

THE SOCIO-STYLISTIC VARIATION OF THE MEDIA LANGUAGE OF JORDAN

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ABSTRACT: *This study aims at investigating the stylistic variation in the media language of Jordan. The study explores this variation by analyzing some extracts from the opinion articles from both Al-Rai newspaper in Arabic and the Jordan Times newspaper in English in order to find out a justification for this variation. The study methodology is based on the contrastive analysis of the quotations from both newspapers in light of the critical discourse analysis theory. The study concludes that the stylistic variation in the media language of Jordan is due mainly to the status of readers and writers of the discourse and to the writers' and readers' cultural and national ideologies that influence the writers' selections of words.*

KEYWORDS: Socio-stylistic, ideology, culture, local public opinion, international public opinion, discourse

INTRODUCTION

The study of human language will be meaningless without studying its social context and psychological dimension because human language is used for communicating among individuals in society. So, human language has a social message conveyed through human's psyche depending on the context that language is used in. My concern here is the editorial discourse of the Jordanian newspapers which will be studied in light of its stylistic variations which is due to whom the editorial discourse is directed.

In its broadest sense, the media is a generic term for the means of communicating news and information to the public, including newspaper, television, the internet, radio, film and book. From this simple definition, we notice that there is a strong relationship between media and communication, which is the process by which the individual interacts with his or her environment and with himself or herself. This relationship is very essential to understand the essence of media language which has its own structure, function and style.

Media language has a very important role in influencing people's attitudes and opinions towards certain political, economic and social issues. This is due to the fact that media language has psychological and social roles, in which it conveys a social message for all individuals in the society. This social message is based on a psychological basis that reflects the writer's psyche towards certain issues. So, media language has psycho-socio dimensions based on to whom the writer directs his speech and how he reflects his psyche through the language he uses.

The study of media can not be separated from the study of language, simply because media and language are similar to each other in that they are communication means for the people in society; they also have social and psychological dimensions in their essence. So, the study of media in this regard mainly depends

on the study of its language in the light of its social and psychological dimensions. Media discourse may differ from one language to another depending on the social and psychological dimensions of each language. So, the comparative analysis of media discourse might be useful in analyzing the social, cultural, ideological and psychological dimensions of each media discourse. Additionally, the social and psychological dimensions may explain the variance of media discourse from language to another. This is due to the fact that social dimensions are concerned with the nature of a society, its attitudes, ideologies, interests and culture. So, the social dimensions of a media discourse may be a useful tool to understand a society.

Besides, the psychological dimensions are concerned with the cognitive processes that the writer of a media discourse needs in writing and directing his discourse to his society. Furthermore, the psychological dimensions also deal with the essence of the needed knowledge that the writer of a media discourse depends on in writing his discourse. This knowledge that the writer has to have is based on social and psychological dimensions in that the writer needs it to be able to direct his discourse to a society; in other words, there should be a kind of shared knowledge between the writer and the society to ensure the success of a media discourse. In addition to that, this kind of knowledge is based on those cognitive processes which are important in the production and comprehension of media discourse for both the writer and the reader. However, the context of media discourse is the basic element through which we can understand the essence of shared knowledge between the writer and the society to whom he directs his discourse. Along these lines, my aim here is to study the stylistic variation of the Jordanian editorial discourse, in which I will contrast and compare *Al-Rai* Arabic editorial discourse with *The Jordan Times* one from a socio-stylistic point of view.

REVIEW OF RELATED LITERATURE

The modern writers in the field of media discourse, such as Van Dijk (1996), Fairclough (1995) and Fowler (1991) deal with the media discourse in the light of critical discourse analysis theory which is an interdisciplinary approach viewing "language as a form of social practice" (Fairclough 1989: 20). This approach paves the way to study media discourse from the social and psychological perspectives through an analytic method.

The roots of critical discourse analysis theory appeared in the scope of critical linguistics, in which Roger Fowler, Gunther Kress, Bob Hodge and Tony Trew started establishing the foundations of this theory. Then, there were many critics such as: Ruth Wodak, Norman Fairclough, Teun Van Dijk, Gunther Kress and many others who started to develop this theory to become critical discourse analysis, in which the textual analysis has its own theoretical and applied dimensions.

