

# The Critical Aspects in the Media Discourse of the National Establishment of Algerian Television on YouTube: An Analytical Study of the Discourse "Algeria – Constants: Another Desperate Attempt to Undermine Algeria's Unity and Identity by the Fabricated Statelet of the UAE"

Dr. Ahmed BOUDADA

Laboratory of Sociology of Communication for Research and Translation, Department of written press, Faculty of Media, Communication and Audiovisual Sciences, University of Constantine 3  
Salah Boubnider, ahamad.boudada@univ-constantine3.dz

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## Abstract

*This study critically analyzes the media discourse of the Algerian Television in response to a segment aired by Sky News Arabia. Using Norman Fairclough's Critical Discourse Analysis model, the research explores the textual, political, and social dimensions of the ENTV's YouTube video titled "Algeria – Constants: Another Desperate Attempt to Undermine Algeria's Unity and Identity by the Fabricated Statelet of the UAE-". The study reveals a discourse marked by a, nationalist sentiment, and delegitimization of the opposing media. It examines the way ENTV constructs authority and reinforces identity.*

**Keywords:** Media discourse, Algerian television, Sky News Arabia, Norman Fairclough, UAE, Algeria.

الأبعاد النقدية في الخطاب الإعلامي للمؤسسة الوطنية للتلفزيون الجزائري على منصة يوتيوب  
دراسة تحليلية لخطاب: "الجزائر – الثوابت: محاولة يائسة أخرى للنيل من وحدة الجزائر وهويتها من قبل الدولة المصطنعة الإماراتية".

## ملخص

تعكف هذه الدراسة إلى تحليل ونقد الخطاب الإعلامي للمؤسسة الوطنية للتلفزيون الجزائري الذي جاء كرد على برنامج بثته قناة سكاي نيوز عربية. باستخدام نموذج التحليل النقدي للخطاب لنورمان فيركلوف، أثارت الدراسة تساؤلات حول الأبعاد النصية والسياسية والاجتماعية لفيفديو المؤسسة الوطنية للتلفزيون الجزائري على يوتيوب المعنون بـ: "الجزائر – الثوابت: محاولة يائسة أخرى للنيل من وحدة الجزائر وهويتها من قبل الدولة المصطنعة الإماراتية". وتوصلت هذه الدراسة إلى جملة من النتائج من بينها أن الخطاب يتسم بالنزعة الوطنية، وأنه نزع شرعية برنامج قناة سكاي نيوز عربية. كما تفحص الكيفية التي يبني بها التلفزيون الجزائري السلطة ويعزز الهوية الوطنية الجمعية للمجتمع الجزائري.

**الكلمات المفتاحية:** خطاب إعلامي، تلفزيون جزائري، سكاي نيوز عربية، نورمان فيركلاف، إمارات، جزائر.

**Corresponding author:** Dr. Ahmed BOUDADA, ahamad.boudada@univ-constantine3.dz

**Introduction:**

Algerian public media perceives itself as fulfilling the role of “public service and media mission”<sup>(1)</sup>, by shaping and influencing the attitudes of its audience whether through acceptance, rejection, or, occasionally, neutrality. The researcher believes that the interaction and convergence of various factors contribute to consolidating this influence, translating it into multiple and diverse forms of social interaction within the Algerian society. At times, it promotes civil cooperation, cultural integration, or reinforces identity and belonging.

The essence of this content lies in a set of goals reflected in a purposeful structural harmony of ideas and meanings, achieving integration in terms of both information and the mechanisms used to process it, such as the media coverage of Algeria’s political agenda.

The media content of the National Establishment of Algerian Television (ENTV), as it is widely known, encompasses what is conveyed through written, audio, and/or visual formats on digital platforms and television, in addition to its presence on social media networks such as Facebook, X (formerly Twitter), and YouTube. The diversity of these platforms does not contradict consistent delivery of purposeful media, with responsible oversight, regularity, and accuracy. This is done through an effective presentation style that captures the attention of Algerian public.

The media platform itself shapes the content according to the institution’s objectives and editorial policies. At the same time, media content on these platforms helps to attract audiences and to direct the trajectory of the media environment and its impact on society. Media content has evolved into discourse, now bearing both explicit biases capable of portraying reality, and implicit ones intended to frame social interactions in Algerian society “from behind a veil.” Thus, the role of public media has shifted from reporting content to more complex functions that remain unperceived by the wide public.

To achieve its intended objectives, it becomes necessary to analyze the structures of communication processes from various angles: Focusing primarily on, newsroom dynamics, media ownership, audience nature, and the political system. The concept of media discourse (in general) has shifted from delivering specific messages to audiences, to becoming an ideological and persuasive framework, one that seeks to secure audience acceptance through methods such as persuasion, propaganda, and others.

