

Abstract

The informative interpretation of literature is based on understanding its nature, which is based in its essence on a communicative basis. Literature is the art of revealing what is in the soul, beautiful expression of the senses, speaking portrayal of events, and honest recording of life's images and manifestations.

And that the nature of the discourse is based on the communication unit, the content of the message, the future, and the response, as they are all connected links that complement each other.

The purpose of this discourse is to disclose the ideas and principles that serve the originator of the discourse or whoever stands behind it.

As the Almohad state sought to bring a huge number of poets closer to its court, realizing the true value of the art of poetry and the extent of its influence in popular circles, as it relied on the policy of enticement and welcome, and assigned many tasks to them, the most important of which was the dissemination of principles and ideas that the Almohad authority believed in and was the main starting point on which the state was formed. Almohadism.

The Almohad state was based on religious and ideological foundations, as it broadcast ideological ideas that are not new, on which it built its authority, namely the Imamate and Mahdism, and these ideas are in dire need of someone who promotes them and works to spread them among the circles of society, so poetry was the best way to portray these ideas, so the poets took it upon themselves Depicting the sectarian religious thought adopted by the state.

And to show the most important pillars of these doctrinal beliefs, as the poets in this era strived to constantly mention these principles and repeat them in order to spread the word among the people, as well as criminalizing any religious act that contradicts these foundations, i.e. the Imamate and Mahdism.

The presence of the Almohad poets was not limited to the court, as the authority entrusted them with additional tasks, as it prompted them to be present on the scene of the event and watch the event directly in order to document it in a literary manner and broadcast it to the public, as they were assigned the tasks of a press reporter who transmits the event after watching it, but in a literary style that guarantees its popularity and spread.

On the other hand, these poets invested most of their talent and creativity in recalling the principles of the Almohad state, as they invested in the occasions that were created by the authority and the ceremonial appearances that were not limited to the public to spread the virtues of the Almohad authority and beautify its actions with some exaggeration.

Talking about political poetry in the Almohad era calls for the emergence of this phenomenon in this era, and that the concept of political media discourse denotes every poetry that has a connection to power, the ruler, or political relations and promoting them, as well as the glorification of these rulers, and falls under this discourse opposing power. And overthrow it and undermine it, such as the direct satire of the Almohad ruler and his policy or the statesmen of judges, jurists and princes who invested power in a negative way, as he took this discourse upon himself to defame them and explain this exploitation to public opinion.

In contrast to this discourse, there is a discourse supportive of the state's policy and its rulers, which worked to consolidate its authority and present it with a good appearance, while striving to beautify all its policies in an exaggerated manner. The presence of the Almohad poets was not limited to the court, as the authority entrusted them with additional tasks, as it prompted them to be present on the scene of the event and watch the event directly in order to document it in a literary manner and broadcast it to the public, as they were

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