

I-LanD Journal - n. 2024 - december 2024

## Layers of Identity: Understanding the Arab Voice

DOI: 10.2637G/IL2024001\_004

**Mona Attwa**

University of Colorado, Boulder

[mona.attwa@colorado.edu](mailto:mona.attwa@colorado.edu)

### Abstract

The community of practice of a pan-Arab talent show offers rich data on identity construction. This study examines the expression of identity in a pan-Arab talent show, using the second season of The Voice, 'Ahlā Sōt, as a case study. It investigates the identities indexed by these expressions to address the following question: What identity indexicalities are present in The Voice, 'Ahlā Sōt, and how do they contribute to constructing a pan-Arab television programme? The analysis revealed three layers of identity expressions: national, pan-Arab, and universal. These identity expressions are manifested using different linguistic features and strategies by media hosts and individual participants.

### Keywords

Arabic cross-country communication, identity, pan-Arabism, talent shows, globalisation, polylingualism