The modern critics of critical discourse analysis theory focus on the relationship between discourse and racism, discourse and ideology, and discourse and knowledge which contribute to the foundations of this theory. Also, the critics of this theory try to integrate the social and cognitive approaches to discourse and critical analysis, and they deal with the social problems and issues that have both a social and cognitive dimensions. Furthermore, the critics focus on the multidisciplinary studies, in which discourse can be studied from a socio-cognitive dimensions. So, discourse in this theory is at the interface of the social and cognitive dimensions, in which discourse is a social practice, and it is at the same time a major way we acquire ideologies. Finally, critical discourse analysis has grown out to a vast movement of critical studies in many of the humanities and social sciences, associated with studies on discourse and gender, discourse

and racism, and discourse and media, with its own journals such as *Discourse and Society* and *Critical Discourse Studies*. So, critical discourse analysis theory has its own critics who focus on linguistics, conversation analysis and social cognition.

For example, Van Dijk (1983) has analyzed media discourse in terms of several theoretical perspectives. The first perspective is “functionality” which is related to the structures and meanings expressed in discourse that reveal information about the relationship between the participants (i.e., the writer and the reader) and about the social situation. This functional aspect is important because “news is not simply as (incomplete) description of facts, but a specific kind of (re)construction of reality according to the norms and values of some society” (P. 28).

The second perspective involves the “cognitive expectations”, in which Van Dijk argues that news events are not directly presented, since reporters are usually indirect witnesses to the events; the data most often come from other discourses. Hence, news goes through several stages before it is in a final form. These stages are the cognitive operations of the journalists and the readers. Consequently, understanding the news involves going beyond the surface structures and into presuppositions and interpretations. In other terms, “the structure of news is ultimately the one assigned to the text by the reader” (p.29). The last perspective is the “stylistic structures” whose importance stems from the fact that they reveal social and cognitive functions of language choice, and they also bear upon the level of formality of newspapers.

Additionally, Fairclough (1992) discusses the different approaches of discourse analysis. He claims that there are two types of textual analysis which are the linguistic analysis and intertextual analysis. Also, he thinks that all the approaches of discourse analysis must be dealt from multifunctional theory of language such as systematic-functional linguistics. Additionally; Fairclough suggests that textual analysis must be dealt in a social research, in which there are methodological, theoretical, historical, and political dimensions which must be given much account.

Similarly, Van Dijk (1995) analyzes opinion articles in the *New York Times* and the *Washington Post* in light of critical discourse analysis theory. He tries to prove how ideologies, which are the basic systems of fundamental social cognitions, organize the attitudes and the social representations shared by members of groups. Furthermore, Van Dijk claims that ideologies indirectly control the mental context models which form the discourse through studying the semantic structures, such as topic, propositional structures, coherence and levels of description which are monitored by ideologies.

Teo (2000) analyzes the ideological construction in the structure of newspaper reporting. He focuses on news reports relating to a Vietnamese gang in Australia whose violent and drug-dealing activities have received publicity in *The Sydney Morning Herald* and *The Daily Telegraph*. The analysis of these reports is based on the critical discourse analysis theory, in which it is clear that there is a racist ideology manifest in “an asymmetrical power discourse” between the (ethnic) law-breakers and the (white) law enforcers. Also, the study explains that the racism in the Australian news reflects the marginalization of recent Vietnamese migrants in Australia.

Furthermore, Thetela (2001), in his article entitled “Critique discourses and ideology in newspaper reports”, has described the role on ideologies in the news language. He thinks that news texts are social practices (i.e., they represent the view and actions of certain social classes or groups); he also claims that the analysis of news reports is mainly based on the framework of ideology which has the cognitive function

of organizing the social representation of the group and related social practices, and hence the text and talk of its members. Thus, this study focuses on the ideology of the society and its role in influencing the news language.

Le (2002) is one of the critics in the field of media discourse who analyzes the French editorials on Russia during the first months of the second Chechen war in the scope of critical discourse analysis, in which she claims that *Le Monde* editorials discourse on human rights belongs to the French national identity whose roots can be found in the 18th century. Also, she presents some Russian editorial texts as a response to the French ones, in which the Russian editors view this discourse as a media war against their own national identity. Finally, Le's analysis of the French editorials centers on the humanitarian situation in Chechnya which results in an intercultural impasse.

Erjavec (2004) discusses the usefulness of Fairclough's critical discourse analysis theory which combines the study of text analysis with the analysis of discourse processes. This theory is useful to study the illegal promotional news discourses and their uncover elements which are drawn upon with journalism, such as having the advertiser, who realizes his/her commercial interest by paying for publishing, as the key actor in the process of promotional news production. Also, the analysis of such promotional news texts reflects how promotional journalism through its textual devices, such as lexical choice incorporates discursive elements of promotion which are drawn upon within the news report discourse.

