

**DIGITAL ADVOCACY ACROSS MOVEMENTS:  
A SYSTEMIC FUNCTIONAL CRITICAL DISCOURSE ANALYSIS  
OF #ICEBUCKETCHALLENGE, #METOO, #BLACKLIVESMATTER,  
#READYFOR100, AND #FRIDAYSFORFUTURE**

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**Abstrak**

Studi ini menyelidiki strategi wacana dari lima gerakan sosial global—#IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, dan #BlackLivesMatter—untuk meningkatkan efektivitas advokasi. Studi ini menekankan tiga area: (1) Praktik Wacana (produksi, distribusi, konsumsi), (2) Praktik Sosiokultural (ideologi, hegemoni, kekuasaan), dan (3) Praktik Teks (Metafungsi Interpersonal: SUASANA HATI dan MODALITAS dalam tagar). Data dari situs web resmi dan media sosial dianalisis menggunakan kerangka kerja Halliday dan Analisis Wacana Kritis Faircloughian. Temuan menunjukkan bahwa #IceBucketChallenge memanfaatkan video pengguna, sementara #MeToo dan #BlackLivesMatter memberdayakan suara akar rumput melalui platform digital. Praktik sosiokultural menimbulkan tantangan terhadap rasisme sistemik, patriarki, dan ketergantungan bahan bakar fosil. Modalitas deontik dan kalimat imperatif diidentifikasi melalui analisis tagar, yang menggarisbawahi pentingnya partisipasi kolektif, akuntabilitas moral, dan urgensi. Gerakan-gerakan ini mempromosikan solidaritas, menantang kekuasaan, dan mempercepat perubahan transformatif. Di masa mendatang, penelitian harus menyelidiki interaksi advokasi offline dan digital, berbagai gerakan di seluruh wilayah, dan aktivisme di bawah batasan platform.

**Kata Kunci:** Advokasi Digital, Analisis Wacana Kritis, Metafungsi Interpersonal, Gerakan Sosial, Tagar

**Abstract**

*This study investigates the discourse strategies of five global social movements—#IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter—in order to improve the efficacy of advocacy. It emphasizes three areas: (1) Discourse Practice (production, distribution, consumption), (2) Sociocultural Practice (ideology, hegemony, power), and (3) Text Practice (Interpersonal Metafunction: MOOD and MODALITY in hashtags). Data from official websites and social media were analyzed using Halliday's framework and Faircloughian Critical Discourse Analysis. Findings indicate that the #IceBucketChallenge capitalized on user videos, while #MeToo and #BlackLivesMatter empowered grassroots voices through digital platforms. Sociocultural practices posed a challenge to systemic racism, patriarchy, and fossil fuel dependency. A deontic modality and imperative sentences were identified through hashtag analysis, which underscored the importance of collective participation, moral accountability, and urgency. These movements promote solidarity, challenge power, and accelerate transformative change. In the future, research should investigate the interplay of offline and digital advocacy, diverse movements across regions, and activism under platform restrictions.*

**Keywords:** Digital Advocacy, Critical Discourse Analysis, Interpersonal Metafunction, Social Movement, Hashtag

**INTRODUCTION**

*The manner in which advocacy is conducted has been revolutionized by digital platforms, which have allowed individuals and organizations to connect, mobilize, and drive social change in*

unprecedented ways. This change has rendered digital advocacy a critical area of research, providing a comprehensive understanding of the ways in which movements operate in a variety of contexts to accomplish their objectives. Strategies that resonate with global audiences are particularly pertinent in the context of digital advocacy, which is employed to address sociopolitical, environmental, and cultural issues. Although current research emphasizes the potential of digital tools to advance health, tourism, feminism, and social justice, the diversity of approaches and the underlying linguistic strategies are still incompletely investigated. This paper endeavors to address these deficiencies by examining the mechanisms of digital advocacy, comparing five prominent movements—#IceBucketChallenge, #MeToo, #BlackLivesMatter, #ReadyFor100, and #FridaysForFuture—and examining their sociocultural contexts, platform utilization, and discourse strategies.

Digital advocacy has a transformative impact on contemporary communication and activism, reshaping the way in which individuals and organizations engage with critical social issues. For example, Purwanto et al. (2024) conducted an analysis of the correlation between digital advocacy and visitor satisfaction, demonstrating that positive experiences motivate individuals to advocate for destinations online. In the same vein, Saini and Arasanmi (2021) illustrated how satisfaction serves as a mediator between advocacy behaviors and destination image, providing valuable insights into consumer engagement. These studies demonstrate the influence of digital advocacy in influencing perceptions and motivating action. Researchers can identify strategies that improve advocacy efforts in a variety of disciplines by comprehending the effective use of digital platforms by movements. Consequently, the importance of digital advocacy is derived from its capacity to establish connections between audiences, amplify marginalized voices, and establish pathways for meaningful social change.

