

Strategies for Journalistic Discourse Regarding Arab and Islamic Context 2024 Content Analysis of Al-Riyadh Newspaper

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ABSTRACT

This research examined the strategies journalistic discourse uses to address the Arab and Islamic context in 2024, aimed to identify and explain the specific discourse strategies Al-Riyadh newspaper presented in its coverage of the 33rd Arab Summit and the extraordinary session of the Council of Foreign Ministers of the Organization of Islamic Cooperation. The objectives are to analyse how journalists use these strategies and to address the main research question regarding the prevalence and function of each strategy. Researchers applied content analysis as a descriptive method and combined it with a historical approach. The research community includes all 100 paragraphs from the two speeches, and researchers analysed them via a comprehensive survey. The content analysis tool organizes findings under two main categories: "what was said" and "how it was said," each with subcategories. This approach identifies the frequency and prevalence of different discourse strategies. The findings reveal that Al-Riyadh newspaper employs a variety of discourse strategies when covering the Arab and Islamic context in 2024, with persuasion strategies being the most frequent.

Keywords: Strategies, Journalistic, Discourse, Arab, Islamic, Context.

INTRODUCTION

Journalistic discourse results from the convergence of three elements: the sender, the primary speaker, who addresses the second speaker to complete the discourse, and the intent to convey their intentions or influence the second speaker. Therefore, the speaker chooses what is appropriate for his position and the speaker's position, taking this into account when preparing his discourse, according to the requirements of his position¹, the speaker, and the context.

This research studied journalistic discourse in the Saudi newspaper Al-Riyadh in 2024. It examined topics of Arab and Islamic significance, including the 33rd Arab Summit in Manama and the Muslim World League Conference in Jeddah.

Research Objectives

The objectives of this research are to understand the following:

To analyse the strategies of journalistic discourse published in Al-Riyadh newspaper (2024) regarding Arab and Islamic significance.

¹ Abdul Hadi bin Dhafer Al-Shahri, (2003), *Discourse Strategies: A Linguistic Approach*, Tripoli, Dar Al-Kitab Al-Jadeed, p. 1.

To identify the types of journalistic discourse published in Al-Riyadh newspaper (2024) regarding Arab and Islamic Depth.
To examine the strategies of journalistic discourse published in Al-Riyadh newspaper (2024) regarding Arab and Islamic Depth.

LITERATURE REVIEW

The Concept of Discourse

The concept of discourse involves both speech and action, manifesting in various forms such as cultural, journalistic, and political discourse. In Arabic culture, the term appears frequently, including in religious texts such as the Holy Qur'an, which demonstrates its importance through numerous examples. Al-Razi highlighted decisive speech as a human characteristic bestowed by God, distinguishing humans from other beings. However, individuals vary in their capacity to express internal thoughts: some struggle to articulate their thoughts, while others convey meaning skilfully².

Among Western scholars, Hymes, Saussure, and Deborah Tannen each used the term "discourse," offering three distinct definitions that represent specific approaches. Researchers have defined discourse in three main ways: as something larger than a sentence, as the use of any linguistic unit, or as something uttered³.

The formal approach defines the discourse as the largest unit within a sentence. The researcher examines three key aspects: coherence among units, their cohesion, and overall composition. The focus is on how these units relate to and complement each other within the complete structure⁴.

The functional approach conceptualizes discourse as the use of language, emphasizing the role of contextual elements in both its production and interpretation. These elements encompass the relationship between interlocutors, their social status, and their habitual communication styles. Variations in discourse illustrate how the speaker, or enunciating subject, engages with the speaker in both real and social contexts. This perspective demonstrates that discourse fulfils specific language functions, enabling the sender to convey intentions and achieve communicative objectives. It highlights the reciprocal relationship between the language system and its context. The sender draws on all linguistic levels, including phonology (through intonation), syntax, and the execution of linguistic acts.⁵

Foucault conceptualized the mental process within discourse as a structured progression of interconnected thoughts articulated through coherent language and thematic concerns⁶.

Researchers define discourse differently, mainly because of the range of disciplines involved. This has led to confusion between discourse and text. Text refers only to formal elements such as grammar, morphology, and phonetics, without regard to context or purpose. In contrast, discourse includes external factors like production context and conditions, which require additional contextual knowledge. Discourse may also use non-linguistic signs, such as those found in mime, caricature, or advertising, while text is limited to linguistic signs⁷.