In his article entitled "Knowledge and News", Van Dijk (2004) has explained the role of knowledge in news on the basis of a psychological background. The researcher attempts through this study to describe the role of ideology in social cognition in general and in relation to knowledge in particular. Van Dijk claims in this study that the study of knowledge in the news is vital to understand many fundamental aspects of news production and comprehension. Besides, he also thinks that journalists need previous knowledge of the world to understand new events in the world, and this knowledge of the world is "typically socially shared, and hence somehow characterizes groups or communities rather than individuals" (P.75) However, the researcher emphasizes the role of the types of knowledge in news discourse analysis through referring to the "personal knowledge", "social group knowledge" and "cultural knowledge". Van Dijk concludes that the various kinds of knowledge of the participants are very important in describing and explaining how journalists and readers adapt their discourses to their own knowledge as well as to that of the other participants.

Koller (2005) discusses the relationship between critical discourse analysis and cognitive linguistics, particularly metaphor research, in which she views metaphor as a cognitive phenomenon in the scope of critical discourse analysis. Also, she views social cognition concept and the metaphoric models playing a role in the constitution of ideology which will help particular models gain prominence in discourse which will in turn, impact on cognition. To illustrate this point Koller by drawing on an extensive corpus of business magazine texts on mergers, showing how that particular discourse centers on an ideologically vested metaphoric model of evolutionary struggle.

Murata (2007) compares and contrasts the discourse of whaling in British and Japanese newspaper reports. The study is based on the critical discourse analysis theory, in which it investigates the ways of pro-and anti-whaling discourses are formulated in press through examining the use of the specific lexis, syntactic structures, and rhetorical devices. Murata claims that the British and Japanese news reports use very

different strategies in expressing their anti- and pro-whaling stances. Also, this study claims that the issue of whaling tends to be discussed under different cultural assumptions and values.

Finally, it can be concluded that the critics of media discourse deal with media texts in the scope of critical discourse analysis theory which focuses on the study of discourse from its social and psychological points of view through an analytic method. So, the study of media discourse has become more refined, more elaborate and more concerned with the study of social and psychological dimensions than it used to be. This is clear from the writers' concern in the field of media discourse with the study of social dimensions, such as socio-political, socio-cultural, socio-cognitive and socio-ideological. This development of the studies in the media discourse is due to the fact that the study of media has become more practical and methodological than theoretical. Also, media discourse has become more related to the study of political, cultural, linguistic and cognitive discourses. So, the study of media discourse is now set within multidisciplinary perspectives.

Socio- Stylistic Variations of *Al-Rai* and *The Jordan Times* Editorials

This section deals with the stylistic variations depending on the mental model of context formulated in the writer's cognition which strongly influences the selection of lexical items, syntactic structures and the modes of argumentation. Besides, this dimension allows the writer to form his stylistic devices to influence the public opinion or the international public opinion taking into account the attitudes of the people to whom he directs his opinion.

The study of lexical variation is usually carried out in what is traditionally called stylistics. Style variation may be explained in terms of the opinions of the writers and the ways they want to influence the readers. In a very broad sense, style may be defined as the set of those sentence and discourse structures that are potentially variable as a function of context. Furthermore, from a cognitive point of view, stylistic variation is partly a function of structures and opinions in the mental model of an event. Thus, negative opinions about other societies or outgroups, as stored in event models, typically will be lexicalized by negative words. Besides, stylistic and rhetorical variation is especially a discourse trace of context structures, such as the situation, setting, the interaction and especially the roles and cognitions of the participants.

In addition to that, socio- stylistic dimension is strongly based on the contexts which are mental constructs of participants, they are also individually variable interpretations of the ongoing social situation. Thus, they may be biased, feature personal opinions, and for these reasons also embody the opinions of the participants as members of groups. Besides, context models may be ideologically biased. This means that they may be constructed in accordance with the ideologies of society and the writer. Besides, socio-stylistic variation is mainly related to whom the writer of the editorials directs his speech which influences the selection of lexical items and other stylistic devices that are relevant to the attitudes and ideologies of the public opinion or the international public one.

