship between humor, ideology, identity, and power. This research is held to make a path for other studies concerning the El Hirak in different areas and field of research ,since there are not so many research on the use of humor in movements rather than only the organization of humor within institution .

3.8.Limitation :

Throughout this study, our research has been faced with a set of limitations .First, we may not go deeply in the analyses of the source materials since the study does not examine all the linguistic features and the theories chosen may not be enough to give the research it's right analysis .Some analytical devices are not included, which may leave a gap in the analysis section ,also due to the current situation that forced us to stay home (the corona virus) and not be able to apply a face to face interview on the participant so each individuals answer was depending on the individual utterance of the statements given . Second in the selection of posters there was a confusion and spend much time in selecting the posters since the movement had thousands of posters and even the repeated one's ; since we should choose the ones which fit the objective of this study. Third, the research was a topic that is recent and it still has an effect on us where the study could take different analysis even if it is about posters only. Lastly, in the analysis , the irony and humor category where close in the statistics because the participants were confused between the two definitions .Moreover , there are some difficulties concerning the translation issue, thus, the exact meaning may not be converted authentically

3.9 .Conclusion:

The third chapter concludes the practical work which is held based on a descriptive analysis with the use of the most important and accurate discourse theories .Throughout this chapter, the study shows that the function of language featured above reveals a classification of the manner of discourses that are in the posters during the movement . The study showed that the convenient language used is the one that has the humor as an essential mean. Moreover the use of humor is not only for entertainment , but it also serves to lead the way for people to be at ease .Finally providing some recommendations for future studies by leading other researchers to focus on one main theory that is considered to be the prominent one .

General conclusion

The social movements are held to support a social goal, either change or resist a change . Although social movements differ in size and goal, they are all essentially collective by members whom are spontaneously grouped and their relationships are not defined by any rules . Social movements are guided by impulse where the short impulse pave the way for a longer one . Social movements are known as one of the essential means of communication that participants use whenever feeling suppressed to voice their needs .It is hoped that the findings of this research can trigger more research based on the collective movement leading to more specific genders .

It has been noticeable that the study of social movements in general is one of the domains that linguists are studying nowadays. Accordingly , the examination contains linguistic elements during utterance or in written text (discourse) .Since the study was somehow new the analysis can take different paths .This research examines the function of the discourse written in posters during manifestations . The discourse chosen for this study are the one related to the Algerian Hirak movement as a case of study , in the first two weeks in the manifestation located in the capital of Algiers .

This research study aims at finding the most useful means and methods of language used in expressing your voice during movements and the effectiveness of such language on the audience. Using posters can contain different ways of language use that may or may not help in expressing the view .In other words, the present study has investigated the use of such methods of description that the participants used during the Algerian Hirak movement .

The presented research has adopted both qualitative approach of analysis which is based on the observation and analysis, and quantitative approach which maintains a numerical variables .The gathered data of the study reveals that the use of comic provides us with the intended results better than the use of seriousness whenever expressing your desire especially during social movements .

The kind of the influence that are held in the posters during the movements leads us to the thinking to what extent can the use of posters in a movement give as an advancement to change a prevailing situation? On the basis of the examined data collected from the chosen sample, the findings showed that the hypothesis suggested in this research which sees that the discourse in posters can be divided under different classification, and each category differ on

its affection on others .As a result, the findings prove the hypothesis suggested and the category found was known as humor.

As a suggestion for other students aiming for such study, it would be suitable to focus on applying one particular discourse theory, and it would be the application of the politeness theory. Even more, within the movement there is an indefinite number of subjects that could be studied such as the effects of the el Hirak movement on the society, the politician and the worldwide. Moreover, the study of the changeable demands in movements and focusing in the idea of peacefulness in the Algerian movement (سلمية) , as well as the consciousness of the population during the march .