All of this unfolds within a socio-media context that necessitates the use of appropriate concepts suited to the text, taking into account the time and the place of the message delivery as well as the cultural context of the society, namely the Algerian culture, in particular.. This discourse influences “...the meaning of words and sentences, and aids in better understanding messages, as it provides a framework for interpreting meanings and facilitating linguistic interaction between speakers or writers and listeners or readers”<sup>(2)</sup>.

Official media discourse -much like media content- takes multiple forms. It may be verbal, textual, or even gestural (such as a nod or hand movement). Sometimes it is limited in a single word, yet it conveys the official media institution’s reaction or stance toward a given situation (such as expressing disapproval or approval). As Mohamed Shoman (2007) states: “Discourse is dynamic and evolving; it has an audience, a purpose, and a specific intent. It is formed from a collection of texts and social practices.”<sup>(3)</sup>

Obviously, it is only natural to regard the media discourse of “ENTV” as an integrated communication process, starting from the discourse producer, whose idea is sparked by a motivating belief. The discourse is then crafted in a manner that merges the editorial ideology with the principles of media writing. That is, the text is constructed as a communicative message using the gatekeeping approach. Structurally, it is shaped by artistic formats that attract, inspire, and stimulate the interests of both the institution and the audience; all while being adapted with persuasive techniques and defined verbal and semiotic symbols.

The researcher -like many critics of official media discourse, particularly within Algerian institutions- considers ENTV’s discourse as a key source for reinforcing national identity and belonging among Algerian individuals. It reflects the language and expressive systems that

shape their thoughts and define the role they play in supporting and defending this identity whenever necessary.

The primary mission of ENTV is to monitor and to analyze visual content (videos, images, and news reports) that address the cycles of Algerian public opinion. It then seeks to understand their effects and underlying motives, and to guide public attention in a focused manner across various forms of mass media whether print, visual, or digital.

## **1- Methodological Framework:**

### **1-1- Statement of the Problem:**

This study aims to critically examine the aspects of the media discourse produced by ENTV on May 2<sup>nd</sup>, 2025, through its official YouTube channel. The discourse in question was a response to a segment aired by Sky News Arabia channel on April 28<sup>th</sup>, within the programme "The Difficult Question,"<sup>(4)</sup> which addressed the issue of Amazigh identity in Algeria. The programme is entitled "Algeria: France's Eternal Obsession."

The analysis is conducted by using Norman Fairclough's model of Critical Discourse Analysis (CDA) and is guided by the following main research question:

- What are the critical aspects of the media discourse: "Algeria – Constants: Another Desperate Attempt to Undermine Algeria's Unity and Identity by the Created Statelet of the UAE" as produced by the National Establishment of Algerian Television on YouTube?

The main question is disassembled by the researcher into the following sub-questions, in accordance with Fairclough's principles of critical discourse analysis:

**a.** What textual tools were employed by the National Establishment of Algerian Television in the media discourse under study?

**b.** Did the programme "The Difficult Question" by Sky News Arabia contribute to the construction and to the shaping of political authority and social relations within the discourse text of the National Establishment of Algerian Television?

**c.** To what extent did the political and the social contexts of the Sky News Arabia programme "The Difficult Question" influence the formulation of the media discourse by the National Establishment of Algerian Television?