In *Al-Rai* and *The Jordan Times* editorials, the writers of such editorials tend to employ many stylistic devices or strategies that are relevant to the addressed people. These stylistic devices employed by the writer take into account the attitudes and the ideologies of the people to whom the opinion discourse is directed. Thus, there will be stylistic variations between the two editorials embodied in the modes of argumentation, selection of lexical items, the persuasive method and other stylistic devices.

The opinion discourse of *Al-Rai* and *The Jordan Times* editorials is largely argumentative. This means that the writers of these editorials try to make their standpoints more acceptable, credible or truthful by formulating arguments that are purported to sustain the chosen point of view. In other words, such a discourse may be conventionally divided into two main categories: arguments and a conclusion, or a standpoint and arguments.

Moreover, argumentative structures do not appear to vary with ideology. The content of an argumentation may depend on our ideologies, but argumentation structure itself is probably independent of our ideology. This means that good and bad argumentation is something that varies with individual writers than with group membership. Various argumentative genres may be learned and be associated with a profession and hence with professional ideologies. In other words, an experienced journalist is probably more experienced in good argumentation than those who do not have such professional training and experience. Finally, the argumentative discourse in the editorials of *Al-Rai* and *The Jordan Times* is highly influenced by the institutional, professional, cultural, political and nationalist ideologies.

Let us now consider the two following examples from the editorials of *AL-Rai* and *The Jordan Times* in order to see the modes of argumentation in both editorials:

... شارون الآن يقوم بحملة إرهاب وتدمير وتقتيل واجتياح لمدينة نابلس ويفرض الحصار على باقي المدن الفلسطينية الأخرى ويمارس أبشع أنواع العقوبات الجماعية والحصار والتجويع ومنع سيارات الإسعاف من الوصول الى الجرحى والمصابين ناهيك عن سياسة الإبعاد التي بدأت تطبق عملياً وتسهم في خرق فظيع للمواثيق الدولية لا تجد من ينتقدها أو يدعو لمعاقبة إسرائيل على أفعالها المشينة

(*AL-Rai*, August 4, 2002)

Sharon is now involved in terrorizing, destroying, killing and outright onslaught on the city of Nablus and is imposing siege on the rest of the Palestine cities with the worst kind of collective punishments, starvation and not allowing ambulances to get to the injured. This is in addition to the policy of expulsion which has started to be practiced on the ground against all international conventions, and is not finding anybody to criticize it or call for penalizing Israel because of its vile actions.

2. (*The Jordan Times*, August 1, 2002)

The world watched a father lifting the body of his two-month-old daughter in Gaza last week and the line of black body on the grounds of the Hebrew University yesterday. Many are already bracing in fear, wondering what the next Israeli target will be and how many Palestinian civilians will be massacred in the next “anti-terror” move. Palestinian violence and Israeli violence are both ugly. But it is equally true that the Israeli government is the occupier, and the Palestinian people are the occupied.

From the previous opinion discourses about the Palestinian –Israeli conflict, we notice that both opinion discourses criticize the Israeli acts against the Palestinian people through an argumentative way which is based on the persuasive style in influencing the people’s attitudes and emotions towards this issue. This persuasive style which is the core of argumentation in both of opinion discourses is based on a psychological basis in which the writer tries to form a mental model of this event taking into account the emotions and the attitudes of people to whom he directs his discourse, so he chooses the words that arouse readers’ sympathy with the Palestinian people against the Israeli acts, such as “تدمير” *destroying*, “القتل” *killing*, “الإبعاد” *not allowing ambulances to get to the injured*, “الجرحى” *expulsion*, “*massacred*”, “*occupier*”. These words strongly affect the emotions of the public opinion and the international public opinion towards these Israeli acts. But the mode of argumentation and the persuasive style are different in the two opinion discourses towards this issue. The writer of *Al-Rai* editorial selects a style of argumentation and persuasion that directly criticizes the Israeli acts. In other

