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A Pragmatic Discourse Analysis of Media Contexts and Political Messages in Iraq

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Abstract

Pragmatics in the discourse analysis of media contexts and political messages in Iraq plays a crucial role in shaping political communication strategies. Pragmatic discourse analysis helps to uncover how politics and the media use language as a tool to achieve specific goals across various contexts. This research contributes to understanding how media and political discourse in Iraq is influenced by social, cultural, and political factors, while shedding light on the strategies employed in these messages through a pragmatic lens. The study applies Critical Discourse Analysis (CDA) to examine the relationship between language and social power structures. This approach focuses on how language is used to construct social and political realities and how it can serve as a tool for establishing or challenging dominance and authority. The research finds that communicative intention represents a key pragmatic element that plays a vital role at specific points in the communication process. Discourse emerges as a central concern in both social and political domains. Pragmatic concepts of language transform ordinary rhetoric into structured speech acts with normative linguistic dimensions. Furthermore, the study reveals that the pragmatic analysis of discourse in Iraqi media and political messages uncovers a complex interaction between language and politics, where rhetorical strategies and speech acts are used to influence public opinion, construct social and sectarian identities, and achieve political goals.

Keywords: Discourse analysis, Iraq, media contexts, political messages, pragmatics, speech acts

ملخص

تلعب البراجماتية دورًا حاسمًا في تحليل خطاب السياقات الإعلامية والرسائل السياسية في العراق، إذ تسهم في وضع استراتيجيات فعّالة للاتصال السياسي. يساعد تحليل الخطاب البراجماتي على فهم كيفية توظيف السياسة والإعلام للغة كأداة لتحقيق أهداف محددة في سياقات مختلفة. يساهم هذا البحث في توضيح أثر السياقات الاجتماعية والثقافية والسياسية في تشكيل الخطاب الإعلامي والسياسي في العراق، مع تسليط الضوء على الاستراتيجيات اللغوية المستخدمة في هذه الرسائل من خلال التحليل البراجماتي. وقد اعتمد البحث على تحليل الخطاب النقدي لدراسة العلاقة بين اللغة والقوى الاجتماعية، حيث يركّز هذا المنهج على كيفية استخدام اللغة في تشكيل الواقعين الاجتماعي والسياسي، وعلى دورها كوسيلة لترسيخ الهيمنة أو تحدّيها. وتوصّل البحث إلى أن النية التواصلية تُعد عنصرًا براجماتيًا محوريًا يؤدي دورًا مهمًا في لحظات معينة من عملية الاتصال. ويُعدّ الخطاب محور اهتمام رئيسيًا في الحقول الاجتماعية والسياسية، إذ تُحوّل المفاهيم اللغوية المرتبطة بالبراجماتية الخطابةَ التقليدية إلى نشاط لغوي منسق ذي أبعاد معيارية. كما أظهر البحث أن تحليل الخطاب البراجماتي في الرسائل الإعلامية والسياسية في العراق يكشف عن تفاعل معقّد بين اللغة والسياسة، تُستخدم فيه الاستراتيجيات البلاغية وأفعال الكلام لتوجيه الرأي العام، وبناء الهوية الاجتماعية والطائفية، وتحقيق أهداف سياسية.

كلمات مفتاحية :تحليل الخطاب، العراق، السياقات الإعلامية، الرسائل السياسية، البراجماتية، أفعال الكلام

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Introduction

Pragmatic discourse in media contexts and political levels plays an important role for individuals. Individuals who want to know what is happening around the world review or scan newspaper headlines. The responsibility of newspapers and media contexts is primarily to attract viewers and readers. To draw the reader's attention to a problem that is occurring and turning into a critical issue in the reports, editors or authors speak directly to the reader. Therefore, specific linguistic and pragmatic elements are relied upon to clarify the ideas and concerns intended to be communicated to individuals through the news reported and published in newspapers. News can affect people's lives or arouse their interest in a particular topic or issue; in short, readers cannot engage if they do not scan or look at the headlines or news articles (Al-Saedi & Jabber, 2020, p.49; Reah, 1998).