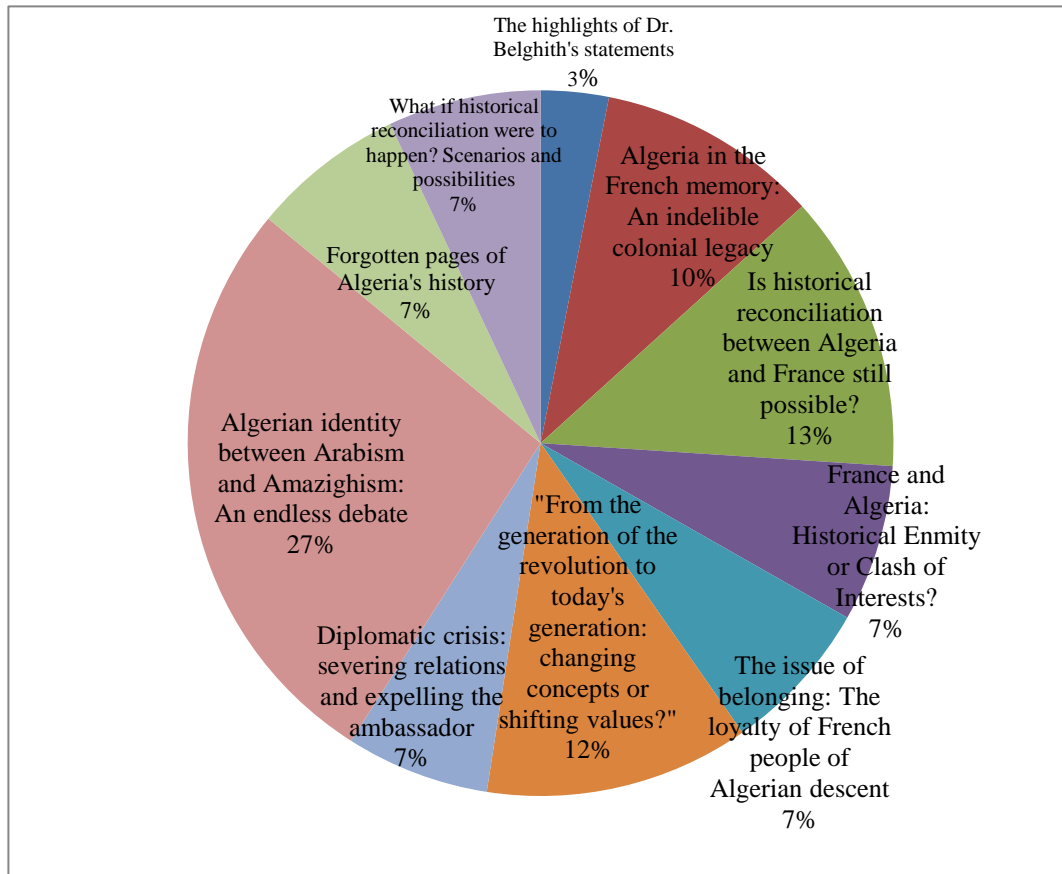
### **1-2- Reasons and Significances of the Study:**

The role and the impact of the discourse under study -as well as its implications in terms of the Algerian audience's acceptance and/or rejection- are closely tied to the socio-political contexts surrounding the circumstances of its publication, which affirms its significance. The text discourse emerged as a reaction to the programme of "The Difficult Question" aired on "Sky News Arabia" channel, a channel affiliated with the United Arab Emirates. The programme featured "Dr. Mohamed El-Amin Belghith", introduced as "an Algerian historian and academic."

The episode, entitled "The Algeria–France Crisis: A Struggle for Influence or Unhealed Colonial Wounds?" was broadcasted on April 28<sup>th</sup>, 2025, and had reached 705,000 views (by the time this paper was prepared). The programme explored Algerian–French relations through a line of questioning framed by the editorial politic of Sky News Arabia – UAE.

The episode was hosted by the Algerian journalist "Fadila Souissi" and she tackled the topic through the following figure:

## Appendix n°1: Sky News Arabic's Programme Segments.



Noting that the segment entitled “Algerian Identity between Arabism and Amazigh Identity: An Endless Debate” received the largest share of airtime (27%, as indicated) compared to other segments in the programme. The researcher thinks that the media discourse of the National Establishment of Algerian Television was primarily a reaction to the content of this particular segment.

This is also considered by the researcher to be among the key motivating factors for analyzing this discourse text, in line with Norman Fairclough’s approach. Additional factors that reinforce the relevance of this study include:

- The topicality of the subject matter.
- A critical re-examination of the role of the National Establishment of Algerian Television, especially amid the growing dominance and the influence of public opinion leaders and new media platforms and applications.
- The strategic stakes carried by Algerian media discourse on the Arab and international stage, and its role in shaping collective consciousness within Algerian society.

### 1-3- Purposes of the Study:

What distinguishes any scientific research is that it originates from a “perceived problem and the attempt to find appropriate solutions”<sup>(5)</sup>. Like other academic studies, this research aims to achieve a set of objectives that, in essence, represent answers to the research questions posed in the statement problem of the study. These questions revolve primarily around the critical aspects of the media discourse entitled “Algeria – Constants: Another Desperate Attempt to Undermine Algeria’s Unity and Identity by the Created Statelet of the UAE”, produced by the National Establishment of Algerian Television and published throughout its YouTube platform, the study focuses on:

- The textual dimensions of the discourse.
- Its capacity to construct and shape political and social authority.

- The extent to which its formulation is influenced by socio-political contexts.

#### **1-4- Study Method:**

Algerian media content, titled “Algeria –Constants: Another Desperate Attempt to Undermine Algeria’s Unity and Identity by the Created Statelet of the UAE,” published on May 2<sup>nd</sup>, 2025 via ENTV’s official YouTube channel.