words, the writer in *Al-Rai* is strongly biased to the Palestinian side against the Israeli one. This is due to the addressed people in this discourse who are the Jordanians and the Arabs; they are biased to the Palestinians because of the Arabs' shared cultural common ground against Israel as an occupying state. On the other hand, the writer of *The Jordan Times* criticizes the Israeli acts against Palestinians in a moderate argumentation and persuasion. This is due to the international public opinion that can not accept direct bias to the Palestinian people without giving persuasive evidence. So, the writer resorts to describe what is going on in Palestine as a cycle of violence on both Israeli and Palestinian sides. He also influences the emotions of the international public opinion through referring to the "*father lifting the body of his two-month-old daughter*" and "*the line of black body bags on the grounds of the Hebrew University*". These two examples of the historical knowledge that describe an event occurring in Gaza play a very important role in persuading the international public opinion of the cycle of Palestinian and Israeli violence which will be acceptable and more relevant for the international public opinion. But the writer of *The Jordan Times* editorial is indirectly biased to the Palestinian people against the Israeli acts. This is clear from the words "*how many Palestinian civilians will be massacred*", "*Israeli government is the occupier*" and the quoted expression "*anti- terror*" which is the justification of the Israeli government acts against Palestinians. This indirect bias is a result of the Arabic shared cultural common ground against Israel as an occupier state. Thus, the argumentation in both opinion discourses is based on the persuasive style in persuading the addressed people of the writer's point of view through the selection of the relevant words and expressions which are suitable for the addressed people's attitudes, ideologies and emotions.

Another stylistic device employed in the titles of *AL-Rai* editorials is the rhetorical questions which do not have answers in the content of the editorials. These questions call the attention of the readers and they also express the intended main topic of the editorial. On the other hand, most of the titles in *The Jordan Times* are not headed by a rhetorical question. This contrast leads us to say that the writer of *Al-Rai* editorials resorts to use the rhetorical question as an attempt to attract the attention of the public opinion to read the editorial text. Besides, most of these rhetorical questions are based on the writer's cognitive processing in dealing with the issue that he writes about. In other words, the writer constructs a mental model of the event or the situation that he writes about and expects the readers to construct their mental model of the event when they read the title of the editorial. In contrast with *The Jordan Times*, we find that the reason of not heading the titles of *The Jordan Times* editorials with rhetorical questions is due to the fact that the writer of *The Jordan Times* in his opinion discourse to the international public opinion does not want to make a question with no answer, so he tries to be more direct, straightforward and brief. This criterion of writing *The Jordan Times* editorials is highly influenced by the western method of writing: the titles of editorials are subjected to shortness, directness, and straightforwardness. But, we find that *The Jordan Times* editorial end in a rhetorical question without an answer for the readers. This style is also western; it depends on the opinion and attitudes of the readers to answer the question. Let us consider the following examples from both *Al-Rai* and *The Jordan*

1. A. من يوقف المأساة ؟
(*Al-Rai*, August 4, 2002)
Who will stop the tragedy?
B. (*The Jordan Times*, August 1, 2002)
Stop the Cycle of Violence
2. A. معسكر السلام الإسرائيلي... هل بدأت اليقظة؟!
(*Al-Rai*, February 11, 2002)
Israeli peace camp... Did the awakening start?!
(*The Jordan Times*, February 5, 2002)

B. One man against peace

Commenting on the previous examples we notice that there is a stylistic variation in terms of the titles of the editorials. Although the titles of *Al-Rai* editorials have the same content as *The Jordan Times* ones, there are differences between the two types of editorials in the use of rhetorical questions in *Al-Rai* editorials. These rhetorical questions are ideologically biased to the nationalist, pan-Arab national, cultural common ground and political ideologies of Jordan. On the other hand, the titles of *The Jordan Times* are brief, direct and more relevant to address the international public opinion. They also need the reading of the content of editorial text to be understood by the readers. Besides, they have the western conventions of writing the titles of editorials. Thus, there are stylistic variations in regard to the titles of editorials of *Al-Rai* and *The Jordan Times* that are due to whom the writer directs his opinion discourse and to the mental model of event constructed by the writer which may be ideologically biased as we notice in *Al-Rai* and *The Jordan Times* editorials.

Moreover, there are lexical variations between the opinion discourses of *Al-Rai* and *The Jordan Times* editorials although they may have the same content and ideas. This is due to mental model of event or context constructed by the writer of the editorials who is influenced by the institutional, professional, cultural and nationalist ideologies, and to whom the writer directs his opinion discourse taking into account the attitudes and opinions of public opinion and the international public opinion. So, the use of lexical items should be relevant to the attitudes and the shared ideologies of addressed people.

