



Discourse Analysis of Hashtag #GoHomeGota2022.

J. A. F. Rifasha, L. H. W. Dilprabha
rifasharifasha1998@gmail.com

Abstract

This research investigates the portrayal of nationalistic ideology in "Aragalaya" in Sri Lanka against the former government. With the development of technology, social media have rapidly overtaken the world's printed and non-printed media, which is a promising tool in facilitating users from different backgrounds to form relationships and share information. Hash tagging is popular in social media, and though the hashtag primarily functioned as a tool to order the posts on Twitter, in the present, with the ability of social media to reach into a diverse community, the users use the hashtags for "hashtag activism," which is the act of building up social support on a social issue through social media. In this context, both the government and citizens are using hashtagged online political discourses on Twitter to build movements and display their attitudes and issues on power and ideology in their posts. The study attempts to showcase the hashtag #GoHomeGota2022 as a virtual portrayal of the nationalistic ideology of Sri Lankan citizens in relation to "Aragalaya" using discourse analysis as the research method. The study aims to analyze 15 English tweets tagged with #GoHomeGota2022 extracted from Twitter, focusing on their lexical items, generic structure, and grammatical structure as political discourse. The findings of the study emphasize the protest against the ruling class dominance in Sri Lanka and the upbringing of nationalism through the protest. Further, the study analyzes the references to national identities, the demonstration of power by people, the impact of ethnicity and racism on nationalism, and the brand of politics in Sri Lanka. In this context, the hashtag discourse analysis positions civilians as particularly powerful.

Keywords: Social media, Hashtag, Hashtag activism, Discourse analysis, #GoHomeGota2022