Analyzing political discourse is a challenging and multidimensional task that requires a practical approach, especially when it comes to media contexts and political messages (Elieba, 2022, p.15). Understanding the contextual elements of media contexts and political messages and the linguistic and cognitive components of manipulative political discourse is essential (Deviatnikova, 2021, p.1). Moreover, examining the language used to implement persuasive tactics as well as identifying semantic pragmatic features and rhetorical markers are all part of the pragmatic study of political discourse (Gurevich, 2022, pp. 27-30). It is crucial to take the case study methodology into account while conducting a practical analysis of political discourse. A comprehensive knowledge of discursive phenomena can be gained through case-oriented anسalysis, which enables researchers to maintain an empirical connection with the cases being studied (Sandelowski, 2010, p.155). Moreover, distinguishing between specific types of political discourse, such as the UK Prime Minister's Question Time, and investigating their pragmatic features contributes to a comprehensive analysis of political discourse (Murtarelli et al., 2021, p. 930).

A multifaceted approach that takes into account linguistic, cognitive, rhythmic, and methodological factors is needed for the pragmatic study of political discourse, especially within the context of media contexts and political messages in Iraq. By combining these multiple perspectives, researchers can gain a comprehensive understanding of the contextual, persuasive, and manipulative elements of political language in media contexts and political messages (Al-Saedi & Jabber, 2020, p.50). Analyzing the practical strategies used by media professionals is essential to understanding how political communication influences public opinion and the democratic process. Even while political communication and pragmatic analysis have been studied, there are still many unanswered questions, especially when it comes to media contexts and political messages in Iraq (Drămnescu, 2016, p.50).

The need to understand how pragmatic strategies are applied to shape ethical interactions between humans and machines, as illustrated by the phenomenon of computational propaganda in political communication, is an example of this gap (Murtarelli et al., 2021, p.934). Moreover, dialectical pragmatic frameworks that facilitate gender-based analysis of political conflicts provide a useful approach to investigating how political discourse is cognitively constructed. In addition, the influence on public opinion and the democratization

process depend heavily on the ethical dimensions of political communication and democratic participation (Malik, 2022, p.1).

The importance of this research comes from the significance of pragmatic discourse analysis of media contexts and political messages, which represent an important area of research. Studies of pragmatic discourse analysis of media contexts and political messages in Iraq are scarce. Pragmatic discourse analysis helps understand how politics and the media use language as a tool to achieve certain goals in multiple contexts. Through this research, it is possible to shed light on how media and political messages in Iraq are used to persuade or motivate the audience, as well as how different contexts affect the interpretation of these messages. This research will contribute to understanding how media and political discourse in Iraq can be influenced by the social, cultural and political context, while shedding light on the strategies used in these messages through pragmatic analysis. This study will be of particular importance in providing new insights into how public opinion is steered in multidimensional environments. Therefore, this study represents a good reference for future studies as it will provide researchers interested in the field of pragmatic and discourse analysis with valuable literature, recommendations and suggestions for their proposed studies.

Therefore, the problem of the current research lies in answering the following main research question: **What are the prominent/ common speech acts used in media and political messages in Iraq**?

The main question is divided into the following sub-questions:

1. How is pragmatic discourse employed in media and political messages in Iraq?
2. How do political discourses reflect cultural and social identities in Iraq?
3. What are the rhetorical strategies used in Iraqi media to achieve political goals?
4. How do social and political contexts in Iraq affect the interpretation of political and media messages?
5. What role do media (traditional and social) play in shaping pragmatic discourse in Iraq?

Literature Review

This section includes clarifying pragmatics, political discourse, pragmatic Analysis in political Context and previous related studies.