The methodology proposed by the researcher and considered suitable for this purpose is Discourse Analysis approach. According to Hansen, discourse analysis is “the study of the language of communication, whether spoken or written, and it must be linked to the ways in which information is presented such as: modes of formulation and dialogue exchange meaning that communication language is essentially a way of shaping information through modes of delivery”<sup>(6)</sup>.

This study adopts Norman Fairclough’s Model, which “analyzes language, style, and the interrelationships between parts and wholes in order to clarify the meaning and symbolism of a text, allowing for a critique of its information systems and enabling deeper understanding”<sup>(7)</sup>.

Thus, discourse analysis and critique classified by the researcher as a method of interpreting how the Algerian Television’s response communicated information by focusing on the language of the text, the intellectual framing of the content, and the choice of terminology, phrases, and syntactic structures contribute to the coherence of the media narrative. This includes identifying the number and the form of textual components, and how they were structured and presented on the Algerian Television’s YouTube channel.

#### **1-5- Study of the Population and of the Sample:**

##### **1-5-1 Study of the Population:**

This study seeks to frame its study population within the context of analyzing the media discourse of the National Establishment of Algerian Television by examining the dynamics of the content it published on its YouTube channel. The study population includes all audiovisual media discourses disseminated through the YouTube platform.

##### **1-5-2 Study of the Sample:**

Defining the study sample is “the methodological step that follows the identification of the study population in scientific research”<sup>(8)</sup>. It is a crucial step that requires a high degree of precision and objectivity in order to ensure optimal results. The researcher adopted the purposive sampling method for the following reason “Purposive samples are among the most commonly used in qualitative research.”<sup>(9)</sup>

Therefore, the researcher opted for purposive sampling; it is defined as: “units-individuals or elements- selected units based on specific characteristics required by the researcher in the study.”<sup>(10)</sup>. In other words, units are intentionally selected based on criteria defined by the researcher to align with the study's objectives. This selection is grounded in objective judgment regarding the relevance and the significance of the sample to the research topic.

The selected sample for this study is the media content entitled: “Algeria – Constants: Another Desperate Attempt to Undermine Algeria’s Unity and Identity by the created Statelet of the UAE,” with a duration of 4 minutes and 47 seconds, and 329,145 views (at the time of writing this paper),

#### **1-6 - Data Collection Tool:**

This study belongs to the field of Media discourse analysis and critique, which aims to: “understand, analyze, and critique patterns, trends, and relationships within texts”<sup>(11)</sup>.

In terms of the appropriate tool to achieve this, the researcher adopts Norman Fairclough’s model, which is primarily concerned with understanding “how language is used to construct power and hegemony in society”<sup>(12)</sup>.

This analytical tool enables the study of discourse to “uncover the relationships between language, power, and dominance in various social contexts”, Fairclough’s model is structured around three main dimensions<sup>(13)</sup>:

- Textual Dimension: Analyzing the text itself and its linguistic structures.
  - Social Dimension: Understanding the social and cultural context in which the discourse is produced and interpreted.
  - Political Dimension: Exploring the interplay between language, power, and hegemony.
- These dimensions function collectively to provide a comprehensive understanding of how discourse shapes and influences society and power structures.

## **2- Field Framework:**

General Analytical Framework for the Critical Discourse Analysis of the Algerian National Television's Media Discourse

### **2-1- Identifying the Discourse:**

#### **2-1-1 Locating the Discourse and Preparing Analytical Data:**

The discourse consists of 510 words, forming a textual structure presented in video format, published on May 2<sup>nd</sup>, 2025, on the official YouTube channel of the Algerian National Television under the title: "Algeria –Constants: Another Desperate Attempt to Undermine Algeria's Unity and Identity by the created Statelet of the UAE.", The video has a duration of 4 minutes and 47 seconds and had reached 329,145 views (at the time of writing this paper).

#### **2-1-2 Data Preparation:**

The discourse was produced as a reaction to the programme "The Difficult Question" aired on Sky News Arabia, which is affiliated to the United Arab Emirates. The episode featured "Dr. Mohamed Lemine Belghith", introduced as "Algerian historian and academic".