Researchers argue that the primary role of language is to convey the speaker's intentions. Language serves both a referential function, which denotes meaning, and a communicative function, which adapts according to the speaker's goals or intentions. Consequently, language fulfils multiple roles, such as naming and expression, which may differ depending on the analytical perspective. From a communicative standpoint, language primarily serves two functions related to the user's intentions, social status, and objectives: the transactional and interactive functions. The transactional function involves the effective transmission of information, emphasizing the utility of language in conveying precise and accurate content. In this context, the sender structures discourse to enable the recipient to extract relevant information. In contrast, the interactive function facilitates the establishment and maintenance of social relationships and the achievement of interpersonal goals. This function is evident in many daily interactions and, depending on the context, may focus solely on relationship-building or extend to influencing other communicative outcomes⁸.

Researchers argue that discourse conveys intentions and achieves objectives through transactional and interactive functions. Senders employ structured plans or strategies to fulfill these aims. Discourse encompasses human reality and is categorized by subject matter, including literary, journalistic, political, economic, and media

² Abdul Hadi bin Dhafer Al-Shahri. Op.Cit. Pp34-45.

³ Ibid. p 37

⁴ Ibid. p37

⁵ Ibid. p37

⁶ Foucault, Michel. (1985). *The Order of Discourse and the Will to Knowledge*, translated by Ahmed Sultan and Abdel Salam Ben Abdelali, Moroccan Publishing House, Casablanca, Morocco, Pp. 9-10.

⁷ Abdul Hadi bin Dhafer Al-Shahri. Op.Cit. p 37.

⁸ Younis, Rami Azmy Abdel Rahman. (2012). *Analysis of the Language of Political News in Written Media Discourse*. Dar Al-Moataz for Publishing and Distribution, p. 35.

discourse. "One definition state that discourse is organized knowledge about a specific aspect of reality or phenomenon"⁹. The subject matter determines the type of discourse; for instance, journalistic discourse may address the Arab and Islamic context.

Journalistic discourse encompasses a range of forms, including news, reports, investigations, interviews, and articles. Each newspaper maintains specific policies that govern both the selection and presentation of news. These policies may be ambiguous and subject to change based on the context of a given story, or they may be clearly defined. For instance, one newspaper might refrain from publishing divorce cases, while another may withhold coverage of medical negligence claims until they reach the courts. The unique characteristics and editorial policies of a newspaper play a critical role in determining not only which events are covered but also which are published. These features, referred to as internal constraints, directly influence the selection of news topics, with some constraints being intrinsic to the medium itself. In summary, internal policies and constraints are central to the editorial decision-making process.

As influential social tools, newspapers have a primary responsibility to inform readers fully, accurately, and truthfully. While they may not always shape public opinion, they do influence which issues receive attention¹⁰. By offering comprehensive coverage, newspapers can advance their policies transparently and avoid claims of withholding information. Reporting on Arab and Islamic topics demonstrates how journalistic strategies deliver targeted information to audiences¹¹.

Journalistic News Story Writing

Press news represents a fundamental form of journalistic writing that communicates events and information directly to the intended audience. Proficiency in effective news writing is essential for both researchers and practitioners.

Proficiency in writing or editing press releases is essential for successful publication. News writing is primarily distinguished by the complexity of its content, which is categorized as either simple or complex¹². Each category encompasses three structural forms: event-based news that provides a comprehensive account of occurrences, statement-based news that centers on source statements, and information-based news that emphasizes data. Familiarity with these forms enables writers to convey news more effectively to their audience¹³

Discourse Strategies

Discourse strategies are linguistic approaches used to structure communication¹⁴. These strategies operate across all language levels, including semantic, lexical, grammatical, morphological, and phonetic domains. Their application is particularly evident in media contexts. Media editors differentiate between communication, which conveys meaning, and rhetoric, which seeks to influence. Editors employ a range of linguistic and grammatical tools, including presentation, delay, mention, and omission, to emphasize meaning in diverse forms. These strategies are methods the speaker follows to achieve specific communicative objectives. The selection of a strategy is guided by several criteria: social norms or discourse relationships, the purpose of the discourse, and linguistic norms, which refer to the form of the discourse as it relates to the sender's intent¹⁵.

- As for the first criterion, it is the social criterion, or the relationship between the two parties to the discourse. The nature of their relationship influences the form of the discourse. Furthermore, the discourse's context is influenced by what the speaker knows about the recipient, what the two interlocutors understand about the situation, and what they intend to say or hear. Therefore, two strategies branch out from this criterion: the solidarity strategy and the directive strategy. The solidarity strategy occurs when the speaker wants to establish a good relationship with the recipient, attempting to eliminate barriers and differences to avoid direct meaning. In contrast, the directive strategy demonstrates the speaker's authority and is more precise and more direct, as the relationship between the parties is formal and the speaker holds authority.