Pragmatics

Pragmatics has historically gained significant importance from the study of language. This importance is linked to its interdisciplinary nature, combining the fields of philosophy, psychology, and linguistics. The most prominent researchers in pragmatics were S. Peirce, R. Carnap, and S. Morris, who examined the relationship between signs and usage. According to the analysis of their findings, pragmatics should be divided into two subfields: "sociolinguistic analysis and discourse analysis". First, since spoken language is the most important component in the interpretation of a sentence, pragmatics aims to analyze the context-dependent meaning of a sign. According to Levinson, a sign is a phenomenon in which language expressions depend on how their context is understood (John, 2005). The way time is expressed also affects how a sign is interpreted. If the speech is related to the present time, specific words must be

used that relate to the event being reported, which must be explicitly expressed in the statement. The hypothesis that there are some "coded backgrounds" in speech that are questioned but not expressed in the statement is a hypothesis that the author incorporates into pragmatics. Language has the "power" to evoke images in people's minds. Speech acts are the third and most important area of pragmatics, in my opinion. By developing the idea of “speech acts,” Austin’s famous work, How to Do Things with Words, clarified the mystery of the power of words (Shamkhi, 2022, p. 80).

Words can have illocutionary force, lexical force, and illocutionary force, according to Austin. Speech creates context, which helps to foster a conversational environment. We need context to construct a speech act. Traditionally, pragmatics and semantics are separated. A contrary view on this is held by Leech (Geoffrey, 1983, p.6), who argues that pragmatics and semantics are distinct but complementary disciplines of study, underscoring the challenge of defending their objective separation. The study of speech acts is, in my opinion, the most common way to interpret verbal utterances. The idea of “discourse” is ubiquitous in everyday life and is particularly prevalent in politics.

Politicians use this form of communication to inform the public and maintain a close connection between the public and representatives of the state (i.e., state power). Romanian scholar Constantin Salavastru has studied the issue of political discourse. “You are really dealing with the tool that is enchanted by the act of otherness when you talk about any problem to influence choice and action, and the receiver when choosing issues simply about his ability to influence a particular audience more strongly, when you can change the objective register according to the rhetorical context and enhance the possibilities of manipulating the audience, as desired.”

Other forms of discourse lack this feature: religious discourse is unable to discuss anything but is restricted to a specific topic; philosophical discourse, which I think has some favorite topics that it pursues with insistence; and scientific discourse is unable to discuss anything unless it is restricted to a specific topic (Sălăvăstru, 1999, p.2). The message conveyed by a politician, who is often a candidate or a member of a party, is known as political discourse.

When communication between sender and receiver occurs in a political environment, the reaction is usually delayed. Voting results and opinion polls can illustrate this. Subjectivity is crucial in communication situations, and political discourse can have some influence on this. Since subjectivity is perceived even when the topics of discourse are objective or universal, discourse implicitly incorporates subjective components to give it a genuine quality. However, this may be a kind of manipulation. Constantin Salavastro has provided a list of characteristics that affect political discourse, which are: the deliberate ambiguity, the polemical nature and its imperative nature (Drămnescu, 2016, p.51).

Political Discourse

The concept of political discourse is based on contextual rather than textual or structural criteria. Thus, “political discourse is not primarily determined by subject matter or style, but rather by who speaks to whom, about what, on what occasions, and for what purposes,” according to Van Dijk (2002, p.204). Van Dijk (2002) asserts that “anything a politician says is

a form of political discourse; and anything anyone says with a political purpose (i.e. to influence the political process, e.g., decision-making, policy) is also a form of political discourse" (p. 206). In short, the roles that political discourse plays in the political process determine it (Van Dijk, 1997, p.17). But according to Shelton (2004), political discourse is defined as the use of language in ways that people often identify as "political." He argues that certain lexical or structural features of language are typically or generally associated with what can be understood as specific categories of political behavior. Political actors are aware of the consequences of language use and use language and its resources to achieve their goals. Accordingly, Wilson (1990) suggests that "identifying how language choice is manipulated to achieve specific political effects is one of the main goals of political discourse analysis (Shamkhi, 2022, p. 83).

