

STYLISTIC STRUCTURES IN MEDIA DISCOURSE

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Biography:

- 1- Professor, Dr. Hassan Mandeel Al-Akeely, a lecturer at the College of Education for Girls, holds three doctorates in language, the Qur'an, and philosophy, and is the author of many books and scientific research on language and its facilitation.

Abstract:

The research aims to present the stylistic structures used by editors to write the media discourse, and the research aims to highlight the aspects of interdependence between these stylistic structures, and mention their importance in the formation of the discourse, so the research came (phonetic, syntactic, morphological and semantic structures) as well as the stylistic pillars (selection, displacement and distribution), which the editor uses to write his media discourse in the best way.

Keywords: Discourse, Media ,Structure , Stylistic Structures , Stylistic Structures , Stylistic Pillars , Stylistics.

INTRODUCTION

In the name of God and praise be to God who helped me to write this research and I would not have been guided to write it if it were not for the help of God and from Him.

Afterwards, the title requires mentioning the concept of its vocabulary, in the preamble in which I mentioned the definition of structure and style and the relationship between them.

The first chapter dealt with two topics: the first topic mentioned the stylistic structures (phonetic, morphological, syntactic, and semantic structure), and the second topic mentioned the foundations and determinants of the style: (selection, displacement, and distribution).

It relied on several sources, including: Dictionary of Language Measures by Ahmad bin Faris. And the tongue of the Arabs by Ibn Manzoor. The problem of structure or lights on structuralism by Dr. Zakaria Ibrahim. Rhetoric and Stylistics by Dr. Mohamed Abdel Muttalib. Semantics has its origins and discussions in the Arab heritage of Dr. Manqour Abdel Jalil, and others.

Then I mentioned the conclusion and the most important results.

Preface

First: The Concept of the Term Structure in Language and Terminology:

I will briefly mention the concept of structure because it is detailed in several researches(1):

Structure is a language: Ibn Faris (d. 395 AH) mentioned in the scales: (Build) Al-Ba', Al-Nun and Al-Ya are one origin, which is the construction of the thing by joining them together.(2) As for the whole of the chapter on Al-Baa and Al-Nun which is the triangle of them, he added to what he mentioned above: the building is built by buildings, and the arch of the builder, (if) it is built on its string, that is, if it is attached to it until it is almost broken. (i.e., the structure means joining and pasting). It is said: Structure, Structure, and Structure by breaking the B, as it says Jizya and Jizya(3).

Ibn Manzoor (d. 711 AH) added the meaning of structure: it is the body, and this is what is mentioned in Lisan al-Arab: 'It is said that it is a structure, and it is like bribery and bribery, as if the structure is the form on which it is built, like the gait and the knee. And so-and-so built a house and built, it was limited

to the many, and he built a house and built, and the building of the wall and the buildings by annexation are limited like the buildings.'(4)

He added the meaning of the body, but the meaning of the building is close to the concept of structure according to Ibn Faris, as construction means joining the stone together or joining the building materials to form a wall.

Structure in Terms: The people of the Arabic language differentiated between 'meaning' and 'building', and they meant by the word 'building' what some linguists mean today by the word 'structure'(5).

In foreign languages, the word 'structure' is derived from the Latin verb 'struere', meaning to build or build.(6) In other words, the term structure for Arabs and the West means organization and construction, and this is close to the linguistic concept of structure as I mentioned earlier.

Structure means that system with interacting elements, where each element performs a function within the system, and its value is determined by that function ('7).

There is a structure for the word and a structure for the sentence, the structure of the sentence is (the grammatical structure) and by the grammatical structure we mean not only the form in which the nouns and verbs are formulatable, but also the form of each sentence such as 'how you and Zayd' and 'you and your affair' are the same examples.(8)

We conclude from the above that just as speech has a form, speech also has a form, and the concept of form and structure here are synonymous.'The grammarian is concerned with construction as the source of composition and composition of a number of elements that lead to the creation of a new unity on a certain form'(9).

This definition corresponds to what linguists have said, i.e., construction means to join, synth Second: The Concept of the Term Stylistics Language and Terminology:

-Stylistics is a Language: The term Stylistics is not mentioned in Arabic dictionaries, but rather the word Style, which is mentioned in the al-Muqaddas of Ibn Sayyida (d. 458 AH): Style means the level path, and from it he took methods of saying: any types of it 10, the writer chooses the way of telling by presenting the description to the receiver, and this is called the method of informing11.

The concept of style according to Ibn Manzoor (d. 711 AH) came close to the concept of style according to Ibn Sayyida, the style in the language of the Arabs: the way, the face, and the sect, it is said that you are in a bad style, and it combines methods, and the style: the way is taken in it, and the line of palm trees is said to be a style, and every extended path is a style.

And the method by adding: art, it is said: He took so-and-so in ways of saying, i.e., two of it.12.

Ibn Manzoor mentioned the palm line for the importance of the palm: 'It is highly respected and celebrated for its status and greatness' (Analysis of the sequence and molecular evolution of Iraqi date palm varieties (phenenixdactylifere L) propagated by tissue culture on the basis of the ITSI region: 1825). Al-Zubaidi (d. 1205 AH) agreed with him in the Crown of the Bride and added: The style (lion's neck): because it is not bent.13.