Below is an example selected as a sample to shed light on the lexical variations between *Al-Rai* and *The Jordan Times* in regard to the Palestinian – Israeli conflict:

In the editorial of *Al-Rai* newspaper on March 5, 2002, we find that the title of the editorial “طريق العودة” “قبل أن تدخل المنطقة” which is translated into *Before the region enters the no-going-back road*, reflects to a certain extent the social message directed to the Arab readers of the newspaper towards the Palestinian – Israeli conflict. The writer of the editorial selects certain lexical items to influence the public opinion taking into account to whom he directs his message and the persuasive style in influencing the people’s attitudes towards the Israeli acts against Palestinian people. So, he uses the words “دماء الضحايا” *bloods of victims*, “أرض فلسطين التاريخية” *The historical land of Palestine*, “الاحتلال” *occupation*, “الاستيطان” *settlement*, “التهويد” *Judaization*, “إذلال” *humiliation*, “التجويع” *starvation*, “حصار” *siege*, “نهاية الاستعمار” *the end of colonialism*, “استهداف المدنيين” *targeting civilians*, “القصف العشوائي” *arbitrary fire*, “المدنيين الأبرياء” *innocent civilians*, “الثأر” *revenge*, “اليأس” *desperation*, “التطرف” *extremism*, “رسالة” *message*, “شارون المكتوبة بالدم والدخان والدمار والمجازر” *Sharon’s message which is written in blood, fire, destruction, massacre*. These words reflect the writer’s sympathy with the Palestinians in The West Bank against the Israeli acts.

In comparison with *The Jordan Times* editorial on March 13, 2002, which is titled “**Sharon must be stopped**”, we find that the writer of this editorial comments on the same issue in *Al-Rai* editorial, in which he mainly directs his speech to the international public opinion. In other words, the writer mainly conveys his message to the people who are not Arabs. In this editorial, the writer selects certain words which are relevant for the international public opinion; for example, he uses the words “*violence*”, “*peace mission*”, “*military confrontation*”, “*peace*”, “*security*”, “*peaceful dialogue*”, “*illegal occupation of Palestine*”, “*the ball is in the Israeli court*” and “*aspirations of millions of Arabs and Israelis for a dignified, secure and peaceful life*”.

Thus, the contrast between the two types of editorials shows us how the mental model of the event constructed by the writer is influenced by to whom the writer directs his speech as we notice in *Al-Rai*. The writer directs his speech to the Jordanian people taking into account the Jordanian people's attitudes and opinions towards the Palestinian question; similarly, the writer of *The Jordan Times* editorial directs his speech to the international public opinion, so he resorts to use certain words to express his moderate opinion taking into account the policy of the newspaper which influences his opinions and attitudes. The writer of *The Jordan Times* avoids using the words which show his bias towards the Palestinian people, so he criticizes the Israeli acts in an objective manner accepted by the international public opinion.

Finally, the opinion discourse of editorials is mainly influenced by the mental model of the event or the context constructed by the writer and by the status of addressed people, their cultural and ideological backgrounds. These factors influence the writer's style in persuading the people to whom he directs his speech or his opinion.

CONCLUSION

Thus, based on the analysis of the editorial discourse of *Al-Rai* and *The Jordan Times* newspapers, it can be concluded that the media language of Jordan takes the status of audience and readers into account when it is directed to the local public opinion and the international one. In other words, the media language of Jordan is directed in accordance with the cultural and ideological backgrounds of the people to whom it is addressed. Also, the status of audience and readers to whom the media language is directed influences the writers' style and psyche in the domain of media. Additionally, in the media discourse of Jordan, the writer's style and psyche are influenced by the institutional, nationalist, cultural ideologies and by the status of audience and readers to whom he directs his discourse. So, we notice that the lexical variations and modes of argumentation and narration in the opinion and news discourses of media language of Jordan are due to status of audience to whom the writer directs his discourse. Furthermore, the media language of Jordan directed to the local public opinion is more related to the cultural and pan-Arab national ideologies than that directed to the international public opinion. This is due to the shared cultural knowledge between the writer and the Jordanians and Arabs to whom he directs his media discourse. Finally, it is observed that the English and French media languages of Jordan are more moderate and relevant to the attitudes and opinions of the international public opinion.

Finally, I think that the study of the stylistic variations of the media language of Jordan should be tackled according to the status of audience and readers and their ideological and cultural backgrounds. These factors strongly influence the writer's psyche, attitudes and style in regard to the people to whom he directs his discourse. Also, I hope that future studies will tackle the relation of the stylistic variation of media language with other social and cognitive dimensions, such as the socio-institutional, socio-cultural, and socio-ideological ones.

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