References

- Aldon morris & Cedric herring . (1984) .*Theory and research in social movements : a critical review* .Departement of sociology university of Michigan.
- Alexandra Georgakopoulou & Dionysis Goutsos .(2004).*discourse analysis an introduction* .2nd edition .Edinburgh university press.
- Adel Chiheb and Jess Northey. (2019) . *The algerien hirak civil society,non –violence and the new movement for democracy* . University of jijel.
- Ayman El-Gamal .(2001). *Presupposition, Perceptual Relativity and Translation Theory* . Revista Alicantina de Estudios Ingleses (pp. 37-62) . The Emirates Center for Strategic Studies and Research .
- Amel Boubekeur .(2020).*demonstration effects:how the hirak protest movement is reshaping Algerian politics*. European council on foreign relations ecf.eu .Retrieved from:
(https://www.ecfr.eu/publications/summary/demonstration_effects_how_hirak_movement_is_reshaping_algerian_politics)
- Amy Luo . (2019); *What is discourse analysis ?*. Retrieved from :
(<https://www.scribbr.com/methodology/discourse-analysis/>)
- *Algeria to release two leaders of hirak protest movement*.(2020)..Aljazeera .Retrieved from :(<https://www.aljazeera.com/news/2020/06/algeria-release-leaders-hirak-protest-movement-200602155302721.html>)
- Balbriss (بالبريس) an electronic morocco independent journal . (2020).
Figure5 ,4 ,3 ,17.retrieved from :
(<https://www.belpresse.com/%D8%AE%D8%A7%D8%B1%D8%AC-%D8%A7%D9%84%D9%88%D8%B7%D9%86/59002.html>)
- Ben Loka , Table 1. Indirect speech act . discourse analysis ,a resourse book for students .Retrieved from:
(https://routledgetextbooks.com/textbooks/_author/9780415610001-jones/section-b.php)
- Dictionary.com online .(2020).Retrieved from:
<https://www.dictionary.com/browse/social-movement>.
- DZ VID . (2019). Figure11.retrieved from : (<https://www.dzvid.com/2019/03/20/a-lecou-te-de-lalgerie-insurgee/>)

- David Aberle .(1966).movement for social change .world animalnet . Figure 2.
retrieved from :
(http://worldanimal.net/documents/4_Movements_for_Social_Change.pdf)
- Deboeah Tannen.(n.d) . *Discourse analysis _ what speakers do in conversation* .
Linguistic society of America ,advancing the scientific study of language since 1924.
Retrieved from : (<https://www.linguisticsociety.org/resource/discourse-analysis-what-speakers-do-conversation>).
- Gillian Brown & George Yule .(1983). *Discourse analysis .cambridge textbooks in linguistics* .Cambridge .
- Givi amaglobeli, 2017, types of political discourse and their classification.journal of education in black sea region .vol.3,issue 1,
- Gunta Rozina & Indra Karapetjana .(2009, Mayıs). *The Use of Language in Political Rhetoric: Linguistic Manipulation* . SDÜ Fen Edebiyat Fakültesi Sosyal Bilimler Dergis ,19, 111-122.
- Islam Amine Derradji and Amel Gherbi .(2019). *Métro politiques* .eu. Figure 12.
retrieved from : (<https://www.metropolitiques.eu/Le-Hirak-algerien-un-laboratoire-de-citoyennete.html>) .
- J . Searle.(1969).speech actian essay in the philosophy of language.cambridge university. retrieved from :
(https://books.google.dz/books?hl=fr&lr=&id=t3_WhfknvF0C&oi=fnd&pg=PA1&dq=J.Searle,+1969.+Speech+Acts:+An+Essay+in+the+Philosophy+of+Language+camb+ridge+university&ots=0TnPgWT7T2&sig=8GzFqZwHReL7abKRC4Flk8CDzic&redir_esc=y#v=onepage&q=J.Searle%2C%20%2C1969.%20Speech%20Acts%3A%20An%20Essay%20in%20the%20Philosophy%20of%20Language%20cambridge%20university&f=false)
- Jessica Ayesha Northey & Latefa Narriman Guemar . (2020).*The Algerian Hirak: Youth mobilisation, elections and prospects for reform* . Published by Latefa Abid Guemar .
- Jérôme Duval .(2019). *Le «hirak» (movement) contre « le mandate de la haute » de bouteflika* .CADTM comite pour l'abolition des dettes illegitimes . Retrived from :
(<https://www.cadtm.org/Le-hirak-mouvement-contre-le-mandat-de-la-honte-de-Bouteflika>)