The episode was entitled: "The Algeria–France Crisis: A Power Struggle or Unhealed Colonial Wounds?", and was aired on April 28<sup>th</sup>, 2025, amassing 705,000 views (at the time of this study). It addressed Algerian–French relations through a series of questions posed in line with the editorial direction of Sky News Arabia UAE, and was presented by Algerian journalist "Fadila Souissi", The programme included the following segments:

- 00:51–03:33: Algeria in the French collective memory.
- 03:33–07:04: Is historical reconciliation between Algeria and France still possible?
- 07:04–08:55: France and Algeria: Historical hostility or conflict of interests?
- 08:55–10:58: The issue of belonging: The loyalty of French citizens of Algerian descent.
- 10:58–14:10: From the revolutionary generation to today's generation: Shift in concepts or values?
- 14:10–16:08: Diplomatic crisis: Cutting ties and expelling the ambassador.
- **16:08–23:28: Algerian identity between Arabism and Amazighity: An endless debate.**
- 23:28–26:24: Forgotten pages from Algerian history.

Noting that the segment entitled "Algerian identity between Arabism and Amazigh identity: An endless debate" occupied the largest share of screen time (07:20 min), as indicated in the timing breakdown, compared to the other segments. The researcher considers that the media discourse of the Algerian National Television was primarily a reaction to the content of this specific segment.

### **2-2- Linguistic Tools Used by the Algerian National Television in the Media Discourse:**

#### **2-2-1 Referential terminology employed:**

The discourse structure adopts a specific pattern of strong and emotionally charged terminology that plays a key role in shaping the critical tone of the text.

The language employed allows for both explicit and implicit interpretations, reflecting an absolute rejection of the programme's content -specifically the segment aired in "The Difficult Question" and the discussion held between the Algerian host and the guest-.

After several readings of the discourse content, the researcher has identified a set of key lexical items that reflect the underlying tone and orientation of the text:

- "Statlet": This term is a diminutive form of "state". Its use in an official national discourse is unlikely to be neutral or positive, especially when it is employed by a sovereign public institution like (ENTV). It connotes a "belittlement" or a "disdain", particularly towards another state, suggesting that the target is insignificant or lacks legitimacy.

- "Fabricated": This term suggests an "artificiality" or an "inauthenticity", implying that the object in question (in this case, the United Arab Emirates) is not a genuine state but rather a construct that does not meet real statehood criteria. Combined with "statlet", the phrase "fabricated" or "micro-state" implies a small, illegitimate, or externally constructed entity.
- "Boot-licking": A metaphor used to describe "extreme submission" or "sycophancy", often conducted by fear or self-interest.

Within the discourse, it is used to refer to the United Arab Emirates, characterizing it as servile and subordinate in its political behavior.

- "Illegitimate channels" or "bastard channels": This phrase refers to Sky News Arabia channel, the broadcaster of the programme. The term implies a lack of legitimacy, affiliation, or origin; the researcher considers the use of this terminology in the discourse has for purpose to break connection to Sky News UK, and is instead a media extension of political interests (specifically the Abu Dhabi Media Investment Corporation (ADMIC) owned by Sheikh Mansour bin Zayed Al Nahyan)<sup>(14)</sup>.

This expression "Boot-licking" aims to discredit the channel by severing its institutional lineage and framing it as a political tool.

- "Vulgarity" or "crudeness": Used to disqualify the media content produced by the channel, especially the segment discussing "Algerian identity between Arabism and Amazigh identity". It reflects a negative judgment of the channel's editorial direction and production value.
- "Dwarfs": referring to individuals of short stature, the term is metaphorically employed here to demean the stature or significance of the people behind the program, and indirectly the UAE leadership, depicting them as small-minded, weak, or insignificant actors in geopolitical terms.
- "Chauvinism": A term of Latin origin often used to describe an "excessive or irrational patriotism that becomes emotionally charged and exclusionary"<sup>(15)</sup>. In the context of the discourse, it signals an accusation of blind nationalism or ethnocentric bias within the narratives presented by Sky News Arabia.

### 2-2-2- Textual Structure:

By this subcategory in discourse analysis, Norman Fairclough refers to "the identification of main and subsidiary topics, i.e., the analysis of the sequencing of ideas and subjects within the discourse, and the identification of the central ideas around which the discourse revolves, as well as the overall structure or framework in which information, arguments, and effects are organized"<sup>(16)</sup>.

This text was analyzed according to the concepts of Fairclough's model under what is called "defensive political media discourse"<sup>(17)</sup>.

The text reveals how the ENTV produced the discourse and its form within a media structure promoting "the national identity" as a public media service. The structure of the text consists of five paragraphs with varied blocks or units:

- **1<sup>st</sup> Paragraph:** The discourse opens with a direct attack on the "State of the UAE," labeling it as "fabricated" and accusing it of "fabricating hostility without justification" toward Algeria.

In the same opening, the discourse justifies and explains its aggressive tone by attributing the programme's content to "loyalty to foreign powers," which it describes as also "fabricated" the implicit reference, here, being to "Israel." In the second part of the paragraph, the text explains Algeria's status and what the author calls the "dimensions of the Algerian state," which are mainly framed in terms of its historical and revolutionary significance.

