

The Weighting Equation of the Qualitative Approach over the Quantitative One within the Framework of Discourse Analysis in its Socio-Media Dimension:

A Review of the Tools and Methodology

المعادلة الترجيحية للأسلوب الكيفي عن الكمي ضمن دائرة تحليل الخطاب في بعده السوسيوي إعلامي
- نظرة في الأدوات والمنهج -

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Abstract:

This study aims to explore the quantitative and qualitative dimensions of analysis within the framework of Discourse Analysis, as one of the analytical methodologies employed in media, political, and social studies, by highlighting the rationale behind prioritizing quantitative or qualitative approaches when applied within a single study. According to Van Dijk, Discourse Analysis primarily aims at interpreting qualitative data rather than quantitative data. Two models of the Argumentation Path tool were employed, one within a qualitative dimension and the other within a quantitative dimension.

The study concluded that Discourse Analysis tools vary in how they are adapted for analytical frameworks, and each research project possesses distinctive characteristics that differentiate it from others.

Keywords Discourse Analysis; Quantitative Approach; Qualitative Approach; Methodology.

ملخص:

تهدف هذه الدراسة إلى استكشاف الأبعاد الكمية والنوعية للتحليل ضمن إطار تحليل الخطاب، باعتباره أحد المنهجيات التحليلية المستخدمة في الدراسات الإعلامية والسياسة والاجتماعية وذلك من خلال تسليط الضوء على الأساس المنطقي وراء ترجيح المناهج الكمية والنوعية عند تطبيقها في دراسة واحدة. فحسب فان ديك يهدف تحليل الخطاب في المقام الأول إلى تفسير البيانات النوعية أكثر من البيانات الكمية. وقد تم الاستعانة بنموذجين لأداة مسارات البرهنة ضمن بعد كيفي وآخر كمي.

وخلصت الدراسة إلى أنه تختلف أدوات تحليل الخطاب في طريق تكييفها لاستمارة تحليل الخطاب، وكل بحث له مميزاته تختلف عن غيره من البحوث.

كلمات مفتاحية: تحليل الخطاب، الأسلوب الكمي، الأسلوب الكيفي، المنهج.

1. INTRODUCTION

Discourse Analysis,” as a set of procedures, has become a research focus for many theorists across various scientific disciplines and specializations, such as Sociology, Psychology, and others. Linguistics, in particular, has shown a significant interest in discourse, considering language as a vessel encompassing diverse human activities, including thought, literature, politics, dialogue, and others. Nevertheless, there is a general consensus regarding the pioneering role of Zellig Harris (1952) in this field through his study entitled “Discourse Analysis.” In this section of the research, we seek to eliminate the ambiguity surrounding the concepts of discourse analysis, identify its most important approaches, particularly the principal approaches employed in our study, and clarify their relationship with neighboring fields of knowledge, most notably Stylistics, Pragmatics, Semantics, and Rhetoric.

Discourse constitutes the means through which all sciences present their subjects and interpret their theories; it is the vessel into which their corpora are poured, and through which their research is documented and preserved. Consequently, discourse has become a scientific field of interest to various scholarly studies. These studies frequently employ the term “discourse” alongside diverse designations, such as cultural discourse, media discourse, political discourse, Sufi discourse, and others, which have led to multiple definitions of discourse as an act combining both speech and action. Thus, discourse is defined either as the verbal exchange between individuals engaged in communication as interlocutors, raising the issue of the relationship between language and speech, or as a linguistic expression of thought, thereby raising the question of the relationship between language and thought.

Returning to the method of Discourse Analysis, it is an approach widely adopted by numerous studies for analyzing their media content from various perspectives, disciplines, and approaches. Some studies seek to achieve results based on a quantitative orientation in analysis, while others adopt a qualitative orientation; there are also studies that combine both approaches, thereby forming different types of research, namely quantitative and qualitative studies. The latter traces its emergence back to “the beginning of the twentieth century, when there existed only one type of research, namely quantitative research. By the end of the century, however, two types of research had emerged: quantitative and qualitative research. Qualitative research came as an addition to scientific inquiry, so that each type of research acquired its own characteristics, objectives, and standards. Nevertheless, it is rare to find purely quantitative research. Quantitative research

initially emerged within the natural sciences, such as Physics and Chemistry” (Abu Allam., 2013, p. 84).