We conclude from the aforementioned that style is the way, art, and doctrine.Looking at the linguistic definition of the word style, two things become clear:

First- The physical dimension that can be seen in defining the concept of the word in terms of its meaning is related in its meaning to the meaning of the extended road, or the line of palms, and in terms of its connection sometimes to formal aspects such as not paying attention to the right or left.

The second – the artistic dimension that is represented in linking it to the methods and sayings of so-and-so, as we say: I followed the style of so-and-so: his method and his speech in good ways.14

-Stylistics as a term: Before I mention the concept of stylistics in the idiom, I will mention the concept of style, because of the connection between style and stylistics.

Ibn Tabataba al-'Alawi (d. 233 AH) said: 'If a poet wants to build a poem, he should put the meaning on which he wants to build the poem in his mind in prose, and prepare for him what he wears in terms of words that match him, rhymes that match him, and the weight that he can say about it.

In other words, according to Ibn Tabataba, style is the basis for the making of poetry. For him, style is the meaning on which the poet wants to build his thought, i.e., the art of speech, because style is the way of the writer, and Ibn Tabataba's definition combines the poet's vision with his linguistic, rhythmic and aesthetic professionalism.16

Some may confuse style with language, as style is not language.Style is a way of using language, not language.17 It is the artistic use of language.

Human methods are varied, for the diversity of people's thoughts, such as: 'The earth is characterized by a great diversity of animals and plants' (Study of Wild Plants in the River of Dujail, Salah al-Din Governorate, North of Baghdad, Iraq: 315).

The concept of 'stylistics' or 'stylistics' is a branch of modern linguistic studies, which means the characteristics that characterize the writings of a writer, or distinguish a type of literary genre from the specific morphological formulas, certain types of sentences and structures, or vocabulary that is influenced by the author of the text with the help of the linguistic experience of the learner.¹⁸

Stylistics also means the study of style as a scientific study, and it is considered a modern branch of linguistics and is concerned with describing style in structure, semantics, and intentionality, it is the study of style in its various phonetic, semantic, syntactic, and deliberative manifestations, as well as stylistics means displacement, the study of poetic function, and the search for stylistic structures in various literary texts and discourses.¹⁹

Stylistics in Western culture is derived from the Greek word *stylos*, the Latin word *stilus*, and the French or English word *style*. These derivatives, in their original meaning, mean the instrument of writing. Afterwards, the word was used to denote the method of writing or the art of writing.²⁰ *size*, and *compose*.

We conclude from the above that stylistics is related to style, but it is its field of study, and we also conclude that style is a language close to the idiomatic meaning as well as close to the concept of stylistics and does not stay away from foreign connotations, all of which indicate that style is the writer's way of expressing what he thinks in language, and thus style differs from one person to another according to different ideas, and stylistics is what studies these ideas that appeared in the form of cobbled phrases to deduce the writer's way of formulating these phrases and what distinguished him from Other Books.

Stylistics are important in our lives, like water, 'it is critical for the continuation of life' (Assessing Water Quality Using a New Iraqi Water Quality Index: Euphrates River between Karbala and Babil Governorates Case Study: 886).

-The relationship between structure and stylistics: We have previously presented the concept of structure and style, as structure means addition, addition, and form. Style is the writer's way of expressing what is on his mind.

The author of the tongue mentioned the meaning of the building 'the builder: the builder and the builder of the building'²¹, just as the builder and the builder of the building and its manager, so the poet and the writer combine the words and line them in beautiful phrases in their own style and choose the appropriate structures to suit his ideas that he wishes to convey to the recipient, so that the structure is related to the stylistic.

The author's structure is also related to his energy, resulting in a special style, such as 'solar energy is characterized by the highest efficiency among all forms of renewable energy' (The Potential of Solar Energy in Baghdad: An Exploration Using Photovoltaic Systems and Helioscope Systems at Al-Khwarizmi College of Engineering: 22)

Chapter One: Introduction to Stylistic Structures and Media Discourse

First Topic:

Stylistic Structures, including:

- Phonetic Structure
- Morphological Structure
- Grammatical Structure
- Semantic Structure

Determinants and Foundations of Stylistics, including:

- Axis of Choice
- Axis of Displacement
- Axis of Mounting

Stylistics emerged in the late nineteenth and early twentieth centuries to describe style in its various phonetic, rhythmic, morphological, structure, and semantic manifestations, while explaining its fixed components, exploring its qualitative features, and clarifying its various technicalities and aesthetics, and stylistics were based on the ruins of traditional, normative, and educational rhetoric that remained for a long time.⁽²³⁾

It is understood from the above that there are stylistic structures that the writer employs in his style, the most important of which are phonetic, morphological, grammatical, and semantic structures.

Stylistics is the study of style in its various phonetic, morphological, syntactic, semantic, and deliberative manifestations⁽²⁴⁾.