Advocacy campaigns' strategies and results are substantially determined by their sociocultural contexts. The challenges of digital feminism in China, where activists navigate the tensions between state control, commercial interests, and feminist discourses, were emphasized by Sun and Ding (2024). Their research demonstrates that influencers on platforms such as Weibo frequently employ "state-aligned soft activism" to navigate regulatory constraints, thereby balancing activism with self-promotion. Müller (2022) employed critical discourse analysis to investigate anti-racism advocacy in Portugal, revealing the significance of conflicting perspectives and dissent in captive audiences in a different context. These results illustrate that advocacy movements are influenced by sociocultural factors, which are indicative of broader societal dynamics. Activists can ensure that their campaigns resonate across diverse audiences by adapting their strategies to local conditions while maintaining their core messages, which is made possible by an understanding of these contexts.

Effective utilization of linguistic and semiotic resources frequently determines the success of advocacy campaigns (Moir, 2023; Fullerton, 2011; Hestres, 2017). Critical Discourse Analysis (CDA) (Wodak, 2009) and Systemic Functional Linguistics (SFL) (Downing, 2015; Eggins, 2007) offer valuable frameworks for comprehending the ways in which language influences audiences and constructs meaning. For instance, the utilization of imperative sentences ("Join us now!") and deontic modality ("must," "should") in advocacy messages promotes moral accountability and urgency, thereby motivating collective action. The significance of multimodal elements—which incorporate text, visuals, and sound—in improving the clarity and engagement of messages is underscored by research conducted by Hall (2022) and Khan et al (2021). These linguistic strategies not only influence the narratives of advocacy movements but also establish relationships with their audiences, fostering a sense of shared purpose and solidarity. Consequently, the examination of the linguistic aspects of digital advocacy offers a more comprehensive understanding of the mechanisms of mobilization and persuasion.

There are still numerous voids in our comprehension of digital advocacy, despite the significant progress that has been made. There is a scarcity of comparative studies of advocacy movements across various domains, which poses unanswered questions regarding shared strategies and patterns. Additionally, the integration of sophisticated linguistic frameworks such as SFL and CDA in the analysis of advocacy campaigns is still in its infancy. This study addresses these gaps by examining the sociocultural practices, platform utilization, and linguistic strategies of five global movements: #IceBucketChallenge, #MeToo, #BlackLivesMatter, #ReadyFor100, and #FridaysForFuture. By employing the Interpersonal and Ideational Metafunctions of SFL, the research endeavors to investigate the manner in which these movements represent social realities, establish engagement, and

construct meaning. These discoveries will facilitate a thorough comprehension of digital advocacy mechanisms, thereby contributing to both theoretical advancements and practical applications.

In conclusion, Digital advocacy is a dynamic discipline that has revolutionized the manner in which movements interact with audiences and advocate for social change. Advocacy campaigns have generated collective action, amplified marginalized voices, and effectively connected diverse communities through the use of digital platforms. Nevertheless, it is imperative to comprehend the sociocultural and linguistic aspects of these campaigns in order to develop strategies that are effective. This study leverages sophisticated linguistic frameworks to compare and analyze the discourse practices of five prominent movements, thereby addressing critical voids in the literature. The results will not only contribute to the advancement of theoretical knowledge but also provide practical insights for policymakers and activists, thereby facilitating the development of more effective digital advocacy campaigns. In a world that is becoming more interconnected, it is essential to conduct research that enables us to comprehend and leverage the potential of digital platforms to make a significant impact on society.

### **Faircloughian Critical Discourse Analysis: The Interpretation - Discourse Practice and The Explanation - Sociocultural Practice**

Faircloughian Critical Discourse Analysis (CDA) (Fairclough, 1997; Fairclough, 1995) is a framework that investigates the relationship between language, authority, and society. It consists of three interconnected dimensions: Sociocultural Practice, Discourse Practice, and Text Practice. Text Practice concentrates on the linguistic characteristics of the text, including vocabulary, grammar, cohesion, and rhetorical devices, and examines the manner in which these elements contribute to the construction of meaning. Discourse Practice investigates the production, distribution, and consumption of texts, emphasising the duties of participants, the medium of communication, and the purpose of the discourse. This dimension also takes into account intertextuality, the relationships between texts, and the manner in which meaning is negotiated within specific contexts. Finally, Sociocultural Practice analyses the ways in which discourse reflects, reproduces, or challenges power dynamics, ideologies, and social structures by situating it within its broader social, cultural, and historical contexts. Collectively, these dimensions offer a thorough method for identifying the social implications of discourse, underscoring the relationship between language and societal power dynamics.

#### **The Interpretation: Discourse Practice**

The interpretation phase of Critical Discourse Analysis investigates the manner in which texts are produced, disseminated, and ingested within particular contexts (Fairclough, 1997). It examines the impact of the responsibilities of participants, including writers, speakers, and audiences, on the interpretation of a text. The purpose of the text and the medium through which it is communicated are also critical components. For instance, the extent to which texts created for public awareness campaigns are intended to inform and persuade is contingent upon their distribution through digital or print media. This phase also examines intertextuality, which is the manner in which texts are influenced by and connected to other texts. A text can establish a connection between its message and broader social or historical contexts (Wodak, 2009; van Dijk, 2009) by referencing prior works or incorporating shared cultural elements (Malkawi & Fareh, 2023). This intertextuality enhances the meaning and enables audiences to interpret the message based on their own experiences and perspectives. In summary, the interpretation phase establishes a connection between the text's linguistic characteristics and its overarching communicative objective. It reveals the manner in which meaning is constructed and shared within specific contexts by comprehending the processes of production, distribution, and consumption, as well as intertextuality.