Since, in some cases, the speaker must avoid direct meaning, it is necessary to understand what this entails for language and journalistic writing. At this point, it is essential to explain that in Arabic, the term "denotation" broadly encompasses the meaning of a lexical or syntactic expression, including the connotation of a word in a

⁹ Foucault & Michel. (1972). *The Archaeology of Knowledge*. Pantheon Books. <https://www.pantheonbooks.com/9780394411556>

¹⁰ Pinto, Albanese, S., Dorso, F., Balenzuela, C. O. & Pablo. (2018). Quantifying time-dependent Media Agenda and Public Opinion by topic modeling. <https://arxiv.org/abs/1807.05184>

¹¹ Warshaga, Ang, A., Huan, P. S. & Peng, C. (2024). A Critical Comparative Analysis of Media Trends in the Arab Israeli Conflict: A Case Study of Al Jazeera and The Washington Post. *Al-Dād Journal* 8. <https://ejournal.um.edu.my/index.php/aldaad/article/view/53868>

¹² Shulman, C., H., Markowitz, M., D., Rogers & Todd. (2024). *Reading dies in complexity: Online news consumers prefer simple writing*. *Science Advances* 10. <https://pubmed.ncbi.nlm.nih.gov/38838159/>

¹³ Ismail Ibrahim. (2005). *The Art of Journalistic Editing (Volume Four)*. Cairo: Dar Al-Fajr for Publishing and Distribution. pp. 42-43.

¹⁴ Gumperz & J., J. (1982). *Discourse Strategies*. Cambridge University Press. <https://www.cambridge.org/core/books/discourse-strategies/46D4D801BCC1FF7E6E31B2A19E45E92B>

¹⁵ Younis, Rami Azmy Abdel Rahman. Op.Cit. p 57

sentence, what is inferred from the state and form of a thing, the connotation of a symbol, a sign, or nature, and everything that conveys meaning or is understood from it. Continuing along this line of thought, Arabic linguists have been interested in researching meaning, defining its types, and the criteria for knowing it. For them, meaning is considered the origin, and the word is its container and evidence¹⁶. Scholars have divided the types of meaning based on their degree of confirmation, probability, likelihood, and equality in discourse into¹⁷:

- First: The clearest kind of text is called 'textual indication.' This means a word or phrase with only one obvious meaning, with no room for interpretation or differing opinions. Most scholars agree that this kind of text gives one clear meaning, such as the statement: 'Muhammad is the Messenger of God.'
- Second: The apparent meaning of speech refers to words that are most likely to mean one thing, though other, less likely meanings exist. It is when a word could have more than one meaning, but one meaning stands out as the most likely
- Third: The interpreted meaning of speech is when a word is understood less likely, often needing interpretation and language rules. The less likely meaning is less probable than the more possible, precise meaning. For example, calling a brave man a 'lion' without proof is a less likely meaning. If evidence exists, the meaning is then clear.
- Fourth: Ambiguous speech is when a word could have two or more meanings, and there is no clue which one is meant. In short statements without context, it is unclear which meaning is correct.

This semantic criterion relates to journalistic news, defined by objectivity, accuracy, and truthfulness. The meaning of words is crucial in drafting a clear journalistic message and following its writing rules. Effective techniques make the message easier to understand, more precise, and more engaging, ensuring the intended meaning reaches the reader.

If we cannot agree on a word's meaning, communication fails. Words with clear, shared meaning between editor and reader are critical, especially in the written word and notably in titles, which influence both writing and reading strategies. Therefore, words used to deliver news must be accurate, correct, and credible. These words should reflect social reality and rely on mutual understanding between sender and recipient within a shared semantic framework¹⁸.

The words journalists choose convey information with accuracy and credibility, grounded in social reality and understood through cooperation between sender and recipient within a common semantic framework.

- The second criterion concerns the objective of discourse. Discourse objectives may range from occupying participants' free time to influencing recipients by altering their real-world actions. Discourse intent refers to the speaker's motivation to communicate, while the discourse objective denotes the intended outcome of their words. This objective operates on two levels. The first is utilitarian and external to the discourse, aiming to modify the recipient's behaviour. The second is intrinsic to the linguistic act itself and does not depend on practical benefit. This criterion gives rise to persuasion strategies that encourage recipients to comprehend both the content and the intent of the discourse¹⁹.