Sharhan (2017) asserts that the most successful linguistic analysis of political discourse in general and political discourse in particular interprets linguistic features in terms of political behaviour (p. 206). One way to do this is to identify particular linguistic features (such as word choice or a particular grammatical structure) and relate them to the purposes for which they are used. In the opposite version, the analysis begins by identifying the purpose of the text and then relates it to the linguistic structures that serve that purpose.

Pragmatic Analysis in Political Context

Pragmatic analysis in political discourse is essential for understanding the complex ways in which politicians use language to achieve their goals and how audiences interpret it. Pragmatic analysis provides a useful framework for analyzing political language and its effects on political processes and democratic participation by drawing on ideas such as implicature and speech act theory. The study of language use in political communication, including speech acts, courtesy tactics, and pragmatic failures, is known as pragmatic analysis in the political context (Asheva, 2022; Liu & Kang, 2021, p.67). To uncover practical behaviours and courtesy norms, this approach also looks at political texts found in posters, slogans, and anthems (Vallejo, 2022, p.27). The importance of pragmatic analysis in the political context is demonstrated by its application to understanding social movements, predictive models in political science, and the dynamics of political alliances (Chalik, 2021, p.490). This application extends to investigating literature and its violations in the political communication of presidential candidates, reflecting the importance of pragmatic principles in shaping political discourse (Rizka et al., 2020, p.33). Furthermore, the analysis of speech acts in films and the study of pragmatic markers in judges' comments contribute to a comprehensive understanding of pragmatic phenomena in various contexts, including political communication. The use of pragmatic analysis to understand social movements, predictive models in political science, and the dynamics of political alliances highlights its applicability in the political environment (Moskvina, 2022; Chalik, 2021, p.37). The importance of pragmatic principles in influencing political discourse is demonstrated in this application, which also looks at literature and its excesses in the political communications of presidential candidates (Rizka et al., 2020, p.33). In addition, a comprehensive understanding of pragmatic phenomena in a variety of situations, including political communication, is facilitated by examining pragmatic markers in judges' comments and analyzing speech acts in films (Naben et al., 2019, p.330).

The sources provide a comprehensive review of pragmatic analysis in the political realm, covering a range of topics such as speech acts, politeness tactics, pragmatic failures, and their consequences for political communication and government. Thus, understanding how language is used to achieve political goals and how audiences interpret it depends on the applicability of pragmatic analysis in political discourse. Understanding how politicians use language to influence public opinion, advance political claims, and shape their public personas is possible through pragmatic analysis, which focuses on the use of language in everyday situations (Patriarche & Zienkowski, 2022, p.273).

Pragmatic analysis explores the performative practices of language, highlighting implicature in political communication and speech acts. The foundation for examining political language in pragmatic settings is Grice's implicature theories and Austin and Searle's speech act theory (Tomioka, 2019, p.35). Researchers can gain a deeper understanding of intended messages and audience responses to them by using pragmatic analysis to uncover implicit meanings in political speeches and tweets (Shevchenko et al., 2020, p.22). Additionally, by identifying defense mechanisms for denying a speaker's commitment, pragmatic analysis clarifies the rationale behind these tactics (Bogaert et al., 2020, p.1). Pragmatic analysis is crucial in media and political messaging contexts because of its implications for political participation and democracy. Many researchers may learn more about the complexity of political communication and how it affects democratic processes by understanding the basic ideas of pragmatic analysis in a political setting. A more comprehensive knowledge of political communication is also made possible by investigating expressive speech acts in political discourse, which provides new perspectives on politicians' verbal behaviour (Gurevich, 2022, p.33).

Media discourse in Iraq reflects an interaction with the volatile political and social situation. The media in Iraq represents an influential tool in shaping and directing public opinion, whether through satellite channels, newspapers, or social media. As Iraq is witnessing an internal conflict between different political and sectarian forces, media discourse has become an arena for marketing political messages and partisan propaganda (Al-Saedi & Jabber, 2020, p.52).