#### **The Explanation - Sociocultural Practice**

The explication phase of Critical Discourse Analysis emphasises the manner in which discourse is interconnected with and influences social and cultural practices. It investigates the influence of social structures, power dynamics, and ideologies on discourse practices (Fairclough, 1995). This phase investigates the ways in which texts reflect or challenge prevailing societal norms and disclose the underlying inequalities or hierarchies. This phase reveals the socio-political implications of discourse by placing texts within historical (van Dijk, 2009; Wodak, 2009) and institutional contexts (Richardson, 2007). It examines the ways in which language both reflects and contributes to the formation of power dynamics. Certain texts may perpetuate prevailing ideologies, while others may

endeavour to challenge and alter societal norms. Briefly speaking, this phase underscores the connection between discourse and society. It illustrates the manner in which language serves as an instrument for either preserving or disrupting social arrangements and power structures, thereby offering a comprehensive understanding of the broader implications of communication practices.

### **Hallidayan SFL Interpersonal Metafunction**

The Interpersonal Metafunction of Systemic Functional Linguistics (SFL), which was developed by M.A.K. Halliday (2014; Thompson et al., 2019), emphasises the role of language in the establishment and maintenance of social relationships, the negotiation of roles, and the communication of attitudes, judgements, and emotions. Additionally, SFL views language as a resource for constructing meaning in social contexts. Mood and Modality (Liu, 2024a) (Thompson et al., 2019; Morley, 2000; Downing, 2015) are essential components of this metafunction. The grammatical structure of a clause, which determines its function in interaction, is referred to as mood (Olaniyan, 2020). Declaratives (statements), interrogatives (questions), and imperatives (commands) are some of the clauses that signify specific roles and expectations in communication. The speaker's attitude towards the likelihood, necessity, or desirability of an action or event is expressed through modality (Liu, 2024b), which is classified into epistemic modality (probability or certainty, e.g., "It might rain"), deontic modality (obligation or permission, e.g., "You must study"), and dynamic modality (ability or willingness, e.g., "I can swim"). Mood and Modality, when combined, influence the interactive nature of communication, allowing speakers to articulate their roles, expectations, and attitudes, thereby facilitating meaningful interaction and the negotiation of social relationships. The Interpersonal Metafunction is a critical component of comprehending the operation of language in social exchanges, as it reflects and influences human relationships, interpersonal dynamics, and social contexts through these elements.

The Interpersonal Metafunction offers a potent perspective on digital advocacy phenomena by examining the manner in which language is employed to establish relationships, negotiate authority, and communicate attitudes in online environments (Downing, 2015). In particular, Mood and Modality, which are essential components of this metafunction, provide a better understanding of how advocates employ language to captivate audiences, foster solidarity, and motivate action (Yang et al., 2021). The tone and intent of communication are influenced by the grammatical structure of sentences, including declaratives (statements), interrogatives (questions), and imperatives (commands). Mood is a term that is used to describe this structure. The relationship between the advocate and their audience is reflected in the choice of the mood in digital advocacy (Tehseem, 2018; To et al., 2015). Imperatives such as "Sign this petition" or "Join the movement", for example, are direct calls to action that are intended to encourage immediate participation. Declaratives, such as "Climate change is the most pressing issue of our time," assert facts in order to inform and persuade. Interrogatives such as "Will you stand with us?" directly engage the audience, promoting a sense of shared responsibility and inclusion.

## **METHODS**

This study endeavors to examine the discourse strategies of five global social movements—#IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter—in order to facilitate effective advocacy. The goals are to analyze (1) Discourse Practice, which concentrates on production, distribution, and consumption; (2) Sociocultural Practice, which investigates ideology, hegemony, power relations, and worldviews; and (3) Text Practice, which examines linguistic features in terms of the MOOD and MODALITY (Thompson et al., 2019; To et al., 2015; Morley, 2000) in hashtags. A qualitative methodology is implemented in the investigation, which involves content analysis (Neuendorf, 2001; Krippendorff, 2019). From official websites and social media platforms associated with the movements, data was gathered. The initial two objectives were investigated using Faircloughian Critical Discourse Analysis (Fairclough, 1997; Fairclough, 2004), while the third objective was analyzed using Halliday's Interpersonal Metafunction and Ideational Metafunction (To et al., 2015; Ricahyono et al., 2021; Liu, 2024b) frameworks with hashtags.

## **RESULTS AND DISCUSSION**

### **RESULTS**

**Context Analysis: The Interpretation - Discourse Practice**

The results of the comparison and contrasts the ways in which #IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter social movements use discourse production, distribution, and consumption using Fairclough's CDA framework are presented in table 1 as follows:

**Table 1. Comparison and contrasts the ways in which #IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter social movements used discourse production, distribution, and consumption.**

Social Movements	Production	Distribution	Consumption
#IceBucketChallenge	Initiated by individuals, amplified by celebrities and charities.	Social media platforms (e.g., Facebook, YouTube) with viral video challenges.	Global participants engaging in videos to promote ALS awareness.
#ReadyFor100	Created by The Sierra Club, a U.S.-based environmental organization.	Campaigns via websites, events, and social media platforms.	Local communities and activists advocating renewable energy transition.
#FridaysForFuture	Launched by Greta Thunberg, primarily driven by youth activists.	School strikes, social media, and global marches.	Students and supporters engaging in protests and online discussions.
#MeToo	Originated by Tarana Burke, amplified by survivors and public figures.	Social media hashtags and personal testimonials.	Millions of individuals sharing stories, raising awareness about sexual harassment.
#BlackLivesMatter	Founded by activists, spread through grassroots and digital advocacy.	Social media, protests, and traditional media coverage.	Global supporters participating in protests and amplifying the cause online.