Newspapers Use Different Ways to Persuade the Public, Such as the Following²⁰:

- The psychodynamic strategy tries to link emotions with specific actions by sharing messages that can change how people think or feel. This method depends on new information from the communicator, which can affect what people need, fear, or do. These changes help encourage the public to react in a certain way.
- The sociocultural strategy posits that external forces largely shape human behaviour. This approach requires influence messages to specify the relevant social rules or cultural expectations that guide the intended activities. The sociocultural strategy is commonly employed in media campaigns.
- The meaning-building strategy employs mental imagery to influence meaning, foster positive associations, shape recipients' beliefs about reality, and guide behaviour. Additionally, it creates, expands, alters, and stabilizes the meanings of words within language. These changes in meaning subsequently affect responses to various topics.

Newspapers aim to address both the public and the private sector, with the goal of understanding, persuasion, awareness, and information. This prompts editors to carefully select words, simplify style, and leverage the influence tools used in the message.

¹⁶ Akasha, Mahmoud. (2015). *Arabic Discourse Analysis: Concepts, Doctrines, Foundations, and Application*. Dammam: Al-Mutanabbi Library. p. 375.

¹⁷ Ibid. p57.

¹⁸ Al-Rubaie, Akram Faraj (2016). *Rhetorical Gradation in the Journalistic Message: An Interpretive Approach to the Argumentative Ladder in the Forms of Writing News, Reports, Articles, and Investigative Journalism*. Dar Amjad for Publishing and Distribution, p. 14.

¹⁹ Younis, Rami Azmy Abdel Rahman. *Op.Cit.* p 58

²⁰ Makkawi, Hassan Imad. Al-Sayed, Laila Hussein. (2003). *Communication and Its Contemporary Theories*. The Egyptian Lebanese House. Cropp 206-207

A lack of consensus on the definitions and connotations of words leads to contradictory, conflicting communication. Semantic alignment between editors and readers is essential, particularly in written language and especially in headlines, which serve as key components of both editorial and reader strategies²¹.

This is because "the audience's understanding of the same message with different meanings is linguistic confusion," and the lack of shared meanings and experiences between editors and readers creates a disconnect. This disconnect is called semantic confusion.

In pursuit of their objectives, newspapers employ various strategies in discourse design, including emotional, rational, and intimidation appeals, to influence readers' opinions and attitudes.

Emotional stimulation seeks to influence recipients' emotions and feelings, address their psychological and social needs, and appeal to their senses to fulfill the objectives of the newspaper. These appeals are based on the following elements²²:

1. Slogans and symbols in message formulation. Slogans employ memorable language that commands respect from recipients without necessarily providing precise meaning within the communication context. Symbols represent fundamental beliefs and are drawn from prevailing culture, popular context, human values, and religious traditions.

2. Use of linguistic methods, including similes, metaphors, metonymies, interrogatives, and other rhetorical strategies that clarify meaning and convey the writer's perspective.

3- Semantics: Semantics involves shaping or distorting meaning through word choice. This is done by using emotionally charged words, adjectives, or verbs. For example, negative terms can confer rejection, such as using "subversive" adjectives or verbs like "claimed," "admitted," and "alleged." Favourable terms, like "moderate" or "active," have the opposite effect. Words may be purposely swapped for those with loaded connotations. Applying semantic strategies means assigning an idea a label that holds emotional significance for the recipient, such as "Nazi," "thinker," "moderate," or "terrorist." These labels carry an emotional charge that influences the recipient's reaction, often leading to acceptance or rejection of the idea or person, without supporting evidence.

4- Comparative Forms: These are used to support a specific idea or concept without providing evidence for this support.

5- Citing well-known, authoritative sources that are highly credible to the recipient supports a specific idea or concept.

6- Presenting the opinion as fact, using phrases such as "There is no doubt that" or "In fact," supports a position without evidence.

7- Using words and phrases that intensify the meaning, such as "again" and "strongly," emphasizes a point without added evidence.

Rational Methods

This approach appeals to the reader's intellect by presenting logical arguments and supporting evidence, including real-life information, events, numerical data, and statistics. It further addresses and refutes opposing viewpoints after a thorough discussion of their key aspects.²³

Fear Methods

Fear methods function as persuasive strategies intended to provoke emotional responses in audiences. For instance, invoking the threat of war can serve to justify increased military expenditures. Similarly, emphasizing the risk of serious illnesses may encourage individuals to undergo regular medical screenings.

