We Are the 99 percent – the Occupy-Movement in Social Media

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Abstract : The Occupy-Movement came into in 2011 existence in the US as a reaction to one of the worst economic crisis since World War II. With cuts in benefits and social services, with people being evicted from their homes on the one hand and high bonuses granted to their managers of the very same companies, a strong feeling of injustice besieged people in the US and caused them to voice their anger peacefully in social media and on the streets. Due to the world-wide-web, users all around the world read about this movement and recognized the same injustice in their own countries, making Occupy a global movement. The vast array of topics covered by Occupy offers a unique chance to carry out a corpus-based discourse analysis based on the DIMEAN-Model. The focus on this paper is limited to two aspects of DIMEAN: intertextual references and the use of connectors in texts. Because the discourse is to a large extent carried out via posts in blogs, online-articles and comments, the paper also analyses, in how far modern (i.e. computer-based media) there is a correlation between the use of connectors in different communicative types used by the Occupy-Movement.