Table 1 compares and contrasts the ways in which five significant social movements use discourse production, distribution, and consumption. For worldwide participation, the #IceBucketChallenge mostly relied on user-generated videos that were shared on social media. On the other hand, #ReadyFor100 featured localized activism combined with organized initiatives by an environmental group. Similarly, #FridaysForFuture, which aims to reach a younger audience, started with school strikes and grew via social media and actual marches. In order to elevate individual voices, movements such as #MeToo and #BlackLivesMatter relied on grassroots initiatives and digital channels; #MeToo concentrated on first-hand accounts, while #BlackLivesMatter combined online activism with live demonstrations. Despite using different tactics, every movement attained a notable level of engagement and worldwide reach showcasing their effective advocacy.

**The #IceBucketChallenge of 2014**

With regard to the production, celebrities, influencers, and regular people from all walks of life contributed to the #IceBucketChallenge content creation process. Every video followed the same basic structure: finishing the challenge, suggesting others, and bringing up ALS awareness or donations. However, participants frequently incorporated their own unique twists, including dramatic effects or humour. As of the distribution, social media sites like Instagram, Twitter, and Facebook were crucial for the videos' widespread distribution. These platforms helped the challenge reach a worldwide audience by making it simple for users to like, comment, and repost. Its success was largely due to the brief video format. The message spread swiftly because it was clear, interesting, and simple for viewers to comprehend and distribute. The #IceBucketChallenge demonstrates how the production, distribution, and consumption of messages may be altered by digital media. The campaign proved that online communication can accomplish tangible social objectives by fusing innovative material, easily accessible platforms, and a clear purpose. It became a worldwide success.

**The #ReadyFor100**

In the production, community leaders, organisations, and activists worked together to produce the texts for the #ReadyFor100 campaign. These materials, which comprised infographics, videos,

social media postings, and articles, were meant to inform and motivate readers to take action. In the distribution, the campaign was able to reach a worldwide audience by distributing these materials through government websites, social media platforms, and local events. Hashtags on social media, such as #ReadyFor100, connected people from various platforms and contributed to the development of a cohesive conversation. In addition to reading and sharing the information, audiences also shared their own tales, photos, and pledges to use renewable energy, making the consumption of these texts participatory. The campaign's goal of encouraging a sense of group action was strengthened by this participatory format. To put it in other words, the #ReadyFor100 campaign serves as an example of how effective discourse strategies can be in accomplishing environmental and social objectives. The campaign effectively conveyed its message and stimulated action towards the adoption of renewable energy by creating captivating content, utilising digital platforms for distribution, and encouraging audience participation.

### **The #FridaysForFuture**

Supporters, students, and activists are among the many participants in the production of #FridaysForFuture literature. These texts can be found in a variety of media, including speeches, videos, social media posts, and protest signs. Every piece of content conveys the same message, which is the need for more robust climate legislation. To bolster its legitimacy and urgency, the movement mainly uses intertextuality, taking cues from scientific studies, past environmental campaigns, and activist discourse. Online networks such as Instagram, Twitter, and YouTube are used to distribute these texts, providing instantaneous and worldwide reach. Its presence is further amplified through offline routes, such as worldwide climate strikes and local protests. These texts are consumed in a dynamic and participatory way, encouraging a sense of shared ownership as viewers not only interact with the content by like, sharing, or commenting, but also produce original works like customised protest placards and movies. The discursive practices of the #FridaysForFuture campaign demonstrate its capacity to unite people around the world. The movement has effectively sparked popular support for climate action by creating accessible and powerful texts, utilising digital and physical media for extensive distribution, and promoting co-creation and active consumption.

### **The #MeToo**

Personal storytelling, in which survivors relate their stories to promote awareness and unity, is a fundamental component of the production of #MeToo texts. Public speeches, interviews, hashtags, and social media posts are examples of these texts. The hashtag was first boosted by well-known people, but it soon spread to include voices from a variety of backgrounds. Because each tale builds upon and links with others to create a collective narrative that emphasises how pervasive the issue is, intertextuality is important to the movement. Digital channels, especially Twitter, Facebook, and Instagram, are crucial to the distribution of #MeToo messages because they allow the hashtag to very instantly reach a worldwide audience. Accessibility is guaranteed by this digital platform, which also gives voice to under-represented groups that might not otherwise be heard. People actively and dialogically engaged in the consumption of #MeToo texts; in addition to reading and sharing these accounts, they also participate in debates, share their own tales, and support initiatives for legislative and cultural reform. The discourse practices of the #MeToo movement demonstrate how online platforms used for digital advocacy may magnify individual narratives into calls for change on a global scale. The movement brings individuals together globally through the efficient creation, sharing, and consumption of texts, encouraging awareness, discussion, and action against sexual assault and harassment.

