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Analysis of the Speech of Egyptian Celebrities on Facebook Regarding the Repercussions of the Events of Al-Aqsa Flood 2023^(*)

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Abstract

The study aimed to identify the volume of interest of celebrity pages in the repercussions of the events of Al-Aqsa deluge, to reveal the objectives of the content provided, to identify the topics and issues related to the repercussions of the events of the Al-Aqsa deluge, with the analysis and interpretation of the cultural and social context, and the level (sound/ composition) of the speech of celebrities about the repercussions of the events of Al-Aqsa deluge. The sample of the study consisted of (40) Facebook pages of Egyptian celebrities that were deliberately selected, including: celebrities (singing, artistic, sports, media), in the period from October 7th, 2023 for a month to November 7th, 2023.

The most important results were:

The celebrities' speech focused on all the topics related to the repercussions of the events of Al - Aqsa flood, which included: "prayers (victory - alleviating misfortunes - mercy for the martyrs-relieving anguish),"destruction and tragedies resulting from the Israeli bombing, ""Requesting countries and the United Nations to ceasefire and disseminate peace", "humanitarian aid" and "call for a boycott of products supporting the Zionist entity.

The purpose of the celebrities' speech on Facebook regarding the repercussions of Al-Aqsa flood events was to "condemn the attacks and bombing", "To urge people to donate", "To support the resistance", "To call governments and the international community to take a stand", "To sympathize with the events and human losses", "To show the brutality and crimes of the Israeli occupation", and "To take a stand in favor of the cause".

The reference of celebrities' speech on Facebook towards the repercussions of the events of Al-Aqsa flood has varied, ranging from religious, humanitarian/ social, legal, political, national/ patriotic, and historical/ cultural positions.

Keywords: Egyptian Celebrities, Discourse Analysis, Al-Aqsa Flood, Israeli Aggressions, Gaza Strip.

(*) The Paper was received on February 02, 2023, and accepted for publication on March 23, 2024.