- **2<sup>nd</sup> Paragraph:** This paragraph is presented in a "heated" tone, emphasizing the contradiction between ideological systems: the idea of a "wise Algeria," illustrated by five explicit descriptors that showcase Algeria's wisdom and tolerance, versus the "youthful fabrication of the UAE," referencing its recent founding and implying immaturity.

- **3<sup>rd</sup> Paragraph:** The National Establishment of Algerian Television justifies its stance in this paragraph by denouncing what it deems the “media ugliness” of Sky News Arabia, criticizing its programme for “daring” to target the “identity and belonging constants” of Algerian society -virtues the speaker considers more precious than oil-. This implicitly suggests that, for the UAE, oil is more valuable than such principles, hinting that the UAE lacks these identity and belonging constants.

The paragraph refers to the Algerian guest of the programme, “Dr. Mohamed El-Amine Belghit”, who (ENTV) claims that his discourse was “exploited” by the ideological line of the channel and the programme. He is labeled in discourse as: “a man with a sick soul and a trader of ideologies in the marketplace of history,” portraying him as distorting the intellectual and cultured image of the Algerian identity. According to the World Health Organization (WHO) “mental illness involves clinical, cognitive, emotional, or behavioral dysfunction accompanied by distress or functional impairment in key areas”. The discourse implies that Dr. Belghit is in such a state; thus, undermining his credibility and that of the programme. He is also accused of being a “Machiavellian ideologue” selling his biased knowledge for personal gain, with responses described as “insolent, lacking scientific basis and far from any objective reasoning.” The criticism also extends to the programme host, Fadila Souissi (of Algerian origin), with the discourse describing her questions as “poisonous,” implying that they could metaphorically sicken or destroy Algeria’s societal fabric by “casting doubt on the origins of Algerians and disrupting the harmony of their identity.”

- **4<sup>th</sup> Paragraph:** The discourse anticipates any potential response from Sky News Arabia, gatekeepers, or officials in the “State of the UAE,” referring to them as “dwarfs”, a metaphor likely symbolizing their “low status” or insignificance. This falls into the category of chauvinism, defined by the Cambridge Dictionary (2025) as “an unreasonable belief in the superiority of one's own country or race.”<sup>(18)</sup>

The discourse continues by asserting that such a reaction (referring to the aired response by Algerian television on youtube) is what “honorable people” would make (implying that the targeted parties are dishonorable). It uses the term “noble race,” a concept in anthropology used to refer to “ethnic groups with a long-standing, continuous cultural, and historical presence”<sup>(19)</sup>, referring to the gatekeepers of the Algerian Republic.

This paragraph evokes Algeria’s sacrifices during the French colonization (1830–1962), stating: “This is about a nation that sacrificed millions of martyrs in defense of unity and to reclaim sovereignty over its values, identity, and belonging.” The paragraph again anticipates any reply from the accused parties, repeating the term “dwarfs of the fabricated UAE,” claiming they lack the intellectual or cognitive ability to grasp the meta-discourse or its embedded “values and meanings.” It ends with two proverbial expressions: “You can’t give what you don’t have” and “Honor is a crown worn by the honorable, invisible to the illegitimate.”

- **5<sup>th</sup> Paragraph:** This concluding paragraph emphasizes that Algeria “will not weep over the ruins of what it offered to the artificial state in support and victory,” referring to Algeria’s historical support for the UAE in various Arab and international arenas since its founding in 1971. It states also that Algeria will not lament the injustice or the actions of the UAE-backed channel. The text quotes a line of poetry by Tarafa Ibn Al-Abd: “The injustice of kin is more painful,”<sup>(20)</sup> and ends with a clear threat that Algeria “will respond in kind, if not more.”

## 2-2-3- Intertextual Analysis (Internal Relations between Texts):

The discourse is built upon a set of intertextual elements that shaped its aggressive and hostile tone. Its purposes were to express discontent, and in order to extract as much meaning as possible from the internal textual structures of this discourse, these intertextualities must be analyzed through the following relationships:

- **Historical-Religious Relations:** These are strategically employed to grant propagandistic legitimacy to the discourse, especially by invoking the symbolism of Algerian history

(particularly the colonial past). This is done through references to historical figures who embody the intersection of religious conquests and national history, such as: "Massinissa, Jugurtha, the Kahina, Uqba ibn Nafi, Tariq ibn Ziyad, Barbarossa, Emir Abdelkader, Sheikh Amoud, Ibn Badis, Bouzid, Ben Boulaid, Ben M'hidi, Krim Belkacem, Rabah Bitat, Mohamed Boudiaf, and Didouche Mourad".