Previous Studies

Different disciplines have focused on headlines in media contexts and political messages (Siposova, 2011, p.1; Rustam, 2013, p.1; Abba and Musa, Ismail, 2016, p.64; Alrefaee et al., 2019, p.117; Taiwo, 2007, p.220; Ismagli, 2020). For example, Siposova (2011) examines how the British tabloid newspaper The Sun uses headlines and subheads. She focuses on how headlines and subheads use register, time, and style. Furthermore, critical discourse analysis that uncovers ideologies has focused on headlines. Taiwo (2007) investigates how Nigerian media headlines are used to achieve power relations and define ideology. In addition, speech is influenced by headlines (p. 223).

Identifying the types of speech acts in the headlines of two newspapers that focused on Boko Haram attacks – The Daily Trust and The Nation – is the main topic of Abba and Musa (2015, p.70). The study investigates the most common speech acts and the meanings they imply. The results show that the most common speech acts in the selected newspaper headlines

are emphatic ones. Thus, we conclude that the use of such speech acts by these publications is not intended to intimidate, threaten or advise.

Rhetorical strategies in Persian news headlines have been used by Monsefi and Mahadi (2017, pp.37-40). Textual rhetorical analysis was used to examine the types of wordplay in Euronews headlines. The study found that Euronews headlines use a variety of wordplay patterns. Similarly, while examining headlines, pragmatics plays a role. Headlines of news outlets such as CNN have been the subject of some research. Rustum (2013) looked at the language and pragmatic techniques used in CNN headlines on Pakistani politics (p. 1). In addition to the use of language strategies, the researcher observed that CNN headlines often use wordplay behaviors. According to the study, wordplay behaviors encode meaning pragmatically.

According to Chiluwa (2007), speech act theory studies the social and political experiences in Nigerian news magazine headlines as independent texts (p. 67). Because the headlines are presented as social orientation and critical strategies used by headline writers to denounce societal unrest, he observed that they were examined as performances. The present study attempts to bridge the gap where scholars claim to look at pragmatic elements to examine the language used in headlines in Iraqi local newspapers. In other words, the main objective of the study is to apply Searle's classification of speech acts to newspaper headlines.

In addition to the pragmatic analysis, Ismail (2016) looks at the pragmatic and semantic relationships between BBC news headlines on the Crimean crisis in Ukraine to prevent misunderstanding and miscommunication between the writer or speaker and the listener or reader. Introductions and conclusions were used to examine BBC headlines. I found that the chosen titles serve to inform the reader practically and semantically about the article. The reader's pragmatic knowledge is linked to his understanding of the context. In addition, the reader's thinking may be influenced and controlled by their characteristics (Al-Saedi & Jabber, 2020, p.55).

Moreover, Iraq lives in a complex media environment due to sectarian and ethnic pluralism and ongoing political conflicts (Ananda et al., 2023, p.34). Despite the presence of diverse media outlets (TV channels, newspapers, social media platforms), the way political messages are shaped and directed through these outlets varies according to social and political contexts. These disparities create challenges in understanding how these messages influence audiences. This study aims to apply pragmatic analysis to media and political discourse in Iraq, to analyze how language is used to convey political messages, and how the social and political context influences discourse strategies.

Methods and Materials

This research will use the Critical Discourse Analysis (CDA), which aims to study the relationship between language and social forces. This approach focuses on how language is used to shape social and political reality, and how this language can be a means of establishing or challenging dominance and power. When CDA is used in the analysis of pragmatic discourse in the contexts of media and political messages in Iraq, it is possible to examine how political messages are constructed in the media and how these messages influence the

formation of meanings and attitudes among the audience. In this context, pragmatism overlaps with CDA to understand how language is used to achieve practical goals (such as influencing public opinion, gaining support, or attacking political opponents).

