



Studying Iranophobia's Language Strategies in Al Arabiya News Agency Based on the Entman Framework Theory and VanDyk's Ideological Squares

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1. Introduction

The involvement of ideology in the text is the main axis that connects linguistic and discourse studies together. The discursive study of the media with the aim of explaining the techniques used in competitions and conflicts is a broad field that is often conducted in Iran about visual, audio and written English-language media. Researches have also been done on Arabic media.

Entman's framing theory tries to represent the author's goals from the written text by using interpretive methods and to discover and represent the hidden content of the message through the interpretation of the text and its implicit meanings (Iman, Mohammad Taqi and Noshadi, Mahmoudreza (1390). " Qualitative Content Analysis ". Ayar Quarterly Journal of Research in Human Sciences. Tehran: Imam Khomeini Educational and Research Institute (RA). Number 6. pp. 15-44.).

Saudi media, including Al-Arabiya, have a place among the Arab media due to the political and religious base of this country in the Arab world, and for this reason, considering the role of the media in shaping the public opinion of the region and Iran's neighbors, their strategies need to be based on Identify scientific standards and help researchers and policy makers to adopt appropriate media approaches.

Considering the importance of the media as an influential element in the formation of thoughts and beliefs and the spread of desired ideas in societies and on a large scale, this research has analyzed the media frameworks and the techniques used in the process of implementing these frameworks.

Questions:

1- What were the chosen strategies for framing the news and analysis related to Iran in Al-Arabiya?

2- How do the writers of Arabic content implement their media frameworks in the representation of Iranian news by using linguistic strategies (Van Dyck)?

Media research has a high volume due to its interdisciplinary nature and connection

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with different sciences. But in the analyzes of the conducted researches, linguistic theories have been used less. In addition, all these researches have similarities with the present research, but none of them have investigated the issue of Iran-phobia with the approach of media discourse analysis and framing (rhetorical-persuasive language frameworks). In other words, the aforementioned theories were implemented with a linguistic-literary approach on news analysis texts, unlike other researches that are closer to the field of media science.

2. Materials and methods

Despite the expectation that there is from it to represent reality, in many cases, the language of the media has techniques that in critical and communication studies, the representation of "meaning production through conceptual and discursive frameworks" is defined (Mehdizadeh, Seyyed Mohammad (2010). "The Western media's negative portrayal of the Islamic world and the nations east of Tehran". Broadcasting Organization: Media Quarterly. Year 12. Number 47. pp. 10-21). From "Hall's" point of view, representation is "the use of language to produce a meaningful point about the world; Meaning does not exist in essence, but is created and is the product of a denotation procedure" (Hall, 2016: 3). According to Mehdizadeh's writing, media representation is not a neutral type of meaning making, because any media representation has its roots in the discourse and ideology from which the representation is made. Media representations and meaning creations are not intrinsic matters, but they indicate discourse and power relations (Mehdizadeh, 1387, 19-22).

The frameworks of the Arabic network are based on several main frameworks, the way of their processing has been analyzed by relying on Van Dyck's linguistic strategies.

Language technique	Polarizing	Distancing	Example	
Employment times	63	41	19	
Exaggeration	Anti realism forms	Ignorance	Convergism	
47	37	25	77	
Language techniques	Dramaticizing	Sympathy	Overticizing	
Employment times	22	41	33	
Assumption	Comparison	Simile		
50	17	10		

3. Results and discussion

The most key words used about Iran in the studied texts are threat (27 times), JCPOA and nuclear energy (24 times), influence (34 times), security (21 times), terrorism (16 times), economic crisis (22 times), Middle East region (38 times) and sanctions (17 times). The meaning circle obtained from the above words is the main basis of the language strategies used in this network, under the news frameworks against Iran.

In order to introduce Iran as a threat to the security of the region and the world, the key words of security and nuclear Iran are one of the companion pairs with Iran. The use of exaggeration and anti-realistic strategies is the operational basis of this framework. Iranophobia, Shiaphobia, attributing possible chaos and insecurity to Iran, along with presenting a colonialist and intrusive image of Iran's current performance, form the set of arguments.

Another important framework is to present an image of Arab and Islamic unity

against Iran. Comparison and simile, as well as polarization and spacing are among the language techniques that play an important role in implementing this framework.

4. Conclusion

The news articles of Al-Arabiya website have tried to present the news related to the developments in Iraq in the framework of Iran's stand against the Iraqi people's wishes and Saudi Arabia's support for them. There is severe news censorship about Saudi Arabia's military role and its support for foreign armed groups in Arab countries. In such a way that there was no mention of this issue in all the texts. This exclusion-based framework, according to Van Dijk, is based on the discourse of silence and downplaying negative issues about the insider group.

The new Arabic framework for supporting economic, social and union protests in Iran is interesting. Any normal protests inside Iran are interpreted as internal desire to overthrow the ruling system. This strategy is to use "empathetic" words and sentences.

Reflecting the desired parts of reality in line with its own interests, dualizing and creating a negative and positive pole of Iran and the Arab expediency, presenting an image of Arab and Islamic unity against Iran, showing Iran as a non-independent actor that regional understanding and cooperation, interests What endangers him is other discourse constructions against Iran. The words of Iran's threat and danger to its neighbors are repeated daily in different news sections so that, firstly, with the passage of time, the audience will put it as a definite statement, their mental presumption about Iran, and this media can accept other news related to Iran without the necessary evidence. Make it possible for your audience.

Keywords: Al-Arabiya, building frameworks, ideologic square, linguistic strategies, new discourse analysis,