Ideological Dimensions in the Use of the Hybrid Language Arabizi by Young Arabs in Israe

Muhammad Younis and Oren Livio[*]

Abstract

This study examines the discourse of young Arabs in Israel regarding their use of the Arabizi language, in which Arabic is written using the Latin alphabet and numbers in digital media. The use of Arabizi in Israel is unique since, unlike other Arab countries where Arabizi is a hybrid of the local Arabic dialect and English or French, in Israel the language fuses three different languages – Arabic, English, and Hebrew – within a political environment in which every communicative choice carries with it significant ideological weight due to the power relations between the Arab minority and the majority Jewish population. Through interviews with 21 young Arabs, we identify four primary patterns of use of one or more dominant languages in digital media, and examine the ways in which the interviewees justify their communicative choices. Participates tend to depoliticize these choices and emphasize pragmatic aspects when attempting to legitimate their use of Arabizi, and conversely, they highlight religious and ideological dimensions of their identity when explaining their avoidance of using Arabizi. We discuss the relation between these linguistic choices and broader technological, cultural, and ethno-national issues.

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The use of digital online radio application: the extent of adoption and possible implications

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 Abstract

The majority of Israeli radio stations have an active website, consumers use the application in many different techniques and to a larger extent. This study examined the gap between different groups of population regarding their diverse use of online radio service. We conducted a survey among a representative sample of 512 people among the Jewish population in Israel. The results and main finding of the study indicate the low use of interactive tools and the difference between the varied groups in the use of online radio: residents of the periphery and the religious population use the services more than residents that live in the main cities in Israel and the non-observant population. The conclusion of the study show that the finding contradict the evidence from the research literature which emphasizes the low amount of digital online radio use among this groups. We argue that by using digital radio ability and will allow them to discover a whole new world of technology.

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Laundering tycoons: Israeli tycoons' media representation

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Abstract

The study examines the image construction of Israel's tycoons, as expressed in "Israel's richest" annual supplements published by Israeli newspapers TheMarker and Ma'ariv during 2002-2012. Content analysis and critical discourse analysis of image depiction revealed that the tycoons were described as "worthy", in both material and symbolic senses. They are also described as legendary creatures and as super-powered individuals, as fighters and survivors but also as victims. Moreover, their personal stories were constructed as "Israeli" success story, fulfilling both the "American Dream" and the "Zionist dream". While images of individual tycoons largely glorify these figures, the content and style of writing used to describe the rich as a whole are more diverse. Thus, alongside the adoration of the wealthy and their wealth, one can also feel the negative sentiment addressed towards them by the reporters.

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