### **The #BlackLivesMatter**

The production of #BlackLivesMatter texts is characterized by grassroots participation and diverse forms of expression. Activists, victims' families, and supporters generate content ranging from social media posts to speeches, videos, and protests. The movement employs intertextuality by drawing on historical references to civil rights struggles and contemporary incidents of racial injustice, connecting the past with the present. These texts often incorporate emotional appeals, statistical evidence, and personal narratives to provoke empathy and spur action. The distribution of BLM texts is largely facilitated by digital platforms such as Twitter, Instagram, and TikTok, enabling rapid dissemination and global reach. Social media hashtags like #SayTheirNames and #BlackLivesMatter amplify voices that mainstream media may overlook, ensuring inclusivity and widespread visibility. The consumption of these texts involves not only passive observation but also active engagement.



Audiences participate by sharing posts, attending protests, creating related content, and advocating for policy reforms. This engagement transforms the movement’s discourse into a participatory and collaborative effort. The discourse practices of #BlackLivesMatter demonstrate the movement’s strategic use of digital tools and intertextual references to create, share, and engage with its messages. In its advocacy by connecting local struggles to a global audience, the movement fosters a sense of solidarity and collective responsibility in addressing racial injustice and police violence.

**Context Analysis: The Explanation - Sociocultural Practice**

The results of the comparison and contrasts of the sociocultural practice in #IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter social movements are presented in table 2 as follows:

**Table 2. The sociocultural practices of five global social movements, with a particular emphasis on their relationship with ideology, hegemony, power relations, and worldviews**

<b>Movement</b>	<b>Key Sociocultural Practices</b>
#IceBucketChallenge	Reflects the ideology of performative activism; challenges hegemony by empowering ordinary people through digital platforms to influence social change.
#ReadyFor100	Critiques hegemonic dependence on fossil fuels; advances a sustainability worldview that positions renewable energy as an environmental and economic necessity while addressing resource inequity.
#FridaysForFuture	Disrupts traditional power relations by prioritizing youth voices; advocates a worldview of global climate justice; critiques hegemony prioritizing economic growth over sustainability.
#MeToo	Challenges patriarchal ideologies and power imbalances; promotes a worldview centered on justice, equity, and structural reform; reshapes cultural norms on consent and workplace dynamics.
#BlackLivesMatter	Confronts systemic racism and its hegemonic structures; emphasizes intersectionality to expose overlapping inequalities; advocates for dismantling unjust power relations and promotes a worldview of racial equity.

Table 2 highlights the sociocultural practices of five global social movements, with a particular emphasis on their relationship with ideology, hegemony, power relations, and worldviews. The #IceBucketChallenge challenges hegemonic norms by empowering individuals through digital platforms for collective action, while also criticizing performative activism. The #ReadyFor100 campaign is dedicated to promoting a sustainability perspective that reconciles economic and environmental issues while simultaneously addressing inequities, thereby challenging the prevailing dependence on fossil fuels. In the same way, #FridaysForFuture challenges power dynamics by promoting a justice-oriented perspective that critiques the hegemonic prioritization of economic development over environmental sustainability and by empowering youth voices. The #MeToo movement is a force for change, challenging patriarchal ideologies and reshaping societal norms on consent and workplace dynamics in the pursuit of justice and equity. Ultimately, #BlackLivesMatter challenges systemic racism and hegemonic structures, fostering a worldview of equality and justice by emphasizing intersectionality. These movements are a prime example of how discourse practices challenge power and motivate transformative change.

**The #IceBucketChallenge**

The #IceBucketChallenge is a reflection of the ideology of performative activism, in which public actions, such as the uploading of videos, are occasionally more concerned with demonstrating participation than with fostering long-term commitments. Nevertheless, it also disrupts hegemonic power structures by enabling ordinary individuals to participate in global advocacy, demonstrating the potential of digital platforms to democratize social action. Using celebrity influence and social media dynamics, the campaign demonstrates how these power relations can both amplify and constrain collective endeavors. The challenge underscores the reciprocal relationship between digital communication and cultural practices, providing a glimpse into the ways in which digital activism alters societal interactions and worldviews.

**The #ReadyFor100**

The #ReadyFor100 campaign advocates for systemic transitions to renewable energy and opposes fossil fuel dependency, thereby embodying an anti-hegemonic stance. Its discourse promotes a sustainability ideology, establishing renewable energy as both a necessity and an opportunity. It empowers grassroots movements to advocate for equitable resource distribution and hold leaders accountable by elevating successful examples of cities and businesses. Nevertheless, the campaign also reveals global disparities in the availability of renewable resources, which poses a challenge to power dynamics and sectors that are resistant to change. This discourse aims to transform environmental rhetoric and promote a worldview of collective ecological responsibility by imagining a more sustainable and egalitarian society.

**The #FridaysForFuture**

The #FridaysForFuture directly critiques the inaction of governments and corporations by prioritizing the voices of youth in climate advocacy, thereby challenging hegemonic structures. The movement promotes a worldview that is concentrated on global climate justice, emphasizing the need for wealthier nations to be held accountable for their disproportionate contributions to emissions. It exposes systemic inequalities and demands for structural reforms by emphasizing the severe impact of climate change on underprivileged populations. Its rhetoric transforms public discourse regarding sustainability by promoting international solidarity and disrupting power hierarchies. #FridaysForFuture promotes an inclusive vision of climate equity by challenging dominant ideologies that prioritize economic development over environmental preservation.