The Linguistic Criterion

The linguistic criterion refers to the form of discourse—specifically, how linguistic form relates to the intended meaning for the audience. Abdul-Qaher Al-Jurjani explains that speech may achieve its purpose directly through its words or may require the listener to infer the intended message by considering the relationship of words and their subjects, ultimately arriving at the speaker's purpose through a layered understanding.²⁴

The Implicit Strategy

The implicit strategy involves a sender conveying intentions that differ from the literal meaning of their speech, thereby achieving more than what is explicitly stated. The speaker's intention extends beyond the surface meaning, relying on contextual cues to communicate additional information. Grice is a prominent scholar who examined this strategy through his theory of conversational implicature. This approach is characterized by implicit

²¹ ²¹ Al-Rubaic, Akram Faraj. Op.Cit. p 15

²² Makkawi, Hassan Imad. Al-Sayed, Laila Hussein. Ibid. p 188-192.

²³ Makkawi, Hassan Imad. Al-Sayed, Laila Hussein. Op.Cit. p19

²⁴ Younis, Rami Azmy Abdel Rahman. Op.Cit. p 58.

communication, where the speaker articulates one message but intends another, and the listener interprets meaning beyond the literal words. The interpretation of such communication depends on contextual factors, including the speaker, the situation, intentions, and other elements that shape the implied meaning.²⁵

The process of understanding and being understood relies on the communicative relationship between interlocutors. Dialogue consists of two parties exchanging statements to convey specific intended meanings. Because this process involves two rational agents, their statements are governed by implicit rules that define communicative utility and depend on cooperation to achieve communicative goals. Grice demonstrated this through his theory of language use, positing that linguistic practices are rational activities oriented toward cooperation. Consequently, it is necessary to posit directives or rules, derived from rational considerations, that regulate dialogic behaviour and ensure effective communication. Grice referred to these as the principle of cooperation, which he further divided into four dialogic rules²⁶:

1. The rule of quantity concerns the amount of information provided. It consists of two basic guidelines: provide the necessary information and avoid including more than is required.

2. The rule of quality pertains to the honesty of contributions. It includes two guidelines: do not state what is believed to be false, and do not assert information lacking clear evidence.

3- Addition and Relevance: Ensure that each contribution directly addresses the topic and adds meaningful value.

4- Clarity: Eliminate vagueness, ambiguity, excessive wordiness, and structural disorganization.

Arab and Islamic Depth

The Arab and Islamic Depth represents a central pillar of the Kingdom of Saudi Arabia's Vision 2030. The Kingdom is positioned as a leading investment hub and a gateway to three continents.

The Kingdom's geographic, historical, and cultural centrality is widely recognized within the Arab world. Numerous elements of Arab spiritual culture originate from the Kingdom's geography and history. A review of ancient Arabic poetry from the pre-Islamic to the Abbasid eras indicates that many prominent poets originated from the region corresponding to the Kingdom's current geography. The Islamic Depth is even more pronounced, and the Kingdom's Vision seeks to leverage this centrality by reinterpreting context and promoting ideas rooted in moderation and openness to diverse cultures. The Vision is not merely a utilitarian economic approach; rather, it is a cultural project that seeks to build cohesive societal values that complement the established values and the accumulation of human knowledge throughout history.

The strategic objectives of the Arab and Islamic Depth Axis are as follows:

1. Preserving Arab and Islamic context by building upon its strengths and addressing its shortcomings, without attributing undue sanctity.

2. Supporting the Arabic language by promoting scientific research across lexical, phonetic, morphological, syntactic, semantic, and rhetorical domains. This approach involves critically reassessing historical perspectives to ensure linguistic rules align with contemporary usage.

3. Enhancing Hajj and Umrah procedures to ensure the safety of participants and the proper observance of religious rituals.

4. Safeguarding Islamic architectural context through the restoration of historic mosques.

5. Preserving local architectural styles and cultural context in major cities, while balancing authenticity with contemporary development.

6. Strengthening the role of traditional arts and cultural institutions, such as the Royal Institute of Traditional Arts, to preserve calligraphy and traditional music through educational initiatives.

METHOD

This study is a descriptive one; among the descriptive methods, the researcher used the content analysis method, which allows to systematically evaluate data gathered by means of qualitative methodologies. The content analysis enables us to look at qualitative data in a quantitative manner. as a method, content analysis allows us to break up the information we have obtained from observation into units that can be placed into categories that can be counted and thus quantified.). For analysing Al-Riyadh newspaper's coverage of Arab and Islamic discourse.

²⁵ Boughrara, Salima. (10 October 2022). The allusive strategy and its mechanisms in the Qur'anic discourse. *Journal of Arts and Humanities*, p. 29. Retrieved from <https://asjp.cerist.dz/en/article/195897>

²⁶ Boughrara, Salima. Op.Cit. p31-36.

The researcher used the descriptive methodology, and some of the descriptive methods were used to answer the main question: What are the strategies of the journalistic discourse published in Al-Riyadh newspaper "2024", regarding the Arab and Islamic depth?