- Lauri karttunen . (n.d) .*Presupposition and linguistic context* .(pp .181-194).
- Lichao Song .(2010). The Role of Context in Discourse Analysis . Journal of Language Teaching and Research, Vol. 1 .ACADEMY PUBLISHER Manufactured in Finland. Doi:10.4304/jltr.1.6.876-879 .
- Liberté عربي.(2020). Figure 14 ,15 ;retrieved from :
(<https://www.france24.com/fr/20190322-algerie-manifestations-slogans-humour-creativite>)
- Middle east eye . Figure16.(2019). retrieved from :(<https://www.middleeasteye.net/fr/entretiens/mahdi-berrached-les-algeriens-ont-trouve-dans-leur-derdja-une-langue-radical-qui-permis>)
- Mahmoud abou bakr .(2019). حفريات . 7 . أسباب تجعل حراك الجزائر استثناء . Retrieved from :
(<https://www.hafryat.com/ar/blog/7-%D8%A3%D8%B3%D8%A8%D8%A7%D8%A8-%D8%AA%D8%AC%D8%B9%D9%84-%D8%AD%D8%B1%D8%A7%D9%83-%D8%A7%D9%84%D8%AC%D8%B2%D8%A7%D8%A6%D8%B1-%D8%A7%D8%B3%D8%AA%D8%AB%D9%86%D8%A7%D8%A1%D9%8B>)
- Mostafa Oualif . (2017) . *Presupposition: A Semantic or Pragmatic Phenomenon?* . Arab World English Journal (AWEJ) Volume. 8 Number. Department of English Studies Faculty of Letters and Humanities Ben M'sik, Casablanca Hassan II University, Casablanca, Morocco . DOI: <https://dx.doi.org/10.24093/awej/vol8no3.4>
- Mark V. Redmond . (2015) . *Face and Politeness Theories* .English technical reports and white papers . Iowa state university (digital repository)
- Nick Lee . (2019).The four types of social movements. Medium .retrieved from:
(<https://medium.com/@nicklee3/the-four-types-of-social-movements-8db910192573>)
- Nelson Philips & Cynthia Hardy .(2002).*Discourse analysis ,investigation proceses of social construction* .Qualitative research methods series 50.
- Nadir Hamdad . (2019). France ; 24 . Figure6 . retrieved from :
(<https://www.france24.com/fr/20190322-algerie-manifestations-slogans-humour-creativite>)
- Oumma.(2019). Figure8. retrieved from :(<https://oumma.com/la-reponse-cinglante-dune-manifestante-algerienne-a-la-position-de-macron/>)
- Partha Nath Mukherji .(1977). *Social movement and social change towards a conceptual clarification and theoretical framework* .Sage Journals .Retrieved from :

(<https://journals.sagepub.com/doi/abs/10.1177/0038022919770103?journalCode=soba> &)

- Ruth Wodak & Michael Meyer .(2008) . *Critical Discourse Analysis: History, Agenda, Theory, and Methodology1* . Chapter one (pp.1-32) .
- Robert c. Stalnaker .(1973). *Context and content ,essays on intentionality in speech and thought* . (pp.46-62). oxford university press .
- Reisch Michael . (2016). *Social movement and social change* , UMB be informed series (ph.d.). University of Maryland Baltimore .
- Svava Berglind Finsen .(2016) . *The Power of Language Language policies of international institutions* . Lokaverkefni til MA-gráðu í alþjóðasamkiptum Félagsvísindasvið . Stjórn málafræðideild Félagsvísindasvið Háskóla Íslands .
- Teun A. van Dijk . (1985) . *Introduction: The Role of Discourse Analysis in Society*. Chapter 1(pp.1-8) ;Academie Press London.
- Teun A. van Dijk . (2008) . *Discourse and Context ;A sociocognitive approach* . Pompeu Fabra University Barcelona ,cambridge univercity press.
- Teun A. van Dijk . (2009) . *Society and Discourse How Social Contexts Influence Text and Talk* . Pompeu Fabra University Barcelona ,cambridge univercity press .
- *The Sociology of Social Movements* . (2019) .Chapter 2 (pp.26-48) . Retrieved from: https://rowman.com/webdocs/SP_CH2.pdf
- Toby chow . (2013,May 2) . *TEDxUoflchicago. social movements* . Video file . Retrieved on february 17,2020 . youtube : <https://www.youtube.com/watch?v=Yw13pS7qB7w>
- Thomas M.Hill. (2020) .*Can Algeria's protest movement bring fundamental change?* . United states institute of peace ,making peace possible. Retrieved from:([https://www.usip.org/publications/2020/03/can-algerias-protest-movement-bring-fundamental-change.](https://www.usip.org/publications/2020/03/can-algerias-protest-movement-bring-fundamental-change))
- Thierry Desrues & Eric Gobe .(2019) .*Introduction.Quand l'Algeris protest :le Magreb au prisme du Hirak Algerien* .Retrieved from: (https://www.researchgate.net/publication/337895383_Introduction_Quand_l'Algerie_protecte_Le_Magreb_au_prisme_du_hirak_algerien)
- Taylor and Francis group .(2015). *A development :approaches to discourse analysis* . *Infirma ,Discourse analysis a resource book for students* .Retrieved from :