Whereas qualitative research emerged as an alternative to traditional quantitative research, the ideas underlying qualitative research developed during the late eighteenth and early nineteenth centuries across numerous fields (Abu Allam., 2013, p. 88).

However, some studies are often described as qualitative research merely because they rely on specific analytical methods, whereas in reality they may be both quantitative and qualitative, that is mixed-method research, or they may be purely qualitative. Among these are studies that adopt the Discourse Analysis method in their analytical process.

Our research paper seeks to uncover these dimensions in the quantitative and qualitative employment of discourse analysis for the examination of socio-media content through the following research problem:

How is the Discourse Analysis method employed, in its quantitative and qualitative dimensions, during the analytical process within socio-media studies?

2. Research Questions: This paper is concerned with a set of questions, the most important of which are:

- What is the Discourse Analysis method, and what are the main differences between it and Content Analysis?
- To what extent are the tools of Discourse Analysis capable of adopting quantitative analysis, qualitative analysis, or both simultaneously?
- How have certain socio-media studies employing Discourse Analysis as a methodological approach utilized its quantitative and qualitative dimensions?

3. Significance of the Study:

The significance of this study lies in its attempt to reveal the reasons behind the tendency of scientific research across various disciplines to favor qualitative approaches in discourse analysis over quantitative approaches. It also highlights the points of divergence between two principal methods, namely Discourse Analysis and Content Analysis. Furthermore, the study sheds light on the quantitative and qualitative dimensions involved in the employment of discourse analysis tools during the examination of Arabic texts.

4. Study Terminology

4.1. The Linguistic Definition of Discourse in the Arab Heritage: Al-Firuzabadi defines it in *Al-Mu'jam Al-Wasit* as follows:

“خاطبه ، مخاطبة ، وخطاباً؛ أي كلمه وحادثه، وخاطبه: وجه إليه كلاماً، والخطاب الكلام. ج: خُطوب، وخطب الخاطب على المنبر خطابة بالفتح، وخطبة ، بالضم، وذلك الكلام: خطبة أيضاً، أو هي الكلام المنثور المسجّع ونحوه، ورجل خطيب: حسن الخطبة (Al-Shirazi., 1301 AH, pp. 62-63).

This definition presents discourse as an act of verbal communication that involves interaction between individuals through speaking and conversation. It emphasizes that discourse is not merely isolated words, but a communicative process in which speech is directed from one person to another. The definition also expands the concept beyond everyday dialogue to include formal and rhetorical forms of expression, such as sermons and eloquent public speaking. Moreover, it associates discourse with persuasion and linguistic artistry through references to rhymed prose and oratory. The mention of the **khatib (orator)** highlights the importance of eloquence, fluency, and the effective use of language in shaping discourse. Overall, the definition reflects both the communicative and rhetorical dimensions of discourse within the Arabic linguistic tradition.

4.2. The Terminological Definition: Hinds and Hearst affirm that discourse is: “Ideas organized within specific sequential structures as a result of limited effects (raising issues and criticizing them), and it therefore represents the outcome of that system.” Tzvetan Todorov shares the same view, asserting that discourse: “is that which introduces us to thought; it is invisible and impossible to describe.” Thus, discourse is a message transmitted by the writer, sender, or speaker to a receiver, addressee, or reader, containing information that concerns only them. (Ghamsha, 2018, p. 08). As for Abu al-Baqa al-Kafawi in *Al-Kulliyat*, he states: “Discourse is speech intended for conveying understanding to one who is capable of comprehension; speech that is not intended to make the listener understand is not called discourse.” (al-Kafawi, 1412 AH/1992 CE, p. 51)

4.3. Operational Definition: discourse is a complex construct composed of linguistic units, whether spoken or written, that goes beyond a single sentence and is subject to an arrangement among its parts. It includes words, structures (semantic), and sentences, and is intended for persuasion. Its formation and internal composition are governed by rules that vary according to languages. It reflects social and cultural practices within society. Thus, discourse is an arena crowded with multiple linguistic manifestations whose interpretation extends to various disciplines, such as Rhetoric, Pragmatics, Linguistics, and others. In this sense, it is considered a means of communication between the addresser and the addressee within a particular context. It is also associated with a specific field of knowledge, such as literary discourse, philosophical discourse, ideological

discourse, educational discourse, and others. What concerns us here is the political field. Accordingly, its significance in the study is expressed as follows:

{Discourse = Text + Context}.