-Stylistic Structures:

First- Phonetic Structure: The Phonetic Level The first thing from which linguistic studies are based, as sounds, through their suggestions, formation, and tones, have contributed greatly to the diversity of

Phonetic structure is one of the most important linguistic structures in any text, because it deals with the smallest linguistic unit, which is (sound), as it is based on sounds, their qualities, and the proportion of their impact and influence with other sounds adjacent to them within the word and affect their meaning. Phonetic connotation has occupied a large space in linguistic studies among the ancients and moderns.

Sound is: 'It is a natural phenomenon whose effect we perceive before we perceive its essence, and sound scientists have proved by indisputable experiments that every audible sound requires a vibrating object, but in some cases these vibrations are not perceptible to the eye. In other words, sounds are perceived by the listener before they are aware of their origin and source, perhaps this is one of the reasons for the advancement of the sound level over the levels of language, because the organism hears and then utters sounds.

The importance of sound in language was highlighted by Ibn Jinni (d. 392 AH) when he defined language: 'Sounds by which each people expresses their purposes'.

A single word may have more than one meaning, and what changes its meaning is the phonetic performance of the word, whether by changing one or more elements, i.e., the phonetic structure has its importance in determining the intended meaning.

Qualities of sounds:

Scholars differ in the number of adjectives, but most scholars consider them to be seventeen adjectives, which are:

1-Loudness: It is the entrapment of the soul when pronouncing the letter because of its strength, and its letters are nineteen letters, which are: B C D Y R Z I Z I G G L M N O Y A

2 - Whispering: It is the opposite of loudness, it is the release of the soul when pronouncing the letter because of its weakness, and its letters are ten, which are: T W H S S U S F K E

3-INTENSITY: It is the retention of the sound when pronouncing the letter to its full strength, and its letters are eight, which are: a b c d i q k.

4 - Looseness: It is against intensity, it is the release of the sound when the letter is uttered to its full weakness, and it is sixteen: W H H Y G S U S A Z A F E and J A.

5 - Mediating between Strength and Looseness: That is, the sound is neither released nor stopped, and the five intermediate letters are: R.A.L.M.N.

6-Istiqala: It is the sound of the letter coming out of the upper mouth, because of the height of the tongue and its seven letters, which are: K H Y Z I Z G Q.

7 - Istiqbal: It is the opposite of transcendence, as it is the sound of the letter coming out from the bottom of the mouth, so that the tongue goes down to the lower palate and its letters are twenty-two, which are: A B C D E R G S U F K L M N E O Y A A .

8-Occclusion: It is the confinement of the sound of the letter between the tongue and the upper palate and its four letters, which are: P Z Z.

9 - Opening: It is the flow of the breath to release the back of the tongue when pronouncing the letter and not closing it and its letters are twenty-five, which are: A B C D E F G H H D E R G U G F K L M N E O Y A .

10-Whistling: It comes out from between the folds and the tip of the tongue like the whistling of a bird and its letters are three: Y X Z.

11-Falaqla: It is the disturbance of the letter and its movement when it is pronounced while it is still until it is heard in a strong tone, and the letters of the falaqla are five, which are: B.C.D.T.

12-Deviation: It is the inclination of the letter after it comes out to the tip of the tongue and its letters: R.L.

13-Repetition: It is the trembling of the tip of the tongue with the letter when pronouncing the Ra'.

14-Elongation: It is the extension of the sound with the adjective from the first edge of the tongue to the end.

15-Outbreak: It is the spread of the breath in the mouth when uttering the sin.

16-Soft: It is the removal of the letter after a prefix on the tongue and its consonant letters Waw and Ya that are open before them.

17-Ghina: It is the sound of the letter coming out of the gills and its letters are meem, noon, and tanween. It is understood from the aforementioned that the adjectives are what distinguish the letters, and from these adjectives we can infer the intended meaning, as strong letters are used in strong words, as well as weak words are used in weak words, i.e. words whose meaning indicates weakness, or the writer wants to convey his weakness to the recipient, so he focuses on these sounds to strengthen his performance in writing.

These adjectives may be related to the meaning of the word and may lead to a change in the pronunciation of the sound that is adjacent to it, which is known as substitution, which is one of the phenomena of similarity³².

Morphological Structure: The morphological structure refers to the structure of a single word in a verb and a noun and the changes that occur in it in its meaning and the meaning of the sentence, and the language has its own system, which is known as conjugation or conjugation, which is the most important branch of the linguistic structure in need of analysis³⁴

Morphology is a language: transformation, change, and inversion³⁵.

As for the terminology: Dr. Khadija Al-Hadithi mentioned two meanings of morphology, one of which is practical, which is the transformation of the same origin into different examples of intended meanings that can only be obtained by them, such as the transformation of the infinitive into the nouns of the subject and the object, the noun of preference, the names of place and time, the plural, the diminutive and the instrument. The second is practical: it is the science of origins by which the conditions of the structures of the word are known, which are neither Arabic nor constructive.³⁶

The subject of morphology is the Arabic nouns that are capable and the verbs that are used, and there are things that are not included in the conjugation, which are:

- Lexical nouns, because these names were transmitted from the language of a people, whose rule is not the same as that of the Arabic language.
- Arabic nouns such as pronouns, conjunct nouns, and nouns.
- Inanimate verbs such as yes, bad, sa, not.
- Letters of various types³⁷.