(<https://routledgetextbooks.com/textbooks/author/9780415610001-jones/section-b.php>).

- Toby Chow .(2013) .social movement .Figure 1.retrieved from :
(<https://www.youtube.com/watch?v=Yw13pS7qB7w>).
- TDG MONDE .(2019). Figure 9. retrieved from
:(<https://www.tdg.ch/monde/president-appelle-politiques-dialogue/story/17208497>)
- The politnees theory :a guide for everyone .(n.d). universal class .Retrieved
from:(<https://www.universalclass.com/articles/business/communication-studies/politeness-theory.htm>)
- Wodak . (2002) . *Methods of Critical Discourse Analysis*. London , GBR: Sage Publications, Incorporated . Ruth(Editor).
- Werner Sombart . (1909) . *Socialism and the social movements* . Translated from the sixth (enlarged) german edition ,with introduction and notes ,by m.epstein ,m.a ,ph.d. Cornel university library .
- Youness Bournen .(2019). العین الإخبارية . Figure13 , 10 ;retrieved from :(<https://al-ain.com/article/algerians-sarcastic-expressions>).
- القدس العربي .(2019). Figure7 .retrieved from :
(<https://www.alquds.co.uk/%D8%A7%D9%84%D8%AC%D8%B2%D8%A7%D8%A6%D8%B1-%D9%85%D8%B8%D8%A7%D9%87%D8%B1%D8%A7%D8%AA-%D8%AD%D8%A7%D8%B4%D8%AF%D8%A9-%D8%B6%D8%AF-%D9%82%D8%B1%D8%A7%D8%B1%D8%A7%D8%AA-%D8%A8%D9%88%D8%AA%D9%81%D9%84/>).

APPENDIX

The used survey in the analysis :

In the following table put a mark or a mark on the box of the category as to where you see each poster belong to (you may check to or more boxes):

The Categories The Posters	Statement and anger	Humiliation	Irony	Humor
ربي حلل ربعة ها طلقنا اسيدي				
اذا اردتم الخامسة dream ارسل حلم او				
الماكلة مالحة ماتبدلوناش المغارف				
J'ai testé ce régime et je n'ai pas maigri alors je change de régime				
Love the way u lie				
not sure Algeria or Bollywood				
Il n'y a que chanel pour faire le n 5				
لا لاستفزاز الشعب، سلمية حضارية لا للعهد الخامسة				
ثورة الابتسامة				

<p>Marcher c'est bon pour la santé</p> <p>manifester c'est bon pour la dignité</p>				
<p>مدة الامتحان: 20 سنة</p> <p>النتيجة: 00/20</p> <p>الأستاذ</p> <p>:المصحح</p> <p>الشعب الجزائري</p>				
<p>لا ليوتفليقة ومشتقاته</p>				
<p>Carton rouge</p> <p>برا</p>				
<p>العالم يتسائل ماذا يحدث في الجزائر، الشعب يرد.....اننا ننظف قمامة فرنسا من بلدنا</p>				
<p>Respect the will of people</p> <p>Enough is enough</p> <p>اخطونا</p>				
<p>Macron la fatma te dit</p> <p>l'algerie a déjà ses hommes</p> <p>occupe toi de tes gilets jaune</p>				