4.4 Methodology: It is “the objective approach followed by the researcher in studying a given phenomenon. No scientific research can be conducted without a clear methodology. Methodology is the art of organizing ideas, whether for discovering an unknown truth or for proving a truth already known to us.” (Al-Sawy & Mubarak, 1992, p. 26).

Our study relies on the Discourse Analysis method, which we employ in both quantitative and qualitative ways. Raja Mahmoud Abu Allam states: “The terms ‘quantitative’ and ‘qualitative’ are used to distinguish between the two approaches, and the choice depends on the nature of the problem or subject under study, where one approach may be more suitable than the other. However, this does not prevent one approach from employing the methods of the other if this contributes to strengthening the research methodology used. In other words, both approaches may be employed within the same study.” (Al-Sawy & Mubarak, 1992, pp. 37-38).

The term *methodology* corresponds in English to the word *Curriculum*, which derives from the Latin root *Currere*, meaning a racecourse, that is, the path followed by a person to achieve a particular objective. It is mentioned in the Qur’an in the verse: {لِكُلِّ جَعَلْنَا مِنْكُمْ شِرْعَةً وَمِنْهَاجًا} (Surat Al-Ma’idah, verse 48), in the sense of a clear path free from ambiguity or obscurity. Hence, the scientific method is defined as: “an organized plan involving several mental or sensory operations aimed at discovering or demonstrating a truth.” (Al-Mashhadani, 2019, p. 115). And Saleh Mostafa Al-Fawal defines methodology by stating: “The term methodology in the natural, social, or scientific sciences refers to scientificness, and it means following specific steps and conditions in order to achieve the aim of science; these conditions and steps constitute the methodology (Jaafari, 2021-2022, p. 6). Research methodology is therefore considered a design and logical structure for research, without which scientific study cannot proceed. Indeed, research design — its stages and methodology — provides the gradual or sequential guide for all the steps that must be followed step by step in order to achieve the ultimate objective of scientific research, namely identifying the causes that led or motivated the researcher or the concerned institution to conduct the scientific study, in addition to proposing all possible means capable of addressing the problem or phenomenon under investigation.” (Houchi, November 2018, p. 179)

4.5 Content analysis: Bernard Berelson considers Content Analysis to be one of the research methods used in describing the manifest content or explicit meaning of media material in an objective, systematic, and quantitative manner. It is a research

method that aims to analyze the manifest content or explicit meaning of communication material and describe it objectively, methodologically, and quantitatively through numerical data (Muhammad Al-Hassan, 2005, p. 162). And Categories are considered the significant elements within the document or documents under analysis, and they are determined according to the objectives pursued by the study (Murtadh Nafousti, 2016, p. 145).

Whereas Mohamed Abdel Hamid argues that there is a clear difference in some of the determinants related to the definition of Content Analysis, through which two major orientations can be identified: (Abdul Hamid, 2008-2009, pp. 7-8)

- **The first orientation:** the descriptive orientation in Content Analysis, which accompanied the early stage of its emergence and continued thereafter.
- **The second orientation:** the inferential orientation in analysis, which goes beyond merely describing content to drawing inferences about the elements of the media process and the implicit or latent meanings within the content. This orientation emerged during the late 1950s and early 1960s. In this regard, Harold Lasswell, Abraham Kaplan, Irving Janis, and Dorwin Cartwright agree in limiting the function of Content Analysis to this objective.

5.The Methodological Dimensions Distinguishing Discourse Analysis from Content Analysis:

“Discourse Analysis,” as a set of procedures, has constituted a focus of research for many theorists across various sciences and academic disciplines, such as Sociology, Psychology, and others. Linguistics has also shown particular interest in discourse, considering language as a vessel encompassing diverse human activities, including thought, literature, politics, dialogue, and others. Nevertheless, there is a general consensus regarding the pioneering role of Zellig Harris (1952) in this field through his study entitled “Discourse Analysis.” In this section of the research, we seek to remove the ambiguity surrounding the concepts of discourse analysis, identify its principal approaches, particularly the approaches employed in our study, and clarify their relationship with neighboring fields of knowledge, most notably Stylistics, Pragmatics, Semantics, and Rhetoric. The definition of discourse differs from one scholar to another, and some of these definitions may be summarized as follows:

5.1. George Mounin’s Definition of Discourse Analysis: Georges Mounin defines it as: “Every technique that seeks the general and formal establishment of the relationships existing between the linguistic units of spoken or written discourse at a level higher than that of the sentence.” (Mounin, 1974, p. 26).