In other words, the subject of conjugation includes the structures of Arabic vocabulary, which are the capable nouns and verbs that are used in terms of searching for how to formulate them to benefit the different meanings, or in terms of searching for their incidental conditions such as correctness, reasoning, substitution, merging, endowment, and the like.

There are structures for nouns, structures for verbs, and structures for adjectives, and the semantics of verbs change, and the letters of increase play an important role in changing that connotation that suggests different meanings, and the letters of the addition have been collected in phrases and included in verses, including the phrase 'You asked me'³⁹, and the derivatives are varied and have a great importance in determining the meaning⁴⁰

It is clear that the morphological structure is diverse, including nouns, some verbs, and some sources, and with this diversity, the semantics are diverse.

The letters of the addition also contributed to the increase in the semantics, as the writer chooses the appropriate structure for his ideas, as the morphological structure is important in the formation of the discourse, in Al-Sabah newspaper, which she took as a model, I noticed that some editors use exaggerated formulas a lot, as the structure chosen by the writer or editor indicates his style, as the style connects the levels of language, so the researcher mentioned the morphological structure because of its importance in distinguishing one style from another.

Third- Grammatical structure: Grammatical structure is important to serve meaning, as sounds, structures, and words share and are interconnected at the grammatical level, so grammarians were keen to achieve the systemic level and take care of the semantic value generated by grammatical coherence, as the sentence represents the verbal image of the idea⁴¹, and the grammatical system is directly related to thought and taste⁴², and the grammatical structures are coherent through conjunctions⁴³

A sentence is a compound of two or more words that have been attributed to each other, whether or not it is useful.⁴⁴

The grammatical structure is important in the process of delivery, as the receipt is a sentence or information that is conveyed to the listener, a reader, or an addressee, and this is through a channel called the receipt, and this channel consists of different tools, it may be a radio, a newspaper, a banner, a painting with colors, a book, or a language. What is meant here is language is performance or speech⁴⁵.

Grammatical structure is often used, as it is important in the process of communication, and the sentence is the tool used by the editor or writer to convey the message to the recipient, and what is important for us in this research are the sentences used in Al-Sabah newspaper and the study of grammatical methods such as introduction, delay, addition, deletion and other methods that have a special meaning.

The scholars of Arabic: Al-Khalil and his student Sibawayh and all those who followed their method, have been creative in the study of linguistic structures, so what Sibawayh's book brings is not just a presentation of the rules of Arabic as is known, but it is a scientific analytical work, because it is an objective study of the 'streams of the Arabs' speech, it is an analytical, classified, and interpretive description.⁴⁶

The linguistic structure is a structure that includes sound, morphology, grammar, semantics, and the grammatical level, an analytical-interpretive level that is especially important in this study, because the methods used in this newspaper (Al-Sabah newspaper) are diverse with the diversity of writers and editors, so the researcher will hold a research in her thesis for the grammatical level, because it will help in the interpretation and analysis of the sentences and texts mentioned in it.

The grammatical structure is made up of the sum of the relationships that act as a mediator between the phonetic attribution and the semantic attribution of the sentence, as well as the basic form of the sentence has a role in the process of analysis, as the sentences act as a template and the writer performs the process of substituting the words within this template to reach the sentence that expresses his thoughts.⁴⁷

i.e., the grammatical structure is related to the form, content, and meaning analytically and interpretively.

[#] Determinants and stylistic pillars: [#] First: Choosing: It is intended to select the facility specific linguistic features in order to express a specific position, and this selection makes the method a conscious work because the creator's choice of this word or composition is not others; Because I can carry his goal to the paper at the estimation of this creator ⁴⁸. [#] The term choice was common since the method was known as choosing any selection of the person from the enormous potential that the language follows, and with this choice the language moves to an aesthetic and functional technical level that affects the recipient that is distinguished from other words ⁴⁹. [#] And the method scholars went that the process of method of manner begins to choose first The creation of speech begins with the choice of manifestations of the language from the wide linguistic balance and then distributes it in particular, so it is a speech with it, so the method is a choice that the creature does for the purpose of expressing a specific position, and this choice or selection indicates the enrichment of the person and his preference for these features over other alternative features, and these choices are what distinguishes the person from other origin His style. ⁵⁰ [#] There are three common basic elements that must be taken into account in the selection process, namely: the creation (the metaphor), the recipient, the speech or the linguistic event, where 'Krasu' says: 'The law of choice is not a stand on the technical phenomenon in defining the linguistic event, but rather a contract of joint awareness between the researcher and the recipient in the communication apparatus in general. The creator to express his style of forming the message, which distinguishes him from others, the recipient may feel and note. It is the distinguished of a style of style. Then the method can be defined as a choice or selection that the creator does for certain linguistic features for the purpose of expressing a specific position, and this choice or selection indicates the innovator's altruism and his preference for these features over other alternative features, and the group of choices for a specific creator is what constitutes his style that is characterized Special stylistic ⁵².

It is worth noting that the ability of the creator or the creation of the text to choose and selects depends on his linguistic adequacy, and its verbal store, because his ability to creativity in this aspect remains limited to the limits of his linguistic material that controls two axes:

- The axis of selection
- Distribution axis ⁵³.