**The #MeToo**

The #MeToo movement is actively engaged in the disruption of power relations and the challenge of patriarchal ideologies that have historically silenced survivors of sexual misconduct. It challenges the hegemonic norm of impunity and concealment that surrounds sexual violence by offering a platform for survivors to share their experiences. The movement advocates for structural reforms to address systemic inequities, reshaping societal discourse on gender, consent, and workplace dynamics. Its emphasis on equity and justice broadens public awareness of power imbalances, underscoring the necessity of transformative cultural change. A worldview that is concentrated on accountability, fairness, and dignity is advanced by #MeToo, which inspires a global re-evaluation of social norms.

**The #BlackLivesMatter**

The #BlackLivesMatter exposes the hegemony that sustains racial inequities and confronts deeply rooted ideologies of systemic racism. The movement challenges power structures that disproportionately damage Black communities by critiquing police brutality and institutional bias. Its discussion of intersectionality broadens the discourse to encompass intersecting forms of oppression, thereby promoting a comprehensive approach to justice. The movement reshapes narratives on equity by advocating for the reallocation of resources toward community programs and the defunding of the police. It advances global discourse on human rights and equality by challenging entrenched hierarchies and inspiring systemic reforms, thereby promoting a worldview of racial justice.

**Text Practice**

**The Hashtags’ Interpersonal Metafunction Analysis**

**Table 3. Analyses of the Mood and Modality of Interpersonal Metafunctions in hashtags used in #IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLives**

Social Movement	Sentence/Clause	Mood	Modality	Interpersonal Function
#IceBucketChallenge	"(Join the) #IceBucketChallenge and help fight ALS!"	Command/invitation urging participation and creating urgency	Deontic (moral responsibility)	Builds connection, emphasizes shared responsibility
#ReadyFor100	"(Join the) #ReadyFor100 campaign and advocate for clean, renewable	Encourages audience to advocate for clean energy	Deontic (necessity/obligation)	Inspires shared responsibility for sustainability



<b>Social Movement</b>	<b>Sentence/Clause</b>	<b>Mood</b>	<b>Modality</b>	<b>Interpersonal Function</b>
	energy!"			
#FridaysForFuture	"(Strike with) #FridaysForFuture and demand climate action now!"	Urges participation in climate strikes, emphasizing urgency	Deontic (moral obligation)	Creates solidarity, fosters collaboration for collective action
#MeToo	"(Share your story with) #MeToo and stand against sexual harassment!"	Encourages sharing stories and collective action	Deontic (moral responsibility)	Fosters unity, empowerment, and collective strength
#BlackLivesMatter	"(Support) #BlackLivesMatter and demand racial justice now!"	Calls for immediate action to address racial inequalities	Deontic (moral obligation)	Strengthens connection with supporters, emphasizes urgency

Table 3 examines the interpersonal and ideational metafunctions of hashtags utilised in five significant social movements. Imperative sentences are implemented by each movement to motivate action, thereby emphasising moral accountability and coordinated objectives. For instance, the #IceBucketChallenge employs a command to encourage participation and convey a sense of urgency in the fight against ALS. In the same vein, #ReadyFor100 promotes renewable energy through a call to action, underscoring the importance of sustainability. The hashtag #FridaysForFuture encourages individuals to participate in climate strikes, emphasising the importance of solidarity and collective action. At the same time, #MeToo promotes empowerment and unity by encouraging individuals to share their experiences, whereas #BlackLivesMatter underscores the importance of taking immediate action against racial inequality, thereby reinforcing connections with supporters. Moral obligation or responsibility is reflected in all five movements through the use of deontic modality. The hashtags are potent tools for mobilisation and advocacy in diverse social and political contexts due to the effective building of solidarity, emphasis on urgency, and inspiration of collective participation that these linguistic strategies provide.

### **The #IceBucketChallenge**

The clause "Join the #IceBucketChallenge and help fight ALS!" exemplifies the use of language to motivate action and foster social engagement. By employing the imperative mood, it functions as both a command and an invitation, addressing the audience directly to participate in the cause. This linguistic choice plays a vital role in mobilizing people toward collective action. The imperative mood of the sentence conveys a strong directive by urging individuals to join the challenge, creating a sense of immediacy. The use of deontic modality further reinforces the necessity or obligation to participate, presenting the act as a moral responsibility. This combination establishes a tone of encouragement, prompting individuals to not only take part in the challenge but also contribute to the fight against ALS. Additionally, the interpersonal function of the sentence builds a connection with the audience, emphasizing shared responsibility and community spirit. In short, the sentence effectively utilizes imperative mood and deontic modality to inspire action and foster a collective sense of purpose. By directly addressing its audience, it encourages active participation, underscoring the importance of unity in addressing a global issue like ALS.