Results

Pragmatic discourse analysis in media and political messages in Iraq is a rich and diverse field due to the social and political complexity of the country. This analysis requires examining how speech acts, discourse strategies, and the impact of social and political contexts on media and political messages are used. The characteristics that define political discourse are:

1. The deliberate ambiguity of political discourse

2. The obligatory nature of political discourse

3. The dialectical nature of political discourse"

Here, we will analyze these aspects within the framework of pragmatics, which deals with the effectiveness of language in achieving practical purposes and specific directions.

1. Studying speech acts used in media and political messages in Iraq and revealing how they deal with pragmatic discourse

Speech acts refer to actions that involve the use of language to achieve specific goals. In the media and political context in Iraq, we find that speech acts play a major role in conveying political messages and promoting ideologies.

First, in the context of media and political messages in Iraq, the study discusses the "ambiguity of the word" as a tool to persuade the audience. It cannot be removed from any discourse, and its goal is to pursue self-interest. In this way, the recipients follow the ideas contained in the discourse and act accordingly. In terms of politics, the action can be embodied by voting. Political discourse has a hidden character that the author understands as more informative than its content. In this case, the ideological nature of the discourse must be mentioned. Such a discourse is not honest, and reality is deliberately distorted.

The obligatory nature of political discourse refers to the illocutionary, illocutionary and expressive speech acts that Austin and Searle's studies have shown. Similarly, Salavastro specifies that to create a good discourse, several steps must be mentioned, such as: "description, evaluation and prescription".

Confirmation and Declaration: Politicians and media professionals often use speech acts such as “confirm,” “declare,” and “declare” to reinforce political messages, especially in situations that require decisiveness or confirmation, such as government statements on security or economic issues.

Promises and pledges: Verbal acts such as “we promise you”, “we will work” are used by politicians in Iraq to create an image of trust and build rapport with the public, especially during election campaigns or periods of social tension.

Incitement and criticism: Sometimes, verbs such as “condemn”, “denounce” are used in political and media speeches to stimulate emotions or to demonstrate a political position, especially on issues of a social or sectarian nature.

Explanation and justification: Verbs such as “we explain”, “we clarify” are used to provide justifications for political decisions or government actions, to direct public opinion in a certain direction and dispel any doubts the public may have.

These speech acts demonstrate the importance of pragmatism in shaping political and media discourse. Pragmatism focuses on linguistic effectiveness and achieving practical goals through social and political contexts.

To provide greater clarity, the data was analyzed empirically through investigating Searle’s classification of speech acts of Al-Sabah newspaper headlines. The results indicated that illocutionary force is capable of communicating media and political messages clearly and conveying the desired information to readers and listeners through various expressive or metaphorical forms. This enables the reader to understand the events surrounding them and also gives them the ability to ascertain various situations in the region.

2. Analyzing how pragmatic discourse is used in the media and political messages in Iraq

The relationship between thought and language in creating reality is one of the most prominent questions raised when analyzing political discourse in various media and political contexts in Iraq. According to the Sapir-Whorf hypothesis, there is a link between language and mind; what is organized in the mind can be organized and expressed through language using various words and concepts. However, one cannot prove an extreme statement such as: “In a sense, it would be problematic to see linguists divided into adherents of strict principles versus proponents of cultural relativism.

Speakers in political speeches resort to using metaphors in repeated contexts to reflect the real progress expected in subsequent stages. Pragmatic discourse in Iraq is used centrally to achieve strategic political goals, with its uses varying between different political groups.

Reshaping political reality: Pragmatic discourse in Iraq is used to reshape reality according to political interests. For example, government discourse in Iraq often uses language that portrays government policies as successful, especially in areas such as fighting corruption or improving security, while opposition media may focus on presenting these policies as failed or ineffective.

Political polarization: In Iraq, pragmatic discourse is used to build political polarization among different groups. Political discourses often contain language that supports sectarian or ethnic affiliations, such as emphasizing “national unity” or “minority rights,” to mobilize support from certain groups and strengthen party loyalty.