It is understood from this that the choice is associated with linguistic wealth and this is what makes the methods of the creators different, the editor differs his style and its choices vary according to his linguistic adequacy.

[Second: Composition: First of all, I must mention its meaning, language and convention, for composition in the language as mentioned.

Turquoise Abadi (d. 817 AH) 'installed it in an installation: put it on one another, so it is struck and overlapping'⁵⁴. [#] Words, when we join some, become a verbal syntax. And brevity and abbreviation, is also called distribution ⁵⁷.

The method of composing linguistic units and their composition is subject to audio, morphological, grammatical laws, and semantic, and focus on one of them necessarily affects the fabric of the discourse directly and creativity is related to the method of composition and composition between linguistic elements, the writer chooses from linguistic laws and is a new composition outside the familiar to the familiar For the recipient because of the emergence of multiple grammatical relationships from the path of presentation and delay, deletion and remembrance, or the separation and connection, or the exchange of grammatical and semantic functions of vocabulary, the different word in the arrangement has a different meaning ⁵⁸.

That is, the composition has a complete relationship with the style, the creator chooses words and includes some to some of any installation in harmony with his ideas with his own style The composition links the creator language levels (sound, exchange and grammar to produce a significance), meaning that what is directed in this process represents a speech. The pillars of stylistic and creative are closely related,

as the creator uses stylistic structures and chooses and includes its choices to each other to remove from the ordinary and this displacement is what distinguishes it from other creators.

Third: The displacement

The stylistic studies were concerned with the phenomenon of displacement as an essential issue in forming the aesthetics of texts. With the mediation of displacement, the writer's style can be identified. Ready methods 59.

The displacement is the departure from the ordinary or what is required by the apparent, or a departure from the standard for the purpose of intent

The recipient understands the intended, because there are words described in other words present in the text 61, the displacement is the separation between artistic speech and non-artistic speech, which is the heart of the beating text that gives the literary text, and the terms of displacement have multiplied, including: displacement, adjacent, deviation, imbalance, overthrow, violation, crane, scandal, madness, melody, disobedience, error, violation, violation, defect, Exception. 62

Each term has a meaning, and the most famous of these terms is the term displacement.

Displacement is one of the goals that the writer seeks to achieve in order to reach the aesthetic dimension, and this dimension may only be achieved through displacement, and the departure of the creator from a rule outside the text for an aesthetic purpose is acceptable, as this explains to us many striking phenomena in the texts that meet us, and not every displacement is acceptable, as there are displacements that corrupt the text⁶³.

It is understood from the above that displacement is a departure from the familiar pattern and its condition is that it be acceptable to the recipient, and this explains to us the multitude of its terms, including imbalance and madness, that is, displacement may be unacceptable.

There are types of displacement, including:

- 1- The displacement of one of the elements that make up the text, and this displacement leads to the breaking of the context, the interruption of the semantic sequence, and the tearing of internal harmony, and this type of displacement is called 'dissonant'.
- 2- The displacement of the text from its logical unity, and it carries two contradictory meanings.
- 3- A displacement that is contrary to the text and the displacement of the phrase in it from the purpose of the speaker.
- 4- The displacement of the text from the usual linguistic code, i.e., a substitutionary displacement, which is the common one.⁶⁴

This means that there is a displacement that represents a defect and breaks the context and the signification, which is the dissonant, and there is a displacement that the creator uses by replacing an element within the text with another element that gives the text beauty.

There are criteria for displacement that determine whether a text is unaccustomed to it, including:

- 1- Ordinary discourse is considered a criterion for literary discourse, and this criterion has been criticized because languages and dialects differ from one era to another.
- 2- The standard of scientific prose is the same as literary prose, as scientific prose only aims to convey information to the recipient, while literary prose conveys information with artistic beauty.
- 3- The internal criterion, which is the criterion of the context, as the displacement here is distinguished by the context within the text and gives meaning to the language
- 4- The criterion of the reader, and not every reader, but the reader who has experience in reading texts.
- 5 – The criterion of taste, as the connoisseur of the text may feel the beauty of the text, provided that it is cultured.
- 6 There is a criterion for some Chomsky followers, which is the surface structure and the deep structure.
- 7- Statistical Criterion: It means counting the texts and knowing what is repeated in the texts, so that the analyst distinguishes between the style of one writer and another, and the repetition must be unusual and carry meaning.⁶⁵

It is understood from this that there are many criteria, but not all of them apply to the text, as the first criterion is not successful because of the difference in dialects and the change of languages over time, while the second criterion can be observed and is successful, because the recipient can differentiate between the scientific text and others, while the third criterion is important and understood from the context, while the fourth criterion does not apply to all the recipients because the recipient is required to have experience, this criterion does not serve my research because Al-Sabah newspaper is addressed to the general public. People and this criterion is for those with experience, as well as the fifth criterion, I stipulate that the recipient has a culture, and not all readers have the required culture, as for the sixth criterion, it seems to me that it is close to the criterion of context, it seems that the text carries an apparent

meaning, and when we refer to the context, we realize that there is a deep meaning revealed by the context, the third and sixth criterion are related, as it seems to me, while the last criterion is beautiful and reveals the style of the writer by observing what he repeated of formulas and letters. This criterion includes the levels of language, and this criterion serves our research to reveal the methods of the editors in Al-Sabah newspaper, which the researcher took as a model.