- **Anthropological-National Relations:** As exemplified by the phrase: "The Algerian whose roots are deeply planted in the soil and whose pride soars to the sky", which reflects an ethnographic expression of national identity. This aims to reinforce the tribal-national identity and to distinguish it from the "artificial" and "rootless" other.
- **Media-Political Relations:** Seen through the interplay between the Sky News Arabia programme and the response by the Algerian National Television. This media exchange effectively escalated into a confrontation between the two states, with terms such as "the fabricated emirate", "increased loyalty to similarly artificial entities", and "the country of one and a half million martyrs" being used.

These phrases suggest that the media content has transcended mere programming and has fueled a broader confrontation between the two nations (the People's Democratic Republic of Algeria and the United Arab Emirates), with the battlefield being shaped by media narratives.

### **2-3-The Contribution of the Algerian National Television Establishment in Constructing and Reinforcing Political Authority, Identity, and Social Relations:**

#### **2-3-1 Credibility and Objectivity:**

The discourse employed a narrative journalistic style and language to document personal experiences and emotions in the text through the following elements:

- **Emotive and Sentimental Vocabulary:** The use of emotionally charged words such as "noble, grand, and dignified", and "the lost honor" contributed to a highly affective tone.
- **Literary and Rhetorical Devices:** The text employed rhetorical figures such as antithetical contrasts for instance, "shameless answers devoid of any scientific basis and far from any objective perspective" and stylistic expressions that enhanced the emotional appeal and captured the audience's attention.
- **Use of "Real-life Examples":** The communicator referenced real events and specific details to substantiate his experiences and emotions. Examples include: "the supportive and loyal stances recorded during the founding five decades ago", and "to their murderous masters who slaughter unarmed children, women, and the elderly". These references allow the reader to feel a deeper personal connection to the message and understand its underlying sentiments.
- **Repetition and Emphasis:** Certain phrases and key ideas were deliberately repeated to intensify the speaker's feelings and further document their experience. This repetition is perceived as a strategy to reinforce persuasion and strengthen the emotional and rhetorical impact of the message.

#### **2-3-2 Deviant Cases:**

Norman Fairclough defines deviant cases as "actions or policies derived from discourse that depart from the norm or from what is socially acceptable."<sup>(21)</sup> The following points stood out during our review of the speech:

- **Accusation and Incitement:** The discourse involved direct accusations and incitement against what it labels as "the enemy", "illegitimate channels", "the fabricated mini-state", and "its counterfeit counterpart."
- **Bias and Partisanship:** Evident in phrases such as "honorable Algerians" versus "those who lack honor." These dichotomies reflect a polarized worldview and reinforce a: "us vs. them" narrative.
- **Exaggeration and Amplification:** The speech includes hyperbolic expressions such as "a factory for producing evil and discord", or "the red lines and all the boundaries that noble, ancient, and proud Algeria cannot overlook or remain silent about."

Such language inflates the severity of the conflict and renders it more intense and violent than it may be in reality, suggesting a lack of moderation in the discourse and leaning it

toward war propaganda, particularly in the explicit threat: "Algeria will strike back twice as hard."

### **2-3-3- Representation of Power and Dominance in Media Discourse:**

The primary goal of delivering any discourse for public consumption is to position oneself from a place of power and then manage the systems of content. The discourse in question relied on the following:

-Representation of linguistic dominance through violence and incitement: The language used is charged with aggression and incitement in order to stimulate the reader and portray the programme—and those behind it (i.e., the United Arab Emirates) in a negative light. Examples include: "A fake, conspiring brother impersonating a true friend", or "They sold what they did not own-honor, modesty, and dignity- to their butchering masters who murdered unarmed women, children, and the elderly", and "the illegitimate channel."

-Lack of Actual Control or Realistic Dominance: The discourse does not exhibit signs of real dominance over reality or control of events. Apart from subtly referencing the date of the UAE's founding "a (statelet) mini-state whose age does not exceed that of the simplest achievement of post-independence Algeria" or statements like "they wiped out an entire Gaza unit of the occupation army", there is no solid intellectual or factual backing provided.

-Framing the 'Enemy' as the Tyrant or Evil Actor: This rhetorical device channels Algerian and Arab public sentiment toward blaming and hating the portrayed enemy; thus, reinforcing a sense of injustice: "showing further loyalty to similarly fabricated entities."

- Reinforcing Collective Identity among Algerians: The speech seeks to rally public opinion and promote national consensus around the message. For example: "No one should turn a blind eye to any affront to our unity or the undermining of our identity and constitutional principles" or "This concerns a nation that sacrificed millions of martyrs on the walls of unity and regaining sovereignty, identity, and belonging."