### **The #ReadyFor100**

The sentence "Join the #ReadyFor100 campaign and advocate for clean, renewable energy!" serves as a call to action, promoting a sustainable future. The use of the imperative mood directs the audience to take part in the campaign, emphasizing the importance of transitioning to renewable energy. Through its language, the campaign inspires collective action toward combating climate

change. The sentence employs the imperative mood to address the audience directly, urging them to join the campaign and take responsibility for advocating renewable energy. The modality is deontic, reflecting an obligation or necessity to act for a shared cause. This approach reinforces the moral duty of individuals and communities to support clean energy solutions. The interpersonal function creates a sense of urgency and shared responsibility, motivating people to act collectively to make their cities and communities more sustainable. In brief, the sentence uses imperative mood and deontic modality to inspire engagement and responsibility. By fostering a sense of collective effort, #ReadyFor100 encourages individuals to advocate for clean energy, emphasizing the shared commitment to achieving a sustainable future.

#### **The #FridaysForFuture**

The sentence "Strike with #FridaysForFuture and demand climate action now!" effectively calls for immediate action against climate change. Using the imperative mood, it directs individuals to participate in climate strikes, emphasizing the urgency of the issue. This message fosters solidarity and promotes collective accountability. The imperative mood urges direct participation, emphasizing the importance of individual action in the climate movement. The deontic modality underscores the moral obligation to demand climate justice, positioning participation as necessary for societal change. This combination highlights the urgency of addressing the climate crisis. The interpersonal function establishes a connection with the audience, creating a shared purpose and encouraging collaboration among participants to amplify their collective voice. In conclusion, the sentence strategically employs linguistic elements to inspire immediate action and shared responsibility. Through #FridaysForFuture, individuals are encouraged to take a stand for climate justice, emphasizing the critical need for global collaboration.

#### **The #MeToo**

The sentence "Share your story with #MeToo and stand against sexual harassment!" is a compelling invitation to join a movement of solidarity and resistance. It uses the imperative mood to encourage individuals to contribute to the cause, creating a powerful sense of unity and empowerment. The imperative mood directly calls on individuals to share their experiences, urging them to take part in the movement. The modality is deontic, suggesting a moral responsibility to break the silence and contribute to cultural change. By doing so, it empowers survivors and challenges societal norms that perpetuate harassment. The interpersonal function establishes a strong connection with the audience, fostering a sense of safety and collective strength. This language amplifies voices and reinforces the importance of standing together against injustice. In summary, the #MeToo movement uses imperative mood and deontic modality to encourage participation and solidarity. By fostering a culture of openness and resistance, the movement empowers individuals to challenge and change societal attitudes toward harassment.

#### **The #BlackLivesMatter**

The sentence "Support #BlackLivesMatter and demand racial justice now!" is a powerful call to action, urging individuals to stand against systemic racism. It employs the imperative mood to inspire immediate involvement, highlighting the urgency of addressing racial inequalities. The imperative mood directs the audience to actively support the movement, emphasizing participation as a necessary step toward justice. The deontic modality conveys a moral obligation to demand change and confront systemic racism. This linguistic approach fosters accountability and mobilizes collective action. The interpersonal function strengthens the connection between the movement and its supporters, creating a shared purpose and reinforcing the urgency of the cause. By urging immediate action, the sentence bridges individual efforts with broader societal change. In conclusion, the #BlackLivesMatter movement leverages imperative mood and deontic modality to inspire active engagement. Through its call for racial justice, it unites individuals in a collective effort to confront systemic inequalities and advocate for equity.

### **DISCUSSION**

The transformative role of digital platforms in global advocacy has revolutionized how social movements mobilize support, challenge societal norms, and promote systemic change. This study focuses on five global movements—#IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter—to understand how digital discourse practices, sociocultural contexts, and linguistic strategies influence their success. By employing Fairclough's Critical

*Discourse Analysis (CDA) (1997) and Halliday's Systemic Functional Linguistics (SFL) (Eggins, 2007), the research explores how these movements utilize digital tools to foster engagement and amplify marginalized voices. Previous studies, such as Purwanto et al. (2024) and Saini and Arasanmi (2021), highlight the role of satisfaction and consumer behavior in digital advocacy, while Zhang et al. (2022) emphasize multimodal integration in improving audience engagement. Building on these insights, this study provides a comparative analysis of discourse practices and offers theoretical and practical contributions to the field of digital activism.*

#### **Discourse Practices in Advocacy**

*Digital advocacy campaigns exhibit diverse discourse practices in producing, distributing, and consuming content. Movements like #IceBucketChallenge leveraged user-generated videos to achieve virality, encouraging mass participation through creative engagement. In contrast, #MeToo and #BlackLivesMatter focused on grassroots narratives to amplify marginalized voices, fostering solidarity and unity. Campaigns such as #ReadyFor100 and #FridaysForFuture combined localized campaigns with global digital strategies to address climate justice. These findings align with Purwanto et al. (2024), who demonstrated that positive experiences can motivate digital advocacy behavior, and Saini and Arasanmi (2021), who identified satisfaction as a key mediator in advocacy behaviors. Moreover, Zhang et al. (2022) highlighted how multimodal approaches enhance audience engagement, a practice evident in these movements. By tailoring discourse strategies to their unique goals and audiences, these movements effectively mobilized support and influenced public discourse.*