The second topic Media Discourse

[#]-The discourse is a language: it is said: addressed a speech, as it is a source of weight: an active actor other than the sermon. It is said: People preached and engaged in them, and they have a rhetoric and a sermon: He gave a speech to them, and it is said that he addressed a speech and a speech: like his words and his accident, and he directed him or addressed him about the matter: He talked about him 66.

It is understood from this that the speech is the speech addressed to the recipient, in which there is participation, so he addressed an active weight, and the actor indicates participation..

-The speech is a term: it is a speech addressed to the public with the intention of verbal participation, or influence and persuasion, and it is either as healing or writing; For the purpose of the addressee, and it is met in the Western convention 'Discourse', meaning: Hadith, router, lecture, article, and message 67

The discourse is the form of security forms of communication and interaction between humans, and when he accomplishes a communication relationship between the speaker who produces or the recipient or the addressee to whom the speech is directed, he stands on the apparent meaning The views of the addressee, and there is a difference between the written text and the speech, the speech is more interactive and influencing the recipient 68.

It is understood from this that the written text and direct speech share the (creative) parties. And (the recipient), and the mediator (language), and for this the text is nothing but a speech that turned into a text through writing.

The text is a speech that carries with it the functions and contextual purposes. The purposes may be direct or indirect, as the indication of the text is related to the contextual meanings and the apparent and implicit messages, and it has functions, the most important of which is the communication function and supporters of this current, which sees that the text is a communication function 'Roman Yakbson' and was influenced by the works of 'Friedland de Saussure' and the works of the logical linguistic philosopher 'John Middle.

The most important function of the text is the communication function, as the texts in Al -Sabah newspaper have purposes and messages, as it is a letter written with its purposes for the recipient (the general community).

So there is a relationship between the text and the discourse, and Adam clarified it in the form of a sports equation:

Discourse = text + production conditions.

Text = discourse - production conditions 70.

The texts of different forms and types are a directive, legislative and organizational authority that affects society 71.

So the multi -mean speech, it is a communication communication unit resulting from a specific address in a specific context that is taught within what was called the tongues of discourse 72.

It is understood from what was mentioned above that the context and the conditions of production are the ones that make the text a speech.

Forms of media discourse:

Discourse is not a uniform form. Rather, it is divided into different genres, each with its own function, approach, and reference. There is a relationship between the type of discourse genre and the type of function, approach, and reference. 73 Its forms are diverse, including:

- The first form: The written text
- The second form: Improvisation with a notebook
- The third form: Improvisation

What concerns us in this research is the first form. Al-Sabah newspaper is nothing more than a written media discourse. In the written text, the sender addresses issues and topics in an organized and logical manner. This helps the sender incorporate the basic ideas into his discourse, enabling him to present them in an orderly and organized manner, and enabling him to select precise and clear words and phrases. It covers the topic comprehensively with evidence and proof, and answers all the questions on the minds of the citizen and the audience. This form is one of the most successful discourses, as it allows the addressee to verify, and is the opposite of improvisation. 74 Written language has certain characteristics

that distinguish it from spoken or direct oral language. In spoken language, the recipient is present in the linguistic communication at the time of transmission.

Speaker → Voice Message → Receiver

Written language, on the other hand, goes through two stages:

Sender → Written

Written → Receiver

That is, the recipient is not present at the time the message is being delivered. The absence of the recipient in the verbal event forces the writer to use supporting tools to assist in linguistic communication and compensate for the full presence of the components of the speech process.

75

This suggests that written discourse provides the writer-addressee with the opportunity to be creative in their style. This form allows the addressee to be creative and to verify the accuracy or falsification of information, given their ample time while editing texts and news. This is what prompted the researcher to choose written media discourse, using Al-Sabah newspaper as a model. Media Discourse Methods:

Media discourse expresses several methods, including:

- Discourse with direct content, called direct discourse. This is a dialogical discourse that avoids metaphor and contains simple references.
- Discourse with indirect content, called implicit discourse, seeks to convey meaning through indirect symbols and codes, characterized by generating endless levels of interpretation.
- Suggestive discourse, which discusses a specific topic that may be direct in some aspects, but suggests other ideas. It does not seek to convey its content through direct or implicit symbols. 76

Media and Community Building:

The media plays a role in our contemporary societies; We live in the age of digital media via the internet, a turbulent information environment. Media can be either directed or undirected. Directed media seeks to deliver a message, whether constructive or destructive, whether it seeks to enlighten or confuse the recipient, whether it creates or distorts the recipient's awareness, whether it guides or misleads. 77

Undirected media, on the other hand, aims to serve, guide, and delight the public, seeking the truth. Commitment to professional media standards is what drives and directs it. Because it is non-ideological and non-directive media, this type creates awareness, educates thought, softens the conscience, and spreads peace throughout societies. It is called "national media" or "message media." Its goal is the public benefit of the nation's citizens, indeed of humanity as a whole. It performs the functions for which it was established, seeking nothing but the common good for all, regardless of their sects, affiliations, or color. 78

From what has been mentioned, it is understood that media discourse has the ability to influence and persuade, and the ability to distort facts and influence society, just as it has the ability to convey the truth and benefit society. Media has both negative and positive influences, and the recipient plays an important role in sorting through the facts. An informed recipient is not influenced by the fake news they read.