5.2. Jonathan Potter’s Definition of Discourse Analysis: In his book *Discourse Analysis* (2004), Jonathan Potter defines it as: “The research process or methodological tool concerned with studying that interaction on the basis of

analytical materials, which may be spontaneous, such as conversations occurring within the context of interaction regardless of whether the researcher participates in them or not. They may also take the form of interviews and focus groups, or various types of texts, including daily memoirs, newspapers, medical records, and e-mail discussions, among others” (Salah El-Din Abdullah, 2013, p. 198).

5.3 The Definition of Discourse Analysis according to Charaudeau and Maingueneau in *The Dictionary of Discourse Analysis*: Patrick Charaudeau and Dominique Maingueneau approached it from three perspectives (Abidi, 2016, pp. 33-35):

- Discourse Analysis as the study of discourse, a view best represented by van Dijk, who considers Discourse Analysis to be: “the study of the actual use of language by real speakers in real situations.”
- Discourse Analysis as the study of speaking, considering that discourse is an interactive activity.
- Discourse Analysis as a particular perspective on discourse. This orientation calls for avoiding the restriction of discourse analysis to linguistic, sociological, or psychological analysis alone; rather, it advocates employing all these disciplines together in analyzing discourse.

It can be inferred from the foregoing that the field of Discourse Analysis is characterized by considerable epistemological instability, owing to the interdisciplinary overlap of the fields that theorize it, particularly Psychology, Sociology, and related disciplines. This complexity is reflected in the plurality of its approaches, as each field privileges certain dimensions over others, thereby constructing a specific analytical approach with its own theoretical foundations. Such foundations may either intersect with or diverge from other approaches within their respective epistemological neighborhoods. This is precisely what we seek to demonstrate in the following research section devoted to the approaches of Discourse Analysis.

5.4. The difference between content analysis and discourse analysis:

- Discourse Analysis and Content Analysis share the same research material, namely what is referred to as content — including texts, messages, and discourses. However, they differ in the theoretical foundations and principles upon which each is based. In order to clarify the distinction between them, it is necessary to consider some scholarly perspectives that have addressed this issue. Some researchers argue that Content Analysis relies primarily on counting words, categories, or classifications based on labels, with manifest content constituting the principal focus of analysis. In contrast, Discourse (Ghamsha, 2018, p. 20).

- In Discourse Analysis, it is fundamentally recognized that linguistic data or information require a mode of treatment that is less concerned with manifest meaning and more attentive to the power of language, as well as to the variations and contexts of linguistic usage. Undoubtedly, frequency counting remains a necessary element here; however, it serves merely as a preliminary step toward examining usage within a broader institutional and social context, where frequency may not necessarily constitute the best indicator of significance. The significance of media discourse, for instance, lies in the implicit interpretive frameworks and underlying rules of interpretation that must be extracted from the discourse itself. (Ghamsha, 2018, p. 21).

From this perspective, Mostafa Fawaz Mostafa Abu Ghamsha identifies the differences as follows:

- Content Analysis constitutes a cumulative description of texts over a specific period of time, whether long or short. Ultimately, it answers the following questions: What topics do the texts address? How are they presented through a medium or broadcasting tool? In contrast, Discourse Analysis situates the text within the moment of social practice in order to express an event, occurrence, or idea through the perspectives of both the writer and the receiver, influenced by the contextual structures shared between them.
- Content Analysis deals with the abstract structure of texts, whereas Discourse Analysis is concerned with the dialectical relationship between the researcher's interpretation of the event, occurrence, or idea and its formulation within discourse on the one hand, and the receiver's interpretation of that discourse concerning the same event at the moment of reception on the other.
- Content Analysis focuses on what writers intend to communicate to the receiver through the linguistic structure of the text, rather than on the text itself and the mode of its presentation. It also emphasizes the repetition, presence, or absence of specific characteristics and features within the content. Discourse Analysis, however, relies in its examination on linguistic studies, particularly Stylistic Analysis, Semantics, and Context in presenting texts related to events and occurrences. It further analyzes argumentative trajectories, frames of reference, and active forces. These roles and methods constitute the minimum requirements in discourse study and allow for drawing inferences concerning the dialectical relationship between the writer and the text, the receiver and the text, and ultimately between writers and receivers regarding such events and occurrences.