Responding to crises: In crises, such as popular protests or terrorist attacks, pragmatic discourse is used to reframe the situation. Government media discourse may portray a crisis as

simply destabilization attempts by external or domestic parties, while opposition discourses may reflect these crises as a sign of the government's failure to manage affairs.

3. Studying the impact of pragmatic discourse on cultural and social identity in Iraq

Pragmatic discourse has a profound impact on cultural and social identity in Iraq, contributing to the reshaping of social concepts and the ability to activate national or sectarian loyalties.

Sectarian identity: In Iraq, pragmatic discourse is often used to build a political identity linked to sectarian or ethnic affiliation. Political and media discourse may reinforce or oppose Shiite, Sunni, or Kurdish identity, as messages focusing on "component rights" or "coexistence" are repeated to consolidate the position of each group in political practice.

Cultural heritage: Discourses that use religious and historical symbols contribute to shaping national or sectarian identity. For example, religious history or heroic symbols may be used to unite the public in the face of political or social challenges.

Cultural transformations: Media discourse can also sometimes influence cultural transformations, such as promoting positions on issues such as women's rights or social relations between different sects, which affect how society defines its culture and identity.

4. Exploring the rhetorical strategies used in the Iraqi media to achieve political goals

Many rhetorical strategies are used in the Iraqi media to achieve certain political goals. The most important of these strategies are:

Repetition and dominance of messages: The same messages are repeated continuously through the media to ensure that they are entrenched in the minds of the public, such as emphasizing success in eliminating terrorism or fighting corruption.

-Focusing on social and religious values: Cultural and religious values are relied upon to form influential media messages, which contribute to strengthening sectarian or national identity.

Using testimonies and narratives: Testimonies of influential people, whether politicians or public figures, are often used to lend credibility to political messages, especially when discussing important issues such as security and the economy.

Common enemy: Political and media discourses often build an image of a common enemy (whether internal or external) as a means of stimulating national unity or supporting certain policies.

5. Analyzing the impact of social and political contexts in Iraq on the interpretation of political and media messages

The social and political contexts in Iraq greatly influence how media and political messages are interpreted. In a country with great ethnic and religious diversity, political and media messages are governed by many factors:

Sectarian and ethnic pluralism: Interpretations of political messages vary based on sectarian and ethnic affiliations. For example, some government speeches may be interpreted positively by a certain group, while they are considered unfair or biased by other groups.

Political tension: Political tensions and popular protests also affect how media messages are received. In contexts of ongoing wars and conflicts, speeches that include enthusiastic or motivational messages have a greater impact on public opinion, while calm messages may be interpreted as weakness or retreat.

The role of international media: International media also plays a role in shaping political visions within Iraq, as global media contribute to reinterpreting local political and media discourses.

This research examines the pragmatic aspects used in discourse in media and political messaging contexts in Iraq. It aims to analyze Searle's (1979) classification of speech acts used in media and political messaging contexts in Iraq. It focuses on the events that took place in Iraq and covers the Iraqi conflict. The research pointed to some findings. The most important thing is that writers resort to using speech acts to highlight the intended meanings and clarify the messages they are intended to convey. The results also revealed that declarations and expressions are among the most commonly used speech acts to deliver media and political messages in speeches. These declarations necessarily aim to convey to the reader a sense of victory and a prosperous future.

Sentences in discourse in media and political messaging contexts in Iraq are interconnected and can be demonstrated by the use of complex sentences that are characterized by coordination or subordination. The use of coordination or subordination can be found in the following sentences. "First, some wonder why Iraq is different from other countries or regimes that also possess terrible weapons. While there are many dangers in the world, the threat from Iraq stands alone **because it brings together the most dangerous dangers of our time in one place**. Iraq's weapons of mass destruction are controlled by a murderous tyrant who has already used chemical weapons to kill thousands of people. This same tyrant has tried to dominate the Middle East, brutally invaded and occupied a small neighboring country, struck other countries without warning, and has an uncompromising hostility toward the United States."

