

Repertoires of Communication in A Monarchy Opportunity Structure

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Abstract

This research investigates the interplay between perceived opportunity structures and communication repertoires in a monarchy setting, taking the Omanis Without Jobs (OWJ) movement as a case study. The research followed a qualitative approach by conducting 20 semi-structured interviews with activists on Twitter. In addition, the research collected data through observation across various social media platforms. By employing this qualitative approach, the data revealed how these opportunity structures have shaped political discourse and communication repertoires in Oman. The findings of this study highlight the dominance of government control and societal norms that discourage challenging authority. In addition, the findings revealed that OWJ activists effectively used various social media platforms like Twitter (currently X) and techniques like coding and memes as a way of soft activism to advocate for change. In short, this research contributes to understanding communication strategies in authoritarian contexts and emphasizing the role of digital platforms in political mobilization among marginalized voices in Oman.

Keywords: opportunity structure, communication repertoires, unemployment, The Sultanate of Oman, Omanis Without Jobs movement