6.The use of statistics in discourse analysis:

The coding process is necessarily followed by statistical analysis, which is conducted according to specific criteria. Frequency counting constitutes one of the

simplest statistical procedures carried out at the level of analysis; that is, performing a count of the number of occurrences of certain linguistic phenomena within particular types of texts (Changning & Guanzi, 2016, p. 187). Frequency carries particular implications at the level of semantic analysis, and among the criteria with which the researcher is concerned are:

- **Frequency Criterion:** The argumentative value of repetition lies in its influence on the receiver in order to persuade them of the issue being presented. As Al-Jahiz states: ”التقليل للتخفيف، والتطويل للتعريف، والتكرار للتوكيد والإكثار للتشديد” (Al-Jahiz, 2000, p. 114). This means that the function of repetition lies in emphasizing the validity of a particular opinion, insofar as “repetition is intended to reinforce the argument concerning what is being advocated.” Thus, repetition is a rhetorical device aimed at strengthening the argument through emphasis and reaffirmation. (Al-Askari, 2000).

The statement means that each linguistic style serves a specific communicative and rhetorical purpose:

- **“Reduction is for lightening”** means that brevity or conciseness is used to simplify speech and avoid unnecessary heaviness or complexity.
- **“Elaboration is for clarification”** indicates that extending or expanding discourse helps explain ideas and make meanings clearer to the audience.
- **“Repetition is for emphasis”** suggests that repeating words, expressions, or ideas strengthens their impact and reinforces them in the mind of the receiver.
- **“Abundance is for reinforcement”** means that the extensive use of arguments, examples, or expressions contributes to consolidating and strengthening the intended message.

Overall, the quotation highlights the rhetorical function of repetition and stylistic variation in achieving persuasion and influencing the audience within discourse.

Repetition, at its simplest level, occurs when a speaker utters a word and then repeats it exactly, whether the words have the same meaning or a different one, or when the speaker expresses a meaning and then restates it. In the latter case, the first and second meanings must be identical. If both the words and meanings are identical, the benefit lies in reinforcing and confirming the matter in the mind. Similarly, if the meaning is identical, even when the words differ, the repetition serves to emphasize that meaning. If the words are identical but the meanings differ, the repetition serves to convey two distinct meanings. (Matloub, 1989, p. 370). As for **complex repetition**, it occurs at the level of sentences, involving the repetition of sentences or phrases with certain modifications within them. (Kharfi, 2014/2015, p. 65).

However, our study is not limited to the recurrence of words and expressions from a purely lexical perspective; it aims to examine the repetition of semantic structures and their rhetorical composition. George Molinie states regarding repetition: The first occurrence is usually unnoticed and gains significance only through the subsequent recurrence, which leads us to acknowledge that repetition is a constructive process. The speaker employs the recurrence of words and expressions across sentences and paragraphs as a strategic means to influence the audience.

From this perspective, we have moved from the concept of repetition in discourse in its primary, manifest form—its rhetorical aspect—to observing repetition as a mechanism for identifying the persuasive dimension of discourse. This is achieved through the recurrence of words and expressions following the initial occurrence, as such repetition imprints emphasis and reinforces the impact within the discourse.

Accordingly, the first occurrence in the text is significant for us, as it serves as an indicator of the absence of meaning. From this, it becomes clear that repetition does not occur randomly but intentionally, for “there is no repetition without something being repeated” (Gilles, 1981, p. 36). Thus, the use of repetition is intentional and deliberate, which leads us to acknowledge the convergence of both the repetition technique and the argumentative technique at a central point: persuasion. Its occurrence can be observed and measured through statistical analysis.