#### **Sociocultural Contexts and Challenges**

*Sociocultural contexts significantly shape the strategies and outcomes of advocacy movements. #MeToo challenges systemic sexism by amplifying stories of survivors, while #BlackLivesMatter critiques racial injustices and redefines workplace equity. Similarly, #FridaysForFuture empowers youth voices to confront economic priorities that overlook environmental sustainability. These examples echo Müller's (2022) findings on the role of dissent in digital advocacy and Hall's (2022) insights into the transnational dynamics of movements. Additionally, Sun and Ding (2024) highlight the complexities of advocacy in controlled environments, such as Chinese feminist activism, where state and commercial interests intersect. Understanding these sociocultural dimensions is crucial for creating culturally sensitive strategies, as emphasized by Nurilaila et al. (2020), to ensure effective communication across diverse audiences. By navigating these challenges, movements can maintain authenticity while broadening their impact.*

#### **Linguistic and Multimodal Strategies**

*Linguistic and multimodal strategies are central to the success of digital advocacy campaigns. Movements like #FridaysForFuture and #BlackLivesMatter use imperative sentences (e.g., "Act now!") and deontic modality (e.g., "must," "should") to establish moral accountability and urgency. These strategies align with Tehseem's (2018) emphasis on pronouns, mood, and modality in fostering collective identity. Furthermore, Khan et al. (2021) demonstrated how multimodal integration—combining text, visuals, and sound—enhances engagement and message clarity, a practice evident in the campaigns analyzed. Platforms like TikTok, as Moir (2023) illustrated, provide innovative spaces for advocacy by combining performative storytelling with solidarity-building. These strategies not only amplify messages but also create emotional connections with audiences, ensuring that campaigns resonate widely.*

#### **Advocacy and Power Dynamics**

*Advocacy movements play a critical role in challenging power dynamics and resisting dominant narratives. Campaigns like #deleteuber demonstrate the quasi-legal aspects of digital advocacy, where users act as moral jurors evaluating corporate behavior (Illia et al., 2022). Similarly, the Rohingya diaspora's use of Facebook to advocate for human rights (Ansar & Maitra, 2024) highlights the importance of digital spaces in empowering marginalized communities. These examples align with Schradie's (2018) analysis of offline mobilization and digital activism, emphasizing the interplay between local actions and global digital networks. By leveraging digital platforms, these movements effectively challenge hegemonic norms and promote systemic change, demonstrating the transformative potential of digital advocacy.*

*This study highlights the diverse strategies and impacts of digital advocacy campaigns, focusing on the interplay between discourse practices, sociocultural contexts, and linguistic strategies. Movements like #MeToo, #BlackLivesMatter, and #FridaysForFuture illustrate how tailored*

approaches to discourse and multimodal integration can mobilize support and influence public discourse. By incorporating insights from CDA and SFL, the research bridges gaps in understanding the mechanisms of digital activism. The findings underscore the importance of culturally sensitive and multimodal strategies in enhancing advocacy effectiveness, offering practical guidance for activists and policymakers. Future research should explore the role of offline mobilization in digital campaigns and investigate the impact of platform policies and commercialization on advocacy. As digital platforms continue to evolve, such research will be essential in harnessing their potential to drive meaningful social change.

## CONCLUSION

This study examined discourse practice, sociocultural practice, and text practice in digital advocacy for five worldwide social movements: #IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter. Disparities in discourse practices, such as the production, distribution, and consumption of digital content, were identified by key findings. While #MeToo and #BlackLivesMatter focused on grassroots narratives, reflecting a bottom-up approach to highlight marginalized voices, #IceBucketChallenge relied on viral, user-generated content to maximize reach. In the meantime, local campaigns to address climate issues were combined with global digital action through #ReadyFor100 and #FridaysForFuture.

How movements negotiated social settings to subvert prevailing conceptions was made clear by sociocultural practice. Systemic injustices were the focus of #MeToo and #BlackLivesMatter, while campaigns for climate justice emphasized the necessity of cooperative, intercultural methods. Text practice showed how to strategically use modality and MOOD to increase engagement. While deontic modality (e.g., "must," "should") established moral urgency and brought language into line with sociocultural goals, imperative sentences (e.g., "Join us now!") encouraged direct action.

The implications imply that for effective advocacy to have a wider impact, multimodal tactics must be integrated with rhetorical appeals such as ethos, pathos, and logos, - the digital rhetoric. However, the study's generalizability is limited by its focus on five social movements: #IceBucketChallenge, #ReadyFor100, #FridaysForFuture, #MeToo, and #BlackLivesMatter. Future studies should examine various movements in various geographical areas, examine how offline advocacy interacts with digital ones, and examine how platform restrictions affect activism in constrictive settings. Using other Critical Discourse Analysis theories and using the complete three metafunction i.e. the Textual, Interpersonal, and Ideational for the text analyses.

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## APPENDICES

1. The #ReadyFor100 <https://www.youtube.com/watch?v=T4mEzHps9zU>
2. The #FridaysForFuture [https://www.youtube.com/watch?v=sE\\_qZkPL-n4](https://www.youtube.com/watch?v=sE_qZkPL-n4)
3. The #MeToo <https://www.youtube.com/watch?v=u1Rb7TGgsp4>
4. The #BlackLivesMatter <https://www.youtube.com/watch?v=tbicAmaXYtM>