Elements of Media Discourse:

Every media discourse has essential elements that lead to the completion of the communicative process. These elements are:

1- The Sender (the Addressee): Modernity's vocabulary, as Muhammad Abd al-Muttalib states, "contains two parties that have received special attention from scholars: the creator and the recipient. The completion of the linguistic framework depends on these two parties. This means combining production and consumption on a single level. This combination has been articulated in a necessary manner in all critical movements, both ancient and modern."79

This statement implies that the first party in the discourse is the sender. Without the first party, there would be no discourse, as he is the first party directed toward the second party to complete the circle of the communicative process, with the aim of influencing them or conveying their intentions. The addressee chooses what is appropriate for the addressee, taking into account the requirements of their social, professional, or other position, as well as what is appropriate for the general context. 2- The addressee (recipient): This is what Muhammad al-Mutalibi meant by the second party in his statement above. The recipient is the one to whom the language of the discourse, which expresses the sender's intentions, is directed. The relationship between the addressee and the recipient is a close one, as the addressee plays a role in guiding the sender. When choosing his tools and formulating his discourse, the recipient takes into account his circumstances and context to ensure that his idea reaches the recipient. 80

It is necessary to take into account that understanding and interpreting each text is a subjective process. Individuals, despite their differences, do not pay attention to the same aspects of the texts presented to

them, nor do the content of the text appeal to them or align with their experience in a uniform manner. Therefore, the addressee must take this into account. 81

3- Context: First, I must mention its linguistic meaning. In Arabic dictionaries, context has multiple meanings, including: "to drive a patient," meaning to begin to breathe life into him. Context refers to the dying. The wind "to drive" the dust and clouds means to lift and fly them. 82

39 ... When a discourse analyst treats his linguistic material as a communicative language, this is where context comes into play in the understanding process through the interaction between the text and the context. 83

Context, in both its forms, determines the meaning intended by the addressee. This is what is understood from what was mentioned above. The message produced by the addressee, if placed in different contexts, conveys different meanings. Therefore, the context directly influences the discourse addressed to the audience.

4- The Code: "It is the language specific to the context. It is the style specific to the literary genre to which the text belongs. The code has a unique creative characteristic; it is susceptible to renewal, change, and transformation, even while remaining within its context. Each literary generation can create its own distinctive code. Indeed, the creator himself is capable of inventing his own code, which bears his own characteristics, alongside the characteristics of the contextual code specific to the literary genre in which he created..." 84

It is understood from what was mentioned that the code is closer to the writer's style. Each writer has his own distinctive code that distinguishes him from others; it is a creative characteristic.

Written discourse gains its life through the recipient, who decodes it and extracts its contents. 85

Here, the relationship between the elements of discourse emerges, combining them to complete this communicative process.

5- The message: What the addressee directs toward the recipient. It is the fundamental pillar. The message enables prediction of the possibility of change or influence, and expresses ideas and concepts that the speaker of the discourse seeks to convey to his recipient through symbolic relationships evident in language, such as repetition, brevity, prolixity, emphasis, and the manner in which the idea is expressed, among other symbolic relationships. Thus, the message appears in its content as a symbolic relationship conveyed between the addressee and the recipient via a specific medium.

6- The tool: This refers to the "means" or channel of communication for the media discourse. These are diverse, and may include television, radio, telephone, fax, books, all types of printed material, the internet, and other channels through which communication takes place. These channels have evolved over time. In this research, the tool used is the Al-Sabah newspaper, i.e., a printed or written discourse. 86

There are many media outlets that contribute to shaping the media image in particular, and the mental image in general. Printed materials are among the most important media in general. Scientific studies have proven that printed materials are superior to other media for the reading public, due to their advantages, including:

- The ability to read them at the appropriate time and place, which gives them a sense of privacy.
- They provide the reader with the opportunity for careful study.
- The ability to present precise details and lengthy topics that help clarify matters for readers. 87

These six elements combined form the structure of discourse. Discourse is any utterance directed at the recipient. 88

Functions of Media Discourse:

The speaker produces a text, and this text is nothing more than a specific activity, i.e., a linguistic practice or linguistic activity that follows a social purpose or goal. A speaker may produce a text to convey specific information to the listener, elicit a reaction, motivate the listener to take an action, encourage the listener to perform an activity, convince the listener, instill certain aesthetic feelings in the listener, request a specific reaction, or leave something out, etc. 89.

Thus, discourse fulfills several functions, which can be defined as follows:

A. The informative or communication function: Its goal is to inform the recipient of the content of the discourse and attempt to influence them.

B. The constructive function: This represents the essence of the discourse's content, as the content is formulated in a way that makes it capable of influencing the recipient. This function makes the content of the discourse an end in itself.

C. The referential function: This ensures the existence of a code understood by both parties to the discourse, as the discourse embodies its contents in language, which is a fundamental factor in the mass communication process. 90 From these functions, three basic characteristics can be derived to describe text production:

- Text production is a linguistic activity that serves social goals, often linked to complex contexts of activity.
- Text production is a conscious and creative activity, involving appropriate means of production. It is always an intentional activity on the part of the speaker, which the recipient attempts to understand from the linguistic utterances.
- Text production is always an interactive activity linked to a partner, and is always relative to the communication partners to whom the linguistic activity relates. 91

These three qualitative characteristics (social purpose, intention, and interaction) represent the essential aspects of text production, or the basic characteristics of texts and discourses in general. 91

From the above, it is clear that discourse has several functions, the most important of which are the informative function and the persuasive function, because written discourse (the text) is directed to an audience, and there must be an idea that the author wishes to convey to the audience receiving the text for some purpose, and these purposes may vary.

Al Sabah newspaper is an informative, media discourse for the public (Iraqi society). The news in it is diverse, and it also includes a communicative aspect such as games like crossword puzzles. This is not news, but rather a means to attract and entertain readers.

Conditions of Media Discourse:

The most important conditions, essential to any media discourse, can be summarized in the following four points:

First: Clarity: Clarity is one of the most important characteristics of media discourse. The function of this type of discourse is to convey information, news, and knowledge to the recipient audience. Therefore, clarity, both in wording and meaning, is essential to ensure easy understanding of the ideas and information intended for the recipient, based on the facts and prior knowledge the recipient possesses about the overall events surrounding the news.

To ensure that the message is transmitted between the sender and the recipient in the desired manner, simple, clear, and direct words, sentences, and phrases must be used for the target audience. Any complex, difficult, or ambiguous words and structures hinder the message of the discourse, thus making communication related to media discourse difficult. Therefore, the writer must be careful in using language, words, and phrases. In order to communicate his intentions to the audience, it should be noted that the scientific, cultural, educational, and social levels of the audience vary completely. Therefore, every individual has the right to receive news or information in a manner appropriate to their level. 92. Media outlets are diverse, and each has its own method of clarification. Written journalistic discourse lacks some means of clarification compared to audio-visual media, but it has the potential to significantly expand the use of words, define meanings, and control both. 93. This suggests that audio-visual discourse is clearer, but it appears to the researcher that in written discourse, the editor uses images to clarify and convey the idea to readers, especially in an age of development, technology, and precision in conveying vivid images. The writing style also determines clarity.

Clarity is achieved by focusing on the important and fundamental facts, ideas, and information known to the speaker. 94. This suggests that focusing on the main ideas in the discourse and not expanding on them makes the discourse clearer, thus preventing the multiplication of interpretations due to the multitude of ideas. Second: Liveliness in the speech: Recipients of media messages of various contents are usually attracted to speeches that contain the greatest possible amount of liveliness, suspense and excitement at the level of the words and phrases used. Stereotypical methods that lack an engaging approach leave the recipient bored and yearning for different content in a different style, as the recipient is often looking for suspense. 95

It seems that written media discourse, especially newspapers, is lively because the news is diverse, including political, sports, and cultural...

Third: Diversity: Given the tremendous development of the media and communications, and the increased attention and monitoring of them, it has become imperative for them to make the content of their discourse as diverse as possible, commensurate with the diverse interests, orientations, and inclinations of their recipients. Audiovisual media and print journalism are no longer the preserve of a specific group or class, but have become available to everyone of all ages, backgrounds, levels, and circumstances. The more diverse and varied the content, the greater and more widespread the demand for it. This achieves the goal of competition among media outlets, which is leadership in increasing

viewership and readership. Each segment has its own interests and favorite programs, based on which the programming network or journalistic topics are determined. 96

Fourth: Brevity: This refers to a non-derogatory brevity in the discourse, enabling the recipient to follow and be attracted to all the ideas, meanings, and information contained within it, and to comprehend the meaning with ease and simplicity.

By brevity, the speaker can convey the deepest meanings in the fewest words, adhering to the proverb, "The best speech is that which is brief and expressive."97

From this, it is understood that the conditions of media discourse are closely linked to the recipient. The author must consider the recipient in all aspects, as the discourse exists only for the recipient.

Conclusion:

Editors use various stylistic structures: phonetic, morphological, syntactic, and semantic, to write and deliver news to the recipient. They also rely on stylistic foundations to edit news. The author selects words that are appropriate to the subject of their media discourse. They usually write news in a normal, familiar style, but sometimes they deviate from the norm with their own style and the words they select, arranging them in beautiful expressions that distinguish them from other authors. This is called displacement. Displacement, selection, and distribution are closely related. The writer selects and distributes words into phrases, deviating from the norm.

Stylistic structures are interconnected. The editor selects words with sounds that match the intended meaning, arranges them into structures, and selects morphological structures. Thus, the structures are interconnected in the formation of the news that reaches the recipient.

Media discourse is of great importance due to its powerful influence on society. It is a means of persuasion and also of communicating news to the recipient, whether it is social, cultural, political, or sports.

The culture of the recipient of media discourse varies, so editors' methods of writing news vary to suit the recipient's culture.

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