7. Examples of Employing the Quantitative Dimension in Discourse Analysis:

In this study, one analytical tool has been selected from among the various instruments employed in Discourse Analysis. Multiple tools can be utilized by researchers for examining discourse; the following illustrates one such example:

Argumentation Path Analysis Tool: This tool was employed to observe and interpret the arguments and evidence used by the speaker to affirm, refute, or question particular statements, ideas, or events. It was defined based on Aristotle’s conception of persuasion (Ethos, Pathos, and Logos) and on Perelman and Olbrechts-Tyteca’s framework for classifying arguments into various types. Of particular interest to our study are the arguments that construct the framework of reality, which rely on the intensification of figurative expressions, including (المثل، التمثيل والشاهد، النموذج). This is achieved through the identification of central theses supported by subsidiary arguments: “The subjects of discourse are condensed and organized into a linguistic sequence that concentrates meaning to produce the intended discourse effect (Abdel-Maqsoud, 2012, p. 23)

When reviewing some studies, it becomes evident that this tool is employed either in a quantitative and qualitative manner or solely qualitatively. For instance, in Dr. Ferrah's study entitled "*The Persuasive Use of Figurative Expressions in Arab Political Discourse: A Socio-Cultural Approach — A Comparative Analytical Study of Presidential Speeches from 2010 to 2011*", the researcher applied the tool qualitatively within a rhetorical-argumentative analysis following a stylistic approach. She drew on several diagrams illustrating the paths of argumentation within the rhetorical hierarchy by analyzing components of the discourse, namely the introduction, body, and conclusion. Similar applications can be observed in the following studies (Ferrah, 2019-2020):

- **Analysis of the Third Field (Events: Dynamic Events):** this field includes the following expression:

-Metaphor of movement and transition: In the statement, "تونس لنا جميعا ... والخروج بها من مرحلة"، **Speech by former Tunisian President Zine El Abidine Ben Ali during the Arab Spring**. This expression is built on an analogical relationship. The act of leaving a building at risk of collapse or a confined space (the *source*) is likened to bringing Tunisia out of a difficult situation requiring support (the *target*), enabling it to reach better conditions capable of facing future challenges.

استعارة حركة وانتقال: في قوله: «تونس لنا جميعا [...] والخروج بها من مرحلة جديدة تؤهلها أكثر لمستقبل أفضل»، بني التعبير على علاقة مشابهة، فشبه الخروج من مبنى به خطر مهدد بالسقوط أو من مكان ضيق خانق (المستعار منه)، بالخروج بتونس من وضع سيء الذي تحتاج إلى مساندة، للانتقال بها إلى أوضاع أفضل، تجعل منها قادرة على مواجهة تحديات المستقبل (المستعار له)، والقرينة (الخروج و الانتقال)، فقد أبقى على المستعار له، إذن الاستعارة مكنية.

The preceding analysis indicates that the speaker pursues multiple arguments, integrating the previous classifications, notably:

- **Argument of Claim Acceptance:** Embedded in the discourse is the promise of returning security to Tunisia and protecting it.
- **Summarization Argument:** This pragmatic argument presents the audience with a concise overview of the key claims, which the speaker seeks to reinforce according to the sequence of points raised in the speech.
- **Appeal to the Audience's Emotions:** Zine El Abidine aims to evoke emotional engagement from the Tunisian audience by appealing to a sense of citizenship, alongside addressing cognitive factors such as the need for the return of security and stability. He employs a pathos-driven strategy, portraying Tunisia as vulnerable and in need of repair. The speech concludes with the farewell phrase (السلام عليكم ورحمة الله تعالى وبركاته). The rhetorical and argumentative scale is defined as follows:

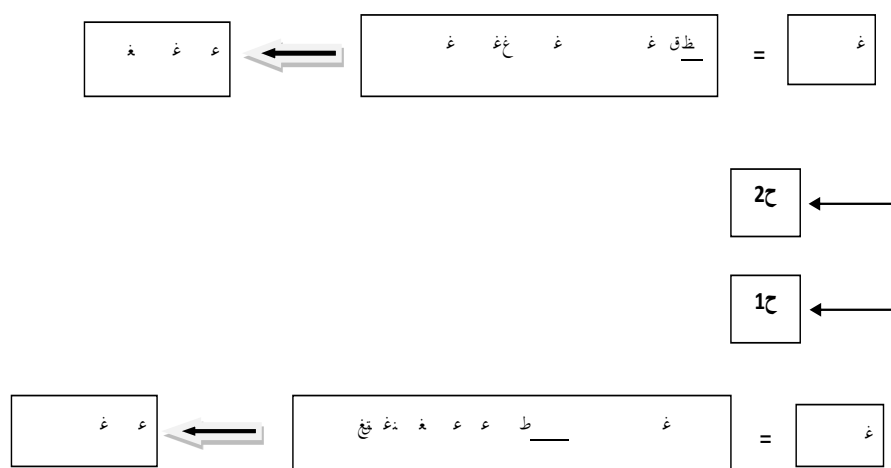


Figure (01) the second rhetorical argumentative scale for the key word "developmental challenges" in the first speech of Zain al-Abidin bin Ali.

From the preceding diagram, it becomes evident that the construction of the rhetorical hierarchy varies depending on the boundaries it encompasses on one hand, and the intended persuasive objective on the other. Achieving this objective necessitates the intensification of figurative expressions contained within it. Whenever the speaker anticipates difficulty in persuading the audience or fears potential failure, they seek to marshal the strongest possible arguments, composed of figurative expressions that contribute to persuasion and reveal the implicit space—meaning that the audience themselves are prompted to uncover the underlying rhetorical imagery and transition from one meaning to another.

The above analysis demonstrates that the researcher preferred a **qualitative approach** in employing the Argumentation Path tool within the framework of Discourse Analysis.

When another example is considered, illustrating the combined quantitative and qualitative use of the tool, we find, for instance, the study by Souad Lakhel entitled *"The structure of argumentative discourse in newspaper columns - a pragmatic study of the "Point of Order" column in Al-Khabar Al-Yawmi newspaper"*. In this study, the researcher applied the tool using both quantitative and qualitative approaches. The following figure illustrates this application (Lakhel, 2016/2017):

النسبة المئوية %	التكرار		
% 56.17	50	الحجج المؤسسة على بنية الواقع	الأليات
% 16.85	15	الحجج المؤسسة لبنية الواقع	الحجاجية
% 10.11	09	الحجج المنطقية و الشبه منطقية	عبر
% 08.98	08	مسارات البرهنة	مؤشرات
% 07.86	07	السلالم الحجاجية	التلفظية
% 100	89	المجموع	

Figure (02): the analysis of verbal argumentative units within the quantitative method.

Based Analysis can similarly be applied. For example, the **Active Forces Analysis Tool** is grounded in analyzing the representation of a given discourse for a group of significant actors, observing the actions (roles) and attributes ascribed to them, and evaluating these roles and attributes positively or negatively from the perspective of the discourse. By analogy, the same approach can be applied to other Discourse Analysis tools, such as the **Reference Analysis Tool** and the **Semantic Fields Analysis Tool**. on the two models and following the same approach, other tools in Discourse

8.CONCLUSION:

Through this study, we sought to uncover the weighting equation that prioritizes the qualitative dimension over the quantitative approach in Discourse Analysis, drawing on two studies that employed the same tool but with different orientations. This divergence can be attributed to several considerations:

- Discourse Analysis comprises multiple approaches, each with its own foundations. Researchers working within this methodological framework must adhere to the boundaries of these approaches and understand how to apply them properly.
- Discourse Analysis utilizes statistical methods to observe repetitions, which are then highlighted and analyzed qualitatively to interpret specific phenomena within the studied material.
- It is not incorrect for a researcher to apply Discourse Analysis within a quantitative dimension; however, the qualitative dimension should be prioritized based on the fundamental principles and approaches of the method.
- The research problem, questions, type of material, and research objectives all play a role in establishing the weighting between quantitative and qualitative analysis within Discourse Analysis.

- Discourse Analysis tools vary in how they are adapted for analysis, and each study has unique features that differentiate it from others.
- Discourse involves units and syntactic rules that can be described and identified.

Finally, as the scope of linguistic research in Discourse Analysis expands to encompass multiple dimensions, the conditions of utterance production have become elements worthy of study. Different expressive patterns of language—whether in dialogue, conversation, or written text—are now examined as actions with social dimensions and functions. This allows for the identification of discourse rules governing all forms of human utterance. Consequently, language is no longer considered solely at the formal, explicit level of speech, but also at the implicit level, which is revealed through multidimensional contexts. Accordingly, many research situations require quantitative interpretation, while others necessitate qualitative analysis.

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