To satisfy the real needs of the reader's knowledge about the Arab and Islamic context events. By using the content analysis process seeking to answer the following questions:

1. What are the strategies of the journalistic discourse published in Al-Riyadh newspaper "2024", regarding the Arab and Islamic depth?
2. What types of journalistic discourse were published in Al-Riyadh newspaper in 2024, regarding the Arab and Islamic depth?
3. What are the methods and strategies of the journalistic discourse published in Al-Riyadh newspaper "2024", regarding the Arab and Islamic depth?

To determine the categories and indicators of the analysis, the analysis material must first be determined. Through this study, researchers analysed the content of the two discourses of the 33rd Arab Summit held in Manama, the capital of Bahrain, in 2024, and the Muslim World League conference held in Jeddah, which were published on Al Riyadh newspaper. Saudi Arabia in Al-Riyad newspaper. The two discourses content analysed under consideration included several categories which are related to the research problem, following is an overview of the content analysis categories which was used by researchers.

Firstly: Qualitative analysis category- How it was told? Contains, types of discourse strategies.

Secondly: the quantitative analysis: What was told? Contains, discourse text types, persuasion strategies, Types of discourse texts from an editing perspective.

Identification of the content analysis units: The researcher used the following units to analyse the content of the newspaper:

- Unity of the subject: Media content can be analysed on several levels, ranging from single information elements within a news story to a whole issue or news show. The units of analysis are defined with respect to the research targets; they can relate to formal structures and content of the material²⁷. Researchers selected the paragraph to be a measurement unit of information. If the paragraph contains more than the information it could be classified under more than one category of the information topics, according to its content.

Applying credibility and firmness tests: Researchers prepared content analysis form on which she applies credibility and firmness tests. Following are the most important steps to be carried out by researchers:

- Analysis credibility: Credibility or verification means validity of the approach or method used to measure what is intended to be measured, and to how extent this approach can provide the needed information to achieve a degree of analysis credibility or verification. Researchers followed some steps to achieve credibility:
- Researcher determined the categories and units of the analysis and clearly defined each category or unit, and studied views, data, and trends of some experts, to get acquainted with their dominant concept about this terminology, or the group of terms used in the analysis, to reach to the closest, most accurate, inclusive, and expressive concepts, thus the stability process seeks to assure that there is a high level of compatibility as to the following:
- $CR = 2N$ or $N1 + N2$ (1)
- N = Number of the cases which the researcher agreed with the external analyst
- $N1$ = Number of the cases coded by the researcher
- $N2$ = Number of the cases coded by the external analyst

Compatibility among the analyses, the more degrees of compatibility achieved by the content on these two dimensions the more it is accredited as a scientific tool. To that end, the researcher conducted the firmness test with another person than herself. Then the researcher and the external analyst reached the same results when applied the categories and units of the analysis on the same content of the newspapers understudied and to identify the firmness of the analysis on the overall level.

Research Community and Sample: The research community was defined as a collection of texts from two news items: "The 33rd Arab Summit Begins in Bahrain"²⁸ and "The Final Statement of the Extraordinary Session of the Council of Foreign Ministers of the Organization of Islamic Cooperation (OIC)"²⁹ Published in Al-Riyadh Newspaper Regarding the Arab and Islamic Context in 2024." The sample comprised 100 paragraphs, with 56 paragraphs from the first item and 44 from the second. The year 2024 was selected because the Arab Summit addressed the most pressing Arab issues during this period, including the Palestinian cause, Sudan, Libya, and Syria.

²⁷ LOFFELHOLZ, M, WEAVER, D (2008). Global Journalism Research. USA, Blackwell Publishing. P 123

²⁸ Al-Riyadh Newspaper, News, the 33rd Arab Summit begins in Bahrain. (May 16, 2024). Riyadh, Kingdom of Saudi Arabia. Retrieved from <https://www.alriyadh.com/2075582>

²⁹ .Ibid.

This year also represents the most recent period relevant to the study. Al-Riyadh Newspaper was selected for its frequent coverage of topics related to the Arab and Islamic context and for the accessibility of its website, which facilitated access to the analysis speeches. Al-Riyadh Newspaper is a Saudi Arabian daily published by the Al-Yamamah Press Foundation³⁰. It is the first daily Arabic-language newspaper published in the capital of the Kingdom of Saudi Arabia³¹.

A comprehensive survey was conducted to analyse all texts from the two speeches published in Al-Riyadh, totalling 100 paragraphs.