The written sentence is subordinate to the main sentence that talks about the threat from Iraq. This main sentence indirectly aims to answer the question raised in the first sentence. First, some wonder why Iraq is different from other countries or regimes that also possess terrible weapons. It is also assumed that Iraq is the most dangerous country compared to other countries or regimes in the world. This speech is a typical speech pattern. It follows some of the typical conventions of formal speech. The speech begins with a salutation, followed by the purpose of the speech. The next paragraph states the main idea of the speech: the threat comes

from Iraq. The following paragraphs are supporting paragraphs that explain the Iraqi threat in more detail. The supporting paragraphs list the evidence and facts related to the threat and challenge all countries to take the UN Security Council resolutions seriously.

Discussion

Political and media discourse in Iraq represents a powerful tool used to shape public opinion and direct social and political perceptions (Shamkhi, 2022). In the context of Iraq, linguistic, cultural and political dimensions overlap to create complex contexts that require careful understanding through pragmatic discourse analysis tools. This study aims to analyze political and media messages in Iraq using the pragmatic analysis approach, which enhances understanding of how political and media discourses are directed to achieve specific political goals, as well as how these messages are received by the public in a turbulent and complex political environment.

The political discourse must include a descriptive part in which the author explains to the audience which aspects should be relied upon in the evaluation (Shamkhi, 2022). Throughout the discourse, the author must inform the audience of information that confirms the binding nature of political discourse. This means that the content of the discourse must include aspects of both support and rejection (Asheva, 2022; Liu & Kang, 2021). However, about political language, linguistic relativity is one of the most prominent elements of political language. According to the Sapir-Whorf hypothesis, language does not control reality, but it greatly affects how we perceive this reality.

In the analysis of political language, another important point is the language of promises. Through political speeches, the speaker often seeks to make promises regarding future benefits from the issues the speaker highlights or advocates. These benefits necessarily aim to inform the audience of anticipated prosperity and a bright future to gain their support (Monsefi & Mahadi, 2017).

Moreover, many strategies are used in the Iraqi media to achieve certain political goals. The most important of these strategies are repetition and dominance of messages, focusing on social and religious values, using testimonies and narratives and the Common enemy.

Furthermore, understanding how pragmatic approaches influence public opinion and political goals requires an understanding of how the political image shapes public perceptions of media contexts and political messages in Iraq (Ananda et al., 2023, p.34). The dynamics of the democratic process and the relationship between state, religion, and democracy should be viewed dynamically rather than statically when discussing democratic processes (Nahrowi et al., 2020, p. 2). Furthermore, to understand the pragmatic discourse of media contexts and political messages, one must have a comprehensive understanding of the random nature of public opinion as well as the importance of minority views in policymaking. Understanding how pragmatic approaches influence public opinion and the democratization process further helps to understand how pragmatic approaches influence public opinion and the democratization process through the use of e-participation and public opinion dynamics of the university network in a big data environment (Afonina & Seryohin, 2021, p. 137).

The most important pragmatic reflections we see in political discourse are “speech acts” because discourse involves immediate actions. The words used in speech can have a profound

impact on how future events might play out. These are stated and promised statements that lead to a radical change in perspective. A sentence is not formulated in isolation from context, but rather depends on the context for its meaning. The interpretation of any sentence depends on the interpretation of the relationship in the context of media and political messages in Iraq.

Conclusion

Pragmatic discourse analysis of media contexts and political messages in Iraq requires a deep understanding of how linguistic, cultural, and political factors influence the production and understanding of discourse. This analysis is a powerful tool for understanding how political messages are directed and how they influence public opinion in a multidimensional context such as Iraq.

An analysis of pragmatic discourse in media and political messages in Iraq reveals a complex interaction between language and politics, where rhetorical strategies and speech acts are used to steer public opinion, construct social and sectarian identity, and achieve political goals. Social and political contexts greatly influence the interpretation of messages, making pragmatic discourse an effective tool in managing political and social crises within Iraq.

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