- Triggering Religious-Moral Authority: The speech appeals to deeply rooted moral and religious sentiments through concepts such as "honor" and "blood brotherhood," using phrases like: "They sold what they did not own—honor, modesty, and dignity."

### **2-3-4- Persuasive Techniques:**

The discourse employs depth markers in the text as indicators of linguistic meaning. The goal of the discourse is "not simply to influence, but to achieve effective communication by transmitting ideas and information clearly and in a way that arouses the interest of readers"<sup>(22)</sup>. Among the key techniques used:

-Exaggeration and Amplification: As seen in the phrase "The hand that reaches out will be cut off, and the tongue that speaks out will be torn out", the use of violent phrases intensifies the sense of threat and urgency in the message.

-Figurative Language (Imagery and Metaphor): as: "The proud Algerian" is contrasted with "those who lack honor", amplifying the division between the two sides of the discourse and reinforcing group loyalty.

-Repetition: Terms like "mini-state", "entity", and "fabrication" are repeated throughout the text to anchor these concepts in the audience's mind and create reference keywords that frame the discourse.

-Historical Revival: The discourse invokes symbols of liberation movements and historic conquests from Algerian history. It mentions sixteen historical figures, likely intended to assert a legitimizing narrative of resistance and struggle—a legacy the targeted "mini-state" is portrayed as lacking.

### **2-3-5- Political and Social Transformations**

The discourse includes an analysis of political and social shifts and their role in shaping the narrative. According to Norman Fairclough, such contextual grounding is "essential to understanding the origin and intent of discourse"<sup>(23)</sup>. In the case of this speech, we note:

-Political Tensions: "This is not the first time the fabricated UAE has launched attacks on the sovereign, great, and proud state of Algeria."

This reflects the speaker's acknowledgment that the Sky News Arabia programme follows a politically motivated directive from the UAE against Algeria.

### **2-3-6- Public Attitudes and Cultural Orientations**

This section explores how public sentiment and cultural values shape and are shaped by media discourse, and how the speech seeks to meet the expectations of its audience:

Promotion of National Cultural and Political Consciousness:

- The discourse emphasizes “honor” as the most sacred value to an Algerian, fostering national unity and emotional resonance with the audience.
- Defense of Cultural Sanctities and Identity: The speech treats Algerian identity as a historical continuum, defended by citing numerous cultural, religious, and revolutionary symbols that establish Algeria’s legitimacy and dignity.

### **Conclusion: Results and Suggestions**

As a reminder, this study is a critical analytical of the aspects of the media discourse by the National Establishment of Algerian Television (ENTV) on the YouTube platform. It analyzes the discourse entitled 'Algeria – Constants: Another Desperate Attempt to Undermine Algeria’s Unity and Identity by the Fabricated Mini-State of the UAE,' published on May 2<sup>nd</sup>, 2025. The findings, in light of the study’s research questions, are as follows:

#### **1- Textual Tools Used in the Discourse:**

- The discourse employs subjective, emotionally charged, and provocative terminology.
- The discourse blends Religious and Political, and Media and Morality Intertextuality symbols with historical heroism.

#### **2- The Role of Discourse in Reinforcing Authority, Identity, and Social Relations**

##### **Persuasive Structure:**

- The discourse focuses on the "external threat" using exaggeration and concludes with an implicit threat to reinforce moral superiority.
- The discourse uses Instruments of Dominance as Type of Power such as religious Authority, the public opinion and Identity-based Authorities.
- The discourse departs from objectivity to subjectivity, and ignoring any opposing viewpoints, which weakens its credibility.

#### **3- Impact of Political and Social Contexts**

- The Regional Context of the speech links an “Emirati betrayal” of Algeria to the UAE’s stance on Palestine.
- The discourse promotes socially internal context using expressions like “Algerians are one body.”
- The discourse uses emotional persuasive techniques and evokes sympathy Appeal “the children of Gaza” and “the martyrs of Algeria” in the same sentence.
- False Argumentations: Such as: “If the UAE were a real country, it would support just causes.”

As a final result, is that, the media discourse of the National Algerian Television Corporation on YouTube—an analytical study of the speech entitled "Algeria – Constants: Another Desperate Attempt to Undermine Algeria’s Unity and Identity by the Fabricated Emirati Mini-State," dated on May 2<sup>nd</sup>, 2025: served as a tool reflecting on an apparent dispute between two public media institutions, but in essence, it represents a political conflict between Algeria and the United Arab Emirates, relying on emotional appeal rather than rational dialogue.

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