The historical and descriptive approaches were employed to address the research questions. These methodologies also guided the review of previous studies on related topics, including:

Salima Abu Gharara³², On the Allusive Strategy and Its Mechanisms in Quranic Discourse: A Pragmatic Study According to Dialogue Rules. The previous study addressed one strategy, whereas the current study examined four strategies for presenting journalistic discourse. The scope of the last study was the analysis of texts from the Holy Quran. In contrast, the community in the current study is a journalistic discourse about the Arab and Islamic world.

Analysis

This part of the research is an applied study that aims to analyse the content of two discourses representing Arab and Islamic depth, as chosen by the Al-Riyadh newspaper for publication in 2024. Researchers analysed them.

Table 1. The discourses Text Type.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The news lead	2	2.0	2.0	2.0
	The news body/Paragraph	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

The data of table 1, indicate that the discourses text types contained two leads, and 98 paragraphs represented the news discourses body.

Table 2. The Types of Discourse Strategies.

Discourse Text Type* Types of Discourse Strategies			Types of Discourse Strategies				Total
			Solidarity Strategy	persuasion Strategies	Insinuating Strategy	Directive Strategy	
Discourse Text Type	Lead based on narrative statements	Count	1 _a	0 _a	0 _a	1 _a	2
		% within Discourse Text Type	50.0%	0.0%	0.0%	50.0%	100.0%
	Body of the news: a paragraph based on narrating statements	Count	29 _a	36 _a	12 _a	21 _a	98
		% within Discourse Text Type	29.6%	36.7%	12.2%	21.4%	100.0%
Total		Count	30	36	12	22	100
		% within Discourse Text Type	30.0%	36.0%	12.0%	22.0%	100.0%

Persuasion strategies were the most frequently employed in journalistic discourse on Arab and Islamic issues, representing 36% of the total. Solidarity strategies accounted for 30%, while directive strategies comprised 22%. In contrast, insinuating strategies were used infrequently, constituting only 12% of the total.

Table 3. The types of persuasion strategies

Discourse Text Type*Persuasion Strategies			Persuasion Strategies			Total
			Psychodynamic strategy	sociocultural strategy	meaning-building strategy	
	Body of the news/	Count	17 _a	6 _a	8 _a	31

³⁰ Al-Riyadh Newspaper. Op.Cit.

³¹ . Al-Riyadh "Newspaper." (August 17, 2025). Retrieved from Wikipedia, the free encyclopaedia: <https://ar.wikipedia.org/wiki/Wiki>

³² Boughrara, Salima. (10 October 2022). The allusive strategy and its mechanisms in the Qur'anic discourse. Journal of Arts and Humanities, p. 29. Retrieved from <https://asjp.cerist.dz/en/article/195897>

Discourse Text Type	Paragraph based on the narrative of statements	% within Discourse Text Type	54.8%	19.4%	25.8%	100.0%
Total		Count	17	6	8	31
		% within Discourse Text Type	54.8%	19.4%	25.8%	100.0%

The analysis showed that the most used persuasion strategy in journalistic discourse was the psychodynamic approach, accounting for 54.8% of all cases. The meaning-building approach accounted for 25.8%, and the sociocultural approach made up 19.4%.

Table 4. The types of persuasion methods.

Discourse Text Type*Persuasion Methods			Persuasion Methods			Total
			Emotional methods	cognitive methods	Intimidation methods	
Discourse Text Type	Lead utilizing narrative statements	Count	0 _a	1 _a	0 _a	1
		% within Discourse Text Type	0.0%	100.0%	0.0%	100.0%
	Body of the news or Lead written with narrative statements.	Count	15 _a	59 _a	10 _a	84
		% within Discourse Text Type	17.9%	70.2%	11.9%	100.0%
Total		Count	15	60	10	85
		% within Discourse Text Type	17.6%	70.6%	11.8%	100.0%

Quantitative analysis indicates that rational appeals accounted for 70.6% of the texts, emotional appeals 17.6%, and intimidation appeals 11.8%.

Table 5. The types of cognitive methods.

Discourse Text Type*Cognitive methods			Cognitive methods			Total
			citing information and events	presenting quantitative data and statistics	Refute the other point of view	
Discourse Text Type	Lead utilizing narrative statements	Count	1 _a	1 _a	0 _a	2
		% within Discourse Text Type	50.0%	50.0%	0.0%	100.0%
	Body of the news or /Paragraph based on narrative statements	Count	48 _a	13 _a	4 _a	65
		% within Discourse Text Type	73.8%	20.0%	6.2%	100.0%
Total		Count	49	14	4	67
		% within Discourse Text Type	73.1%	20.9%	6.0%	100.0%

Quantitative analysis indicated that the predominant form of rationalization in journalistic discourse on Arab and Islamic context involved citing information and events, accounting for 73.1% of cases. In contrast, the use of

numbers and statistics constituted 20.9%. The least frequent rationalization strategy was refuting opposing viewpoints, which accounted for 6% of cases.

