

# Speech Acts of the Jordanian Military vs. ISIS Narrative in the Wake of Mu'ath Alkasasbh's Murder

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## Abstract

The aim of this research is three folds: first, investigating the differences in the ideological stands of both conflicting sides: Jordanian political discourse and ISIS terrorism discourse. Second, shedding light on the salient features of the Jordanian Discourse on terrorism and the Islamic State of Syria and Iraq (ISIS) Terrorism's Discourse in the wake of the Jordanian pilot Moath Al-kasasbah heinous crime. Third, identifying the persuasion strategies utilized by both sides for the aim of affecting the opinion of the public. The data whose concern included official statements of the Jordanian officials from one side, and the narrative of ISIS exemplified in the script of the video which revealed the destiny of the Jordanian pilot. The methodology adopted in achieving the aims of the study is mainly based on speech act analysis on Searle's typology of five performative speech acts (*directives, declaratives, commissives, expressives, and assertives*). The analysis of the data revealed the following findings: first, both parties showed its own conflicting ideologies in which they defended their cause. Second, the conflicting sides utilized performative speech acts in varying proportions and styles for the sake of persuading the audience. This poignant variation reflects the inclination of both parties to use different persuasion strategies in order to influence the opinion of the public for the aim of garnering support for their cause. The research concludes with a recommendation that various studies need to conduct in order to investigate the various linguistic features founded in this type of discourse and which can be utilized in other models of discourse analysis.

**Keywords:** speech acts, ideology, performatives, discourse, persuasion, ISIS, terrorism

## 1. Theoretical Framework

### 1.1 Introduction

Language *per se* is a powerful tool through which humans establish meaningful communication. It is via such communicative tool that humans can express their feelings, thoughts, ideas, dreams and ambitions (Stubbs, 1983, p. 33). In pursuing such communicative needs, humans resort to a plethora of techniques that serve as cognitive and linguistic tools which aim at fulfilling their needs. As such, language is the means by which interlocutors establish cognitive links among speakers with variable functions. Such functions vary according to the intentions need. Stating, committing, promising, interrogating are but some of the numerous functions that seem to play a pivotal role in communicating humans' verbal needs (Searle, 2002, p. 14). These functions under the umbrella of the media narrative will be examined based on the analysis of the data.

Following the previous premise about language functions, and as part of the purposeful communicative functions of the language, media language is regarded as a dominant tool in influencing the publics' judgments, opinions, and ideologies on a range of issues, from politics to social interpretations. It is believed to be a catalyst and a drive for causing root changes at the societal level. It is a tool that sway the minds and control the desires of the public towards fulfilling their dreams and ambitions. The broadcast words and visuals have always been a powerful force as they are constantly present in our daily lives and affect the opinion of their readers.

In pursuing the drive behind language functions, the study at hand aims at decoding the latent linguist messages that are underlined in the conflicting discourses of the Jordanian military and the narrative of ISIS. These conflicting discourses reflect on the deepening dichotomy in ideology, namely, the radical ideology of ISIS, and the Jordanian military discourse.

In particular, the research at hand intends to provide a discourse analysis of two conflicting Discourses in the wake of the gruesome murder of the Jordanian pilot Mu'ath Alkawasbeh. This event has been widely covered in the world's media and in Jordan particularly.

### 1.2 Discourse Analysis and the Media

In today's world, political, economic, criminal, and social issues are broadcast to people across the globe through media outlets such as TVs, radios, newspapers, and recently through social media platforms, e.g., Face book and Twitter (Jarraya, 2013, p. 14). In these outlets, discourse is seen to be interlinked with and draws a representation of social actors (Fairclough, 1995, p. 14). In accordance with this contention, the language which the media uses has a great influence on the reader's opinions and attitudes on a range of issues, namely, political, social, economic, and even ideological.

The analysis of any type of discourse including political discourse, media discourse, and critical discourse is at the core function of Discourse Analysis (DA). Accordingly, the importance of the analysis of such discourse types stems from its power which reflects the ideological inclinations and interests of the conflicting parties. Therefore, politician,

journalists, presidents, and terrorist organizations utilize media as a powerful tool for spreading their ideologies across the targeted audience.

### *1.3 Speech Acts Theory (SAT)*

Speech Act Theory (SAT) was first propounded by Austin in 1959 in which he introduced his observations in a series of lectures which were posthumously published in his famous book “*How to Do Things with Words*”. The theory was developed by Austin (1960) in his exploration for ways of perceiving language as a form of action. It is claimed that one of the main goals of communication is to be understood, another important goal pertains the need that to demonstrate how to affect the audience’s beliefs, desires, and actions.

According to (Oishi, 2006, p. 26), Austin’s ideas came as a revolution to the general linguistic stream of thought at the time that statements are not but mere true or false linguistic chunks. Therefore, he challenged such view by stating that there are undoubtedly more functions a language can exercise. Lyons provided an interpretation to the thought by stating that: “Austin’s main purpose was to challenge the view that the only philosophically (and also linguistically) interesting function of language was that of making true or false statements” (Lyons, 1981, p. 173). Goffman (1974) also appeared to adopt the same view in that he claimed that speech acts are frames with conventional meaning or intent.

Following to this premise, Austin managed also to introduce three basic notions that were considered as the pillars of his theory. These three linguistic terms were distinguished as the locutionary, illocutionary and perlocutionary acts. Leech (1983) briefly defined them as the following: “Locutionary act, performing an act of saying something. Illocutionary act, performing an act in saying something. Perlocutionary act, performing an act by saying something” (Leech, 1983, p. 199). Austin (1962) notes that “locution”: is uttering a certain sentence with a certain sense and reference, which is totally equivalent to the meaning in the traditional sense. “Illocutionary acts” are the intended meanings to be conveyed; namely, informing, ordering, warning, undertaking, etc...., i.e., utterances which have a certain conventional force. “Perlocutionary acts” are the consequential effect on the hearer in what we bring about or achieve by saying something such as convincing, persuading, deterring and surprising or misleading. For example, the utterance “it’s snowing!” has the locutionary aspect of the sentence in which the speaker says something about the weather conditions. The illocutionary aspect is the conventional force as a statement. As for the perlocutionary aspect, it might cause the hearer to close the window or turn on the heater.

Following his linguistic research on the same premise, Austin (1962) in his book “*How to do things with words*” introduced another prominent basic term for a category of utterances that was the cornerstone for many other scholarly efforts and endeavors which he called the **performatives**. According to Austin (1962), a performative speech act is “an utterance which contains a special type of verb (a performative verb) by force of which it performs an action. In other words, in using a performative, a person is not just saying something but is actually doing something” (Wardhaugh, 1992, p. 283). Unlike a constative statement, a performative statement cannot be true or false, and therefore does not describe, report or constate anything.

Austin's classification of performatives (1962) seemed to be at odds with Searle's taxonomy (1976) who showed a reasonable comprehensible disparity. (Searle, 1976, p. 66) states, "there are (at least) the following six related difficulties with Austin's taxonomy. In ascending order of importance, there is a persistent confusion between verbs and acts; not all the verbs are illocutionary verbs; there is too much overlap of the categories; there is too much heterogeneity within the categories". He also added that "many of the verbs listed in the categories don't satisfy the definition given for the category; and, most important, there is no consistent principle of classification" (Searle, 1976, p. 9). Accordingly, Searle (1976) provided his own alternative performatives' taxonomy in which he classified them into five main categories, namely: assertives (representatives), directives, commissives, expressives, and declaratives. These five categories are the essence of the analysis of the debates at hand.

Searle (1978) provides his own taxonomy of performatives in which he classified them into five main categories, namely: assertives (representatives), directives, commissives, expressives, and declaratives. Assertive speech acts, or representatives, are represented by the speaker's assertion of the truth of what is said, as in giving conclusions, complaining, boasting or describing events or states in the world. For example, "no one can drive the car better than me". Directive speech acts are an attempt to get the hearer to do something, and are typified by orders, invitations or requests. For example, "go home". Commissive speech acts, such as promises, threats or offerings, express the speaker's intention to take certain actions; in political speeches, usually "fair and responsible" ones (Fairclough, 2012, p. 122). For example, president trump vowed to "make America great again". An expressive speech act is performed whenever there is an expression of psychological state by the producer of the utterance, as when apologizing and thanking. For instance, "I do thank you for your help". Finally, declarations are speech acts that change the world by declaring that a new state of affairs has come into existence, such as a declaration of war; to have any effect, they must be pronounced by the right person in the right context. For example, "I pronounce you husband and wife".

#### *1.4 The Context and the Repercussions of the War Against Terror on Jordan*

Today's world witnesses a global phenomenon which sheds light on all walks of life. Terrorism is an emerging threat which has spread its influence across the globe in general and the Middle East in particular. The most prominent example of such threat is the one exemplified by the terror acts of the so-called Islamic State in Syria and Iraq (ISIS). This terrorist organization caused havoc and unimaginable fear because of the heinous acts and crime which it has committed against people and countries alike. Examples of such crime include massacring people, destroying infrastructure, capturing captives, and spreading unprecedented fear across borders. Based on such threat, many countries have decided to counter this terrorist organization by exploiting all necessary means including waging wars, confiscating all financial assets, targeting and tracking foreign fighters, and launching media campaigns. The war on ISIS terrorism have been a global responsibility, and Jordan is no exemption in this regard.

After the occupation of large stretches of lands in Iraq and Syria between the years 2014 and

2018, the ISIS organization managed to defeat the Iraqi army in Mosul and was able to put its hands on a large amount of military equipment and ammunition. The organization appeared to grow in power, ideology, and dominance. The financial power ISIS obtained large came from untraceable donations and illegal selling of oil from the wells of Syria and Iraq (AL-Theabat, 2015). At the media level, ISIS showed its great capabilities regarding the techniques they used in spreading fear in the hearts of the media followers. Their terrorist practices of cold-blood killing and beheading of prisoners in the occupied territories, or the amputation of their limbs, or the damaging of shrines of saints and prophets were but a few examples of such heinous acts.

At the early stages of the war on international terrorism, Jordan has recognized the threat of the Islamic State in Syria and Iraq (ISIS). Accordingly, Jordan decided to cautiously join the international alliance to maintain the security of its borders and its people. The Jordanian Air Force participated in conducting planned air raids and incursions on the terrorists' positions in Syria. Unfortunately, on the 24<sup>th</sup> of December 2015, ISIS had managed to hit a fighter aircraft, and captured its Jordanian pilot, Mu'ath Al-Kasassbeh, and imprisoned him as a hostage. This tragic event forced the Jordanian government to negotiate with ISIS to secure the pilot, however, sadly enough, ISIS refused the negotiations and brutally burned the pilot to death on the 3<sup>rd</sup> of January 2016 in 'retaliation' of Jordan's involvement in the international alliance.

In the aftermath of Mu'ath's martyrdom, the Jordanian government, and based on wide national support from the Jordanian people, decided to actively and purposefully attack ISIS strongholds wherever they were. The media outlets including TVs, Radio stations, social networks such as Twitter, and Face Book played a significant role in rallying such intensified support to enhance the Jordanian army's war against international terrorism in general and ISIS in particular. A national campaign was launched and politicians, and journalists (media) supported King Abdullah II of Jordan and the government's decisions to openly and effectively join the international alliance.

Based on the war of words between ISIS and the Jordanian government, the study at hand aims to provide an analysis of the language used by both conflicting sides based on (SAT) and Searle's typology of performatives. The choice of adopting it by the fact that they reflected the illocutionary force and as such actions. These performative actions which are contained in the discourse are the ones which are to be under scrutiny. In particular, it focuses on the language used for justifying the Jordanian army's intervention against ISIS organization. The study mostly concentrates on how both discourses applied it in their speeches in order to influence the public.

### *1.5 Statement of the Problem*

Myriad of studies have been conducted on the political discourse narrated via media outlets within the framework of Discourse Analysis. Intriguingly, such studies have been based on certain frameworks and theories with limited focus on other pragmatic, social, linguistic, and ideological standpoints. more attention has been paid to the study of conflicting political discourses related to terrorism from different theoretical frameworks perspective. Therefore,

the researcher aims to identify the conflicting ideologies of ISIS and the Jordanian Army in the wake of the brutal murder of the Jordanian pilot Mo'ath Alkawasbeh.

The influence and the mere impact of such discourse on the public is another concern and a gap in the literature which the study aims to highlight. Whether these discourse strategies which are influencing the audience are akin to those which were found in previous studies is also a main matter of interest. The factors that contribute to better understanding of delivering the intended message as a linguistic and psychological phenomenon have been shown to occupy some interest in the literature. For this reason, the researcher believes that it is necessary to shed light on such factors and to show how effective they are in persuading the audience.

### *1.6 Aims of the Study and Study Questions*

The aim of the present study is three-fold. First, it aims at identifying the characteristics of the ideological representation of the conflicting parties, namely, the Jordanian Army and ISIS that seem to prevail in the military discourse. Second, it seeks to investigate the linguistic elements which were employed for the sake of affecting the public opinion from a wide context of Searle's typology framework. Third, it intends to bring to light the factors which seem to play a role in the persuasion process towards the public whether they are psychological, linguistic, or others and whether such factors are pervasive in the previous literature. Therefore, the research at hand aims at answering the following questions:

- 1) What are the conflicting ideologies used in the military discourse of the Jordanian Army and ISIS in the wake of the Jordanian pilot murder?
- 2) What are the prevailing linguistic elements which were utilized in the two conflicting discourses to influence the audience?
- 3) To what extent are the strategies of persuasion used appear to vary and differ in explicating conflicting ideologies?

### *1.7 Significance of the Study*

Though a plethora of studies have been conducted on political discourse within the framework of Discourse Analysis in different languages, to the best of the researcher's knowledge, this study is the first one to tackle this type of discourse from a terrorism stand point in Jordan. The significance of the present research lies in its focus on the linguistic strategies and messages which were revealed via media outlets and which gained widespread broadcasting. The study aims at investigating such type of discourse based on a myriad of performatives under the umbrella of Searle's Typology of Speech Act Theory for the sake of giving the reader a full picture of analysis of the matter at hand. Therefore, the novelty of this study is that it will be the first attempt to elaborately deal with such a topic from different performatives' verbs analysis perspectives. Finally, analyzing the Jordanian Army Discourse and ISIS Discourse will advance the common understanding of the linguistic, political, ideological, and social factors that contribute to interpreting Discourse Analysis in general and Military Discourse Analysis in particular. Furthermore, it will be an addition to the

linguistic and political analysis literature as a whole.

### *1.8 Scope of the Study*

The present study is limited to the following:

- 1) The analysis is based on Speech Act Theory and Searle's Typology of Speech Acts (Performatives).
- 2) The data consist of a corpus of texts from Jordan Armed Forces official statement in the wake of the murder of the Jordanian pilot and the statement of ISIS in the graphic video of the assassination of the pilot.

## **2. Literature Review**

### *2.1 Overview*

This chapter explores the literature review concerning the subject matter of this study. In particular, the chapter outlines the related literature on the conflicting discourses of the Jordanian government exemplified by the official statements issued by the spokesperson of Jordan Armed Forces, henceforth JAF on the one hand and the discourse of the Islamic State of Iraq and Syria ISIS in the wake of the heinous crime of burning the Jordanian pilot Mu'ath Alkawasbeh. As will be seen in the following sections, researchers have exerted a lot of efforts in order to discuss this type of discourse and provide methods, and recommendations which helped in forming a better understanding of the matter from a linguistic stand. Actually, this emerging, newly-shaped type of discourse gained currency in the research lately because of the adverse impact of terrorism on all life's aspects be them social, economic, political, and linguistic. Consequently, it is an important and a vital subject whose impact cannot be ignored in the realm of language studies. As such, the chapter in place is dedicated in order to thoroughly discuss this emerging universal phenomenon via looking into the related literature concerning this issue.

### *2.2 Studies on Speech Acts Theory in Discourse Analysis*

Asadu (2013) investigated some statements from Hosni Mubarak speeches in his pre-crisis and in-crisis governance of Egypt. The pre-crisis speech used was made in 1981 while the in-crisis speech was extracted from his speeches on 28th January, 1st, 10th, and 11th of February 2011 using the SAT. The findings revealed that Mubarak's SAs are infelicitous and did not meet the society's condition which led to the outbreak of the revolution that started on the 25th January 2011 and ended on the 11th of February, 2011. For example, in one of his speeches, Mubarak said,

“According to my constitutional powers, I call on parliament in both its houses to discuss amending Article 76 and 77 of the constitution concerning the conditions on running for presidency of the republic and it sets specific a period for the presidential term”.

Mubarak's illocutionary act was infelicitous. He apparently was dishonest and insincere, and, in practice, he did not keep his promise. Despite Mubarak made few positive contributions to the Egyptians, these deeds did not live up to the expectations of Egyptians, and that led to his

forceful ouster on February 11, 2011, instead of his proposed peaceful handover September 2011. Consequently, the strategies he utilized in his speeches lacked the required persuasiveness.

Akinwotu (2013) examined selected political speeches of the acceptance of nomination speeches of the Nigerian Chief Obafemi Awolowo and Chief M.K.O. Abiola using Austin's SAT (1962). Examining the data, the researcher found that there were five categories of speech acts identified by Searle (1975, 1976) that were utilized in the speeches. They were; namely, assertives which constituted (27.3%), expressives formed (22.70%), commissives constituted (22.70%), directives formed (18.2%), and declaratives which accounted for almost 9.1% of the total data. Examples of the previous speech acts are the following:

- Assertives: *"This is a time of great uncertainty and difficulty"*
- Expressives: *"enough despair and despondency"*
- Commissives: *"The following declaration of mine is irrevocable under all and any circumstances namely: I hereby dedicate the rest of my life to the service of the people of Nigeria, nay Africa, by promoting their welfare and happiness"*.
- Directives: *"Any rehash of the style of governance of the First Republic, however seeming or disguised, might induce in the people a desire for return to military rule"*
- Declaratives: *"I hereby reaffirm that all delegates will henceforth be my coordinators in all their respective localities. Letters of appointment to this effect will be distributed as I am speaking to you"*

The study indicated that the illocutionary acts that were used to achieve persuasion characterize the acceptance of nomination speeches. Therefore, the data comprised a plethora of commissives, assertives, and expressive acts that were predominantly used as strategies for mobilization political campaigns, where it is very important for candidates to persuade their listeners in order to win elections. The acts performed in the speeches examined by Chief Abiola than Chief Awolowo were more explicit.

Jarraya (2013) investigated persuasion in political discourse in the last speech of the former Tunisian President Zine El Abidine Ben Ali. His analysis was based on analyzing sentences to check (a) the illocutionary force in light of Searle's typology of Speech Act Theory (b) Agency carried out to investigate the persuasive dimension of the use of deictic pronouns to construct the self-image as well as the image of the Other (c) the three appeals of Aristotle, and their use in diglossia (d) Lastly, the Gricean maxims used to check whether the Cooperative Principle is observed or not and whether the deviation is intended for persuasive ends. Examples on the speech acts are the following:

- Assertives: *"I have understood you all. Yes, I have understood"*
- Expressives: *"you all, the jobless, the needy, and the political, all of those who are claiming more freedom."*
- Commissives: *"Hand in hand, together, to serve our country"*.



- Directives: *“The present tide of unrest should stop.”*
- Declaratives: *“The change, which I announce now, is an acceptance of your legitimate claims, to which I have reacted, and I felt deep pain at the events that occurred”.*

The findings of the study indicated the following: first, multiple speech acts are used in the same utterance either with or without an explicit performative verb. Second, some speech acts may be used as a medium to carry others. Third, deictic pronouns and agency with certain illocutionary forces help construct otherness as well as the self. The fourth, observance of the Gricean maxims was found to be a persuasive strategy to manipulate the audience. Additionally, the author stated that persuasion cannot be achieved only through linguistic tools, it has to be paralleled with a good awareness of the context.

Antonova et al. (2016) investigated the promissive speech acts as the main way to express the corresponding speech intention in the political discourse. Promising something to the speech recipient has many interdependent levels. The communicative level of the promissive speech intention can be expressed with the help of the corresponding performative formula with some verb of promise; the persuasive level of the intention under study is shown through some intensifiers. The findings of the analysis revealed that, first, promissive speech acts can be categorized into acts of promise with three explicit components, viz, (absolutely complete promissive speech acts), the acts of promise with two explicit components (complete promissive speech acts), and the acts of promise with only one explicit component (incomplete promissive speech acts). Second, a comparison can be drawn to delineate the differences between the complex speech acts of promise, the infinitive speech acts of promise, and the conditional promissive speech acts. Third, the speech acts of promising can be traditionally divided into the explicit promissive speech acts and the implicit ones. The examples that were taken from the political texts revealed that promising was the dominating intention of the political discourse.

Altikriti (2016) investigated President Obama’s inaugural speeches in 2009 and 2013 and his last speech to the State of the Union Address in 2016 using Speech Act Theory Framework which classified speech acts into “constatives”, “directives”, “commissives”, and “acknowledgments”. Examining the data, the study concluded that Obama, directly and indirectly, influenced the audience via using various speech acts where in some cases more than one illocutionary act was found in one utterance. The analysis that was carried out indicated that the total number of speech acts in the three of Obama speeches was (649) speech acts where statistically the highest proportion was for constative acts with 72% out of the total. Next was that of directives with 15%. Both commissive and acknowledgment act represented the least account in the data with 7% and 4% respectively.

### *2.3 Literature on Searle’s Performatives in Anti-Terrorism Discourse Analysis*

Research under the study of SAT and Searle’s typology of performatives has captured the interest of many scholars who endeavored to apply this model in their research aiming at investigating the linguistic drives and intentions which interlocutors employ for the sake of practicing their influence on their addresses.

To start with, Cronick (2002) examined speeches given by George W. Bush and Bin Laden using qualitative rhetorical analysis and Hermeneutics (an instrument for interpreting and analyzing rhetorical distance in which a second text is created out of interpretation on the basis of employing rhetorical mechanisms). Cronick found the existence of a dichotomy between “us” and “them”: That does not only involve the identification of the two general groups, but it also involves “tagging” them emotionally as “good” and “evil” respectively. Both speakers claim that they are alright. Both of them manufacture the reality of “us” and “them” and their attempts to gain the approval or collaboration from the audience (Van Dijk 2001, p. 24). It is also found that each speaker claims for his group that “we” are the victims, and for this reason aggression toward the enemy is justified. This is called “negation of aggressor”. It can be observed that the conflict is not described to be between two countries, cultures, religions, or civilizations; it is purely confrontational between “good” and “evil”. Each speaker claims that they are the inhabitants of a homeland or land has been attacked or defiled. Finally, thanking the audience or other public figures of importance, the elicitation of applause, the use of humor, or appeals to a shared heritage establish rapport with the audience.

Graham et al. (2004) presented a historical account and a comparison of four speeches on terrorism over the history. The drive behind such move was to look into the function, structure, and historical significance of such texts in western societies over the last millennium. The approach adopted in examining such discourse was a historical one. The findings of the study identified four broad features of such type of discourse: an appeal to a legitimate power source, the utilization of the historical importance of the culture, the construction of a thoroughly evil other; and an appeal for unification behind the legitimating external power source.

Jackson (2007) provided a thorough description via his analytical approach to the phenomenon of the Islamic Terrorism. His investigation included all types of narratives, labels, and assumptions that appeared to be a ubiquitous feature of western political and academic counter-terrorism discourse in recent years. More than 300 political and academic texts were under microscopic scrutiny for the purpose of attesting the data on the language and knowledge of ‘Islamic terrorism’. The investigation was extended to encompass the consequences of such biased views in these descriptions. The study concluded that the researched discourse revealed adverse and unhelpful results against Muslims in general. For the most part, the political and academic discourses of ‘Islamic terrorism’ appeared to be politicized, intellectually contestable, damaging to community relations and practically counter-productive.

#### *2.4 Conclusion*

Several previous studies searched, investigated, and analyzed the discursal patterns that have emerged from the discourse of two conflicting parties in a manner without specifying the target strategies and the common features of political discourse on the terrorism in particular. Despite the wide variation among these studies which have been conducted and which appeared in the literature, these studies appeared to focus on a single unitary

framework in their analysis and which has always focused on reflecting power distribution, hegemony, and persuasion over media outlets and later on people. The study at hand shares these two important aspects with the previous studies and is also shedding focus on a rather different side which is the analysis of the military discourse as an emerging phenomenon against the discourse of terrorism exemplified by ISIS. This particular aspect reflects the value of this study because it hammers on an important side of this type of discourse and its influence on the audiences.

The studies represented in this chapter provide an insight on the universal trend on the importance of analyzing discourse as a catalyst for understanding the latent persuasive and linguistic messages each side is trying to convey via media. In particular, the studies appeared to tackle the emerging phenomenon of the military discourse and its impact on people. The next chapter provides an elucidation regarding the methodology adopted in conducting the study.

### **3. Method and Procedures**

#### *3.1 Overview*

The present chapter describes the methods of data collection and analysis that were used in this study in order to derive information about the conflicting ideologies of ISIS and the Jordanian Army in the wake of the brutal murder of the Jordanian pilot Mu'ath Alkawasbeh. The chapter begins by describing the locale of the study. This is followed by a sketch of the debates which are under scrutiny in this study. Moreover, it yields insight into the corpus of the study and culminates in indicating the procedures that were followed by the researcher in both data collection and analysis.

#### *3.2 Data Collection*

The videos under study were collected from the internet in two forms the video and the script. The data of this research is based mainly on the 2015 videos release of the Jordanian Army and ISIS in the wake of the murder of the Jordanian pilot Mu'ath Alkawasbeh. The videos are the following :

- 1) The Jordanian Army official statement video which was released on February 3rd 2015. The statement was 2:45 long and didn't include any semiotics. The statement was read by the Army spokesperson—The Director of the Morale Guidance
- 2) The official statement of the Jordanian government which was released on February, 3<sup>rd</sup> 2015. The statement was 7:59 long and was read by the news presenter.
- 3) King Abdullah II statement which was aired on Jordan TV Tuesday, February, 3<sup>rd</sup> 2015.
- 4) The Islamic State's Video. The 22-minute video, called "Healing of the Believers' Chests" was produced by the al-Furqan Media foundation and distributed on Twitter.

#### *3.3 Data Limitation*

It appears clearly that the data released from ISIS was limited in nature for several reasons:

first, ISIS tends to release their videos and claims via their own media outlets. Second, the difficulty of conducting meetings with ISIS members because journalists' and reporters' fear of being held captives. Third, fear of government and media outlets of circulating such statements because they tend to believe that such statements include encrypted messages that aim at activating sleeper-cells or active members of ISIS across the globe.

### *3.4 Data Analysis*

Political discourse is gaining more and more interest in the realms of politics, linguistics, and psychology. For this particular reason, any method for analyzing such type of TEXTS needs to be relatively comprehensive in nature. Therefore, the researcher adopted the following steps for analyzing the two conflicting discourses

Following this line of reasoning, analyzing the videos is considered to be an essential step in deciphering the latent strategies and ideologies that each part resorted to for the sake of conveying his messages to the audience.

Both conflicting discourses were analyzed in the light of the main premise of the SAT theory that utterances have performative functions and as such these utterances are not simply statements intended to seek or convey information, for instance, but rather turn into actions once pronounced (Austin, 1962, p. 32). According to this theory, there are three main components of any speech act: (a) the locution (the linguistic properties), (b) the illocutionary (the speaker's intent), and (c) the perlocution (the effect on the hearer). Following Austin's theory (1962), Searle (1978) classifies illocutionary force into five categories in what is known as Searle's typology of speech acts: Assertives, Directives, Commissive, Expressives, and Declaratives. These five categories in this type of discourse were under examination qualitatively and quantitatively within the course of the analysis.

As per the analysis of the data, was dependent on the meaningful sentential or phrasal levels. Hence, the sentences were put on an excel sheet having them in five columns that carry the labels of the five performative acts, namely, Assertives, Directives, Commissive, Expressives, and Declaratives. Following this step, a qualitative analysis of the sentences is based on the type of the performative act. On categorizing them into different performative speech acts, the quantitative analysis was done by calculating the frequency and the percentage of each speech act.

Within the framework of linguistics in general, and discourse analysis, in particular, there is an increasing penchant which expressed a concern on the scientific value and objectivity of the critical study in language. The reason behind such contention is the belief that such analysis does not comprise numerical data as it does in quantitative studies. Accordingly, the researcher believes that quantitative analysis is crucial as it reflects in numbers, figures, and frequencies the hidden ideologies that are imbued within the linguistic texts. For this particular reason, the analysis of any text starts by analyzing the text quantitatively in order to validate the qualitative outputs.

The analysis of the words spoken in the three speeches is important because these lexical items, their frequency, and their semantic shades are cues to ideological inclinations of both

discourses. The analysis focuses mainly on word usage and frequency based on parts of speech (nouns, verbs, adjectives, adverbs, and pronouns) as well as the use of noun phrases. Additionally, the analysis aims to determine the distribution of the exclusive lexical items used by each side and those shared by both. The complexity of noun phrases is another aspect of concern which is given a through consideration as well. The final step was comparing the examined data of the two videos.

#### **4. Data Analysis and Discussion**

##### *4.1 Overview*

The main aim of this chapter is to analyze the statements of the Jordanian government exemplified by the statements of the Jordanian King, the minister of media, and the spokesperson of the JAF. Additionally, the chapter provides an analysis of the performative speech acts of ISIS that appeared in two forms, namely, the script of the video of the brutal burning of the Jordanian pilot, and the lyrics of a song chanted by the members of the terrorist organization. To this end, the researcher endeavors to analyze the statements of the two parties based on the premise of the Speech Acts Theory (SAT) (Searle, 1969, p. 16). The method adopted in the analysis was examined by classifying the utterances based on Searle's typology of performatives which he put forth, namely: assertives (representatives), directives, commissives, expressives, and declaratives. In essence, the analysis is based on the qualitative understanding of the drive behind each utterance. This drive is manifested relying on the definitions delineated by Searle. Additionally, a closer look at certain linguistic features such as choice of vocabulary reveals clearly the type of the speech act.

On assigning the type of the illocutionary force of the performative speech act, a quantitative analysis was conducted in order to find out the usage and the frequency of each type of speech acts. The goal behind such analysis is to look for the dominant type of speech act that seemed to dominate the statements of the two conflicting sides. Following that, in the light of the quantitative analysis, a qualitative analysis ensued for the sake of delimiting the influence which was exerted by the speakers. The main goal of conducting the quantitative analysis is to correlate its results to the qualitative one so as to validate both of them and ensure the authenticity and the reliability of the conducted analysis.

##### *4.2 The Quantitative Analysis*

This section presents the results of the quantitative analysis of the performatives outlined in the statements of the Jordanian government officials and ISIS. The quantitative analysis of the statements for both sides is shown in the following tables. The letters which are used for convenience (A, D, C, E, and L) refer to Assertives, Directives, Commissives, Expressives, and Declaratives, respectively.

Table 1. Jordanian government's speech acts usage and frequency

Performative type	Size of utterances (in words)	Frequency of Performative Types					Total
		A	D	C	E	L	
King's Speech	181	6	2	3	6	7	24
Minister of Media's Speech	617	24	2	10	6	14	56
Military Spokes person's Speech	212	8	2	3	4	13	30
Total	1010	38	6	16	16	34	110

Table 1 shows the use of performatives speech acts of three major texts in the Jordanian government namely, the Jordanian King, the Minister of Media, and the Spokesperson of the JAF on the one hand. On the other hand, Table 2 shows the use of performative speech acts by ISIS which appeared in two script forms, namely, the video and the lyrics of the song.

Table 2. ISIS's speech acts usage and frequency

Performative type	Size of utterances (in words)	Frequency of Speech Acts Types					Total
		A	D	C	E	L	
Video Script	124	2	2	2	2	3	11
Song Script	210	5	4	16	4	6	35
Total	334	7	6	18	6	9	46

First, the analysis of Table 1 reveals the total number of the performative speech acts produced by the Jordanians was 110 utterances. The number of utterances produced by each official speaker was (24, 56, 30) respectively. The researcher believes that the reason for this variation in the number of the utterances is that the King of Jordan tends to be precise and concise in his statements. The military spokesperson follows a similar pattern because the military narrative is also known for brevity and accuracy. However, the speech of the Minister of Media appeared longer and more detailed. The reason behind such approximate length is the nature of the position of the minister who is obliged to provide a somehow detailed description of the incident. The following chart shows the figures.

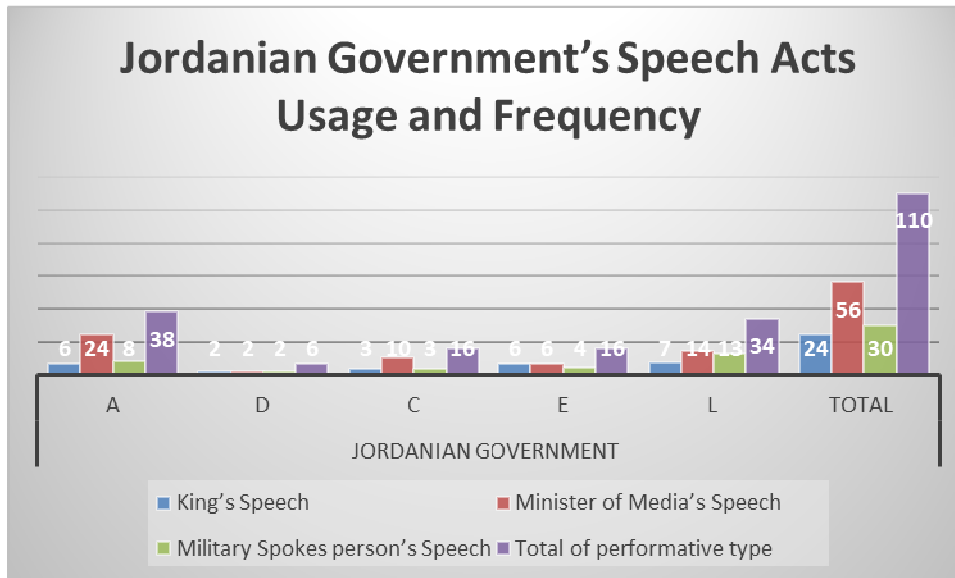


Figure 1. The frequency performatives speech acts of the Jordanian officials

As for the performatives produced by ISIS in both scripts, the total number of these speech acts mounts to 46 acts. In the first script (video), 11 speech acts were produced whereas the second script (lyrics), 35 speech acts were produced. The variation in the number was due to the length of each script which entails that the lyrics video appeared longer than the video script. Figure 2 shows a detailed description of the quantitative analysis of both scripts.

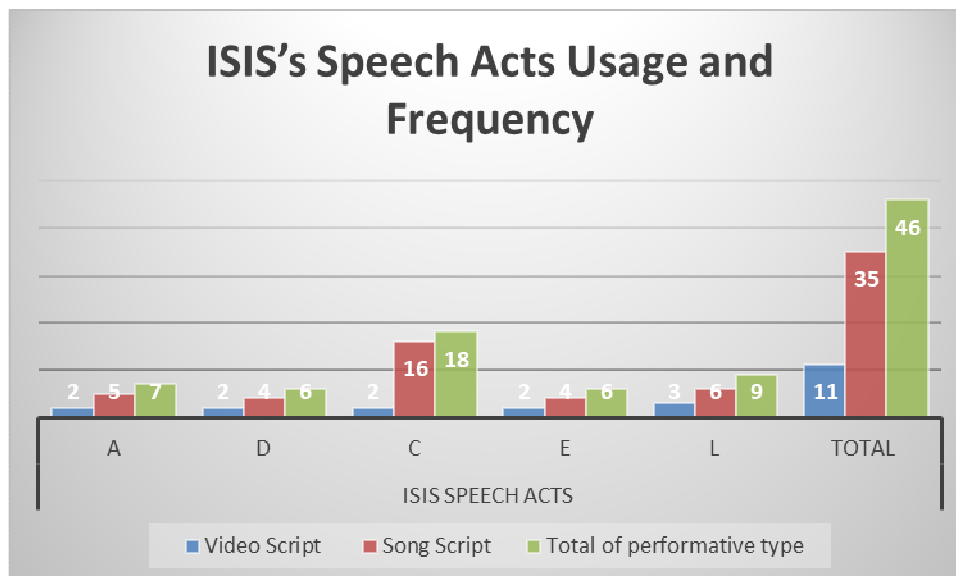


Figure 2. ISIS's Speech Acts Usage and Frequency

Second, as for the Jordanian speakers, the total number of assertive (appeared to score the

highest frequency of all types) speech acts for all speakers were 38 speech acts in which 6, 24, 8 speech acts were delivered respectively. The scripts of ISIS are shorter and this reflected fewer number of assertives. In the video, two assertive acts were revealed whereas 5 assertives appeared in the lyrics.

Third, the table shows that directive speech acts of the Jordanian speakers fall behind all other performative acts in the representation of the statements of the three parties of the Jordanian government. This can be reflected in the total number of directive speech acts for all speakers which was as low as 6 speech acts. Additionally, the table shows that this number was distributed equally between the three speakers. As for ISIS, the total number of directives were (2,4) for the video and lyrics respectively.

Fourth, Table 1 shows that commissive speech acts appeared to occupy the second lowest rank in representation of all performative speech acts. The speakers succeeded in producing 16 commissive speech acts in total. Table 2, however, records that commissive speech acts are shown to be the highest score of all performative acts for the scripts of ISIS. In total, 18 commissive speech acts were recorded 16 for the lyrics and 2 commissive speech acts in the video.

Fifth, expressive speech acts showed similar frequency when compared to commissive speech acts. Accordingly, in total, all speakers produced 16 expressive speech acts. As for ISIS scripts, similar results were recorded with a similar distribution.

Finally, declaratives appeared to constitute the highest representation in the statements of all speakers. In total, all speakers produced 34 declarative speech acts. The declarative speech acts for each speaker were 7, 14, 13 respectively. On the other hand, the scripts of ISIS revealed 9 declarative speech acts, distributed as 3 for the video and 6 acts appeared in the lyrics. finally, the ratio of the usage of all types of speech acts appears in the following tables:

Table 3a. The ratio of the usage of all types of speech acts of the Jordanian officials

Type of Performative	Performatives in Jordanian Discourse	Ratio compared to all types of SAs
Assertives	38	0.34
Commissives	16	0.14
Declaratives	34	0.30
Expressives	16	0.14
Directives	6	0.05

Table 3a Shows the ratio of the usage of all speech acts of the Jordanian officials. The ratio of each speech act appears in relation to other speech acts. Obviously, assertive speech acts appeared to dominate all speech acts with a ratio of (0.34). Second, declaratives came second in representation (0.30). The justification for such increase in ratio is that the purpose of all speakers is to announce the news of the assassination of the Jordanian pilot. The ratio of expressives and commissives shows equality with a ratio (0.14). Finally, directive speech acts



appeared to rank last of all speech acts with a ratio of (0.05).

Table 3b. The Ratio of the Usage of All Types of Speech Acts of ISIS

Type of Performative	Performatives in ISIS Discourse	Ratio compared to all types of SAs
Assertives	7	0.15
Commissives	18	0.28
Declaratives	9	0.19
Expressives	6	0.13
Directives	6	0.13

Table 3b is mainly about the ratio of the usage of all types of speech acts of ISIS. The ratio of commissives ranks first with a ratio of (0.28). The justification behind such high ratio is the tendency of ISIS to commit itself towards pursuing their struggle for the aim of achieving their ultimate goal. Expressives ranks second with a ratio of (0.19) whereas assertives recorded (0.15). Finally, similar ratio appeared to dominate directives and expressives with a ratio of (0.13).

#### 4.3 The Qualitative Analysis of the Performatives

This section discusses the results of the qualitative analysis of the performatives outlined in the statements of the conflicting sides: Jordanian government and ISIS.

##### 4.3.1 Assertives

According to Searle, the function of using assertives is “to commit the speaker (in varying degrees) to something’s being the case, to the truth of the expressed proposition” (Searle, 1975, p. 354). Therefore, assertive statements are mainly used to state, assert, describe, classify, clarify and provide explanations. Additionally, assertives are used as proper tools for linking other types of speech acts. For this particular reason, assertives, if compared to other types of performatives, seemed to normally dominate other types for each side separately. In total, assertives were used 45 times out of a total of 156 speech acts, which were produced by both conflicting sides. The justification behind such high frequency of usage of assertives is the wide array of functions that assertive speech acts cover, such as stating facts, clarifying, classifying, linking, and providing explanations.

The following examples illustrate this usage for both sides. On stating facts, in the speech of the Jordanian spokesperson of the army, the spokesperson stated a fact regarding the efforts the government and the army exerted in order to free the pilot:

- 1) “القوات المسلحة الأردنية دعمت مختلف الجهود مع الوكالات وبذلت جهوداً كبيرة لتحريره من قوى الشر والظلام”

“JAF, supported by various efforts with agencies has exerted relentless efforts to free him from the forces of evil and darkness”. (Jordanian Spokesperson of JAF: February 3, 2015)

The minister of media provided a thorough and a detailed description of ISIS in which he stated:

2) “كل الأردنيين يعرفون أنني كنت من شكك في وحشية تنظيم داعش الإرهابي هذا هو الدليل”

“All Jordanians know that I was the one who unbelief the brutality of the terrorist organization ISIS. This is the proof”. (Jordanian Minister of Media: February 3, 2015). In another spot he added:

3) “لا يعرفون شيئاً عن الإسلام”

“They know nothing about Islam”. (Jordanian Minister of Media: February 3, 2015).

As for examples in which assertive speech acts appeared in the narrative of ISIS, the terrorist organization started their video by quoting one of the most famous Muslim scholars (Ibn Taimiah) who allegedly permitted the torture and immolation of the disbeliever captives as a tool for deterring them from working against Islam. The main goal for deploying this quotation is to persuade the audience of the importance of adopting their narrative because it is based on an authoritative Islamic figure such as (Ibn Taimiah). The quote reads:

4) “فأما إذا كان في التمثيل الشائع دعاء لهم إلى الإيمان أو زجر لهم عن العدوان فإنه من إقامة الحدود والجهاد المشروع”

“But if in mutilation of them, there was a supplication for them to faith or a rebuke for them from aggression, then it were established limits and legitimate Jihad”. (Script of ISIS Video: February 3, 2015).

On providing explanation, the same quote was highly utilized among ISIS members in order to justify their gruesome acts against their enemies.

The last function of assertive statements is describing. The narrative of the Jordanian government delineated with obvious examples the true nature of the terrorist organization, for example, the King of Jordan provided a description of how brutal this organization is by stating:

5) “التنظيم الإرهابي الجبان”

“cowardly terror organization”. (King of Jordan, February 3, 2015).

The spokesperson of the army stated:

6) “العصابة المجرمة الطاغية”

“Tyrants and criminal gang” (Jordanian Spokesperson of JAF: February 3, 2015)

#### 4.3.2 Directives

Searle defined directives as “attempts (of varying degrees, and hence more precisely, they are determinates of the determinable which includes attempting) by the speaker to get the listener to do something” (Searle, 1975, p. 355). According to this definition, directives are speakers’ attempts that aim at getting the audiences to do, act, and perform certain obligations. Such

acts are characterized by the volition of the listeners to perform upon the directives they receive. This means that they are left to the willingness of the listeners of whether to abide by them or not. For this particular reason, it would be insensible to instruct the audiences to do something in the past or to do something that is impossible. Apparently, directives are not true or false. As such, they do not imply the falsehood or the truth of the statement. As the name tells, directives fulfill a myriad number of functions, such as orders, commands, and requests. They also imply other meanings, such as begging, suggesting, praying, and pleading.

In these conflicting statements, directives seemed to occupy a low percentage in their representation. The statements of the representatives of the Jordanian government, for example, used them 6 times distributed equally between the three speakers whereas the analyzed data of the statements of ISIS were shown in 6 directive utterances as well. The researcher believes that the reason behind such low percentage is the inclination of both sides not to become authoritative and domineering in the way they direct, guide, or persuade their audiences. Throughout the statements, both sides fully recognized how to consciously instruct their audiences to act after paving the way in advance for such directives. For both of them, directives were mainly preceded by emotional appeals or logical premises that worked as catalysts for swaying the audiences' opinions forward to action. To make them function and operationalize properly, both sides manipulated their verbal or propaganda talent to direct their audiences implicitly when they feel the need to do so and explicitly when the effect of persuasion mandates such need directly. This means that the speaker resorts to implicit directives when he/she feels that the audiences are not fully prepared to accept the explicit directive speech act. Normally, directive speech acts come right at the end of the turn of the speaker. For example, the King of Jordan finished his statement by directing the Jordanians to unite against the evil of the terrorist organization.

The following examples from both conflicting sides illustrate the variation in the functions according to how directives operate: The King of Jordan, for example, directed the Jordanians to stand by him and unify against the harsh calamity that had smitten the Jordanians. He stated:

7) “من الواجب على كل المواطنين توحيد صفوفهم”

“*it is the duty of all citizens to be united*” (King of Jordan's Statement, February 3, 2015).

In a similar vein, he showed the urgent need to act and be strong in that Jordanians show steadfastness and resolute in the face of terrorism. He furiously stated:

8) “إظهار الشخصية الحقيقية للشعب الأردني”

“*show the true character of the Jordanian people*” (King of Jordan's Statement, February 3, 2015).

On the other hand, ISIS directed the audiences to act quickly and target military personnel in Jordan and worldwide. The directive speech act associated with this drive appeared vehement and decisive. It reads as follows:

9) “يا أهل المروءة والشهامة والإيمان في الأردن دونكم خدام الصليبيين وأذئابهم المرتدون وليكن لسان أحدكم لا نجوت إن نجا“

“*Oh people of chivalry, magnanimity, and faith in Jordan, target the servants of the crusaders and their apostate tails, and always remind yourselves that you are not still alive if they are”.* (Script of ISIS Video: February 3, 2015).

In another post, ISIS implicitly direct its members and all alleged believers to follow the path of martyrdom:

10) “هنيئا لمن نصر دينه وحظي بمعتقة من النار“

“*Congratulations for who supports his religion, and fortune to be blessed from the hell*”. (Script of ISIS Video: February 3, 2015).

#### 4.3.3 Commissives

For Searle, “commissives are those illocutionary acts whose point is to commit the speaker (again in varying degrees) to some future course of action” (Searle, 1975, p. 356). Both sides consider promises they make as keys for success in their endeavor to succeed in waging war against the other part. For this purpose, they commit themselves to some future voluntary actions. This kind of commitment reveals the freewill of the speaker as it is inherently sensible to them to have the real intention and the capability to make such commitments. Like the previous types of performatives, commissive speech acts appear in different written or spoken forms. Of the first, contracts, guarantees, and covenants whereas pledges, vows, threats, promises, and oaths are examples of the latter.

The data showed that both sides seemed to resort to commissive acts so as to uncover their plans for the future in order to make their audiences aspire for the best. The main drive behind such commissive acts is the need of the public to see the sense of leadership and the viable solutions of the current problems. For example, the topics of the statements were centered around terrorism, Jihad, holy wars, revenge, and uniting the country. These topics touch closely on peoples’ life and as such are highly influential in the framework of media coverage.

For the statements at hand, commissive speech acts constitute a medium percentage in their representation. Commissives appear in 34 speech acts of the speech of both sides in which Jordanian government officials used commissives 16 times whereas ISIS used them 18 times. The analysis of these figures indicates that the usage of commissives by both parties is almost similar. The interpretation for this approximation is that both sides tend to commit themselves to a certain level of obligatory action in a way that they want to appear realistic and factual. This reflects their concern of keeping plausible and practical promises and commitments which can be fulfilled.

Additionally, exaggeration in providing such commitments may reveal to the audiences that certain skepticism that the party is not capable of fulfilling its promises. The following examples illustrate this premise. The spokesperson of the JAF furiously, for example, showed the commitment of JAF to get its revenge as a retaliation for their evil deeds:

11) “ونؤكد أن دمه المسفوك سينتقم منهم، وأن العقاب سينزل على طغاة الأرض”

“We assert that his spilled blood will be avenged and the punishment that will be inflicted on the tyrants of Earth”. (Statement of the Jordanian Spokesperson of JAF: February 3, 2015).

He also added that such revenge would be proportionate to the level of the deed itself:

12) “الذين اغتالوا معاذ سيكون حجم معاناتهم بحجم مأساة الأردنيين جميعا”

“Those who assassinated Mu’ath will be suffering as much as the proportionate to the magnitude of the tragedy of all