Table 6. Presents the types of Emotional methods.

Discourse Text Type* Emotional methods			Emotional methods		Total
			Citing famous sources	Using linguistic methods.	
Discourse Text Type	Body of the news or /Paragraph	Count	7a	11a	18
		% within Discourse Text Type	38.9%	61.1%	100.0%
Total		Count	7	11	18
		% within Discourse Text Type	38.9%	61.1%	100.0%

Quantitative analysis demonstrated that linguistic methods accounted for 61.1% of journalistic discourse texts on Arab and Islamic context, while citations from well-known sources accounted for 38.9%.

Table 7. The use of intimidation methods

Persuasion Strategies* Intimidation Methods			Intimidation methods		Total
			Scaring people	Scaring people	
Persuasion Strategies	Emotional methods	Count	0	3	3
		% within Persuasion Strategies	0.0%	100.0%	100.0%
	cognitive methods	Count	0	1	1
		% within Persuasion Strategies	0.0%	100.0%	100.0%
	Intimidation methods	Count	1	8	9
		% within Persuasion Strategies	11.1%	88.9%	100.0%
Total		Count	1	12	13
		% within Persuasion Strategies	7.7%	92.3%	100.0%

Quantitative analysis indicated that appeals warning individuals about dangers were employed in 92.3% of cases, whereas appeals intended to arouse fear of dangers accounted for 7.7% of cases.

Table 8. Types of discourse texts from an editing perspective

Discourse Text Type* Types of discourse texts from an editing perspective			Types of discourse texts from an editing perspective			Total
			A text focused on narrating events.	A text focused on narrating statements.	A text focused on narrating information.	
Discourse Text Type	The news story lead	Count	1 _a	0 _a	1 _a	2
		% within Discourse Text Type	50.0%	0.0%	50.0%	100.0%
	The news story body	Count	16 _a	49 _a	33 _a	98
		% within Discourse Text Type	16.3%	50.0%	33.7%	100.0%
Total		Count	17	49	34	100
		% within Discourse Text Type	17.0%	49.0%	34.0%	100.0%

Quantitative analysis revealed that the most common types of discourse texts are declarative (49%), followed by informational (34%) and event-based (17%).

RESULTS

The study found that Al-Riyadh newspaper employed multiple discourse strategies in its 2024 journalistic coverage of Arab and Islamic dimensions, with persuasion emerging as the predominant strategy.

The study indicated that rational persuasion appeals were the most employed form of persuasive strategy in Al-Riyadh's 2024 journalistic discourse on the Arab and Islamic dimension.

The study further revealed that statement-based texts constituted the most prevalent text type in Al-Riyadh's 2024 journalistic discourse on the Arab and Islamic dimension.

DISCUSSION

The research demonstrated that Al-Riyadh newspaper employed a range of discourse strategies in its journalistic coverage of Arab and Islamic dimensions in 2024. Among the two discourses analysed—the commencement of the 33rd Arab Summit in Bahrain and the issuance of the final statement of the extraordinary session of the Council of Foreign Ministers of the Organization of Islamic Cooperation—persuasion strategies were most frequently utilized. This finding suggests that persuasion strategies constitute a central component of contemporary journalistic discourse. The researchers attribute this prevalence to the close association between persuasion strategies and the formulation of discourse on conflict-related issues, as well as their connection to individuals who influence policy and decision-making. Additionally, solidarity, directive, and suggestive strategies (the latter comprising four rules, of which only one was applied) were employed to varying extents in the construction of these discourse texts.

The research further indicated that rational persuasion appeals were the most frequently employed type of persuasive appeal in Al-Riyadh newspaper's coverage of the Arab and Islamic dimension in 2024. Citing information and events emerged as the predominant persuasion approach. Regarding persuasive argumentation, the use of figures and statistics, as well as the refutation of opposing viewpoints, varied in frequency. Emotional and intimidation tactics were utilized less often than rational argumentation. The researchers attribute this pattern to the primary objective of the analysed speeches, which was to shape the discourse and influence public perception and response to the issues presented. Quantitative analysis revealed that persuasive techniques were integrated not only within persuasion strategies but also alongside all other identified strategies.

The research revealed that statement-based texts represented the most prevalent form of journalistic discourse on Arab and Islamic issues in Al-Riyadh newspaper in 2024. The researchers suggest that such statements enhance the authority of the discourse and foster a sense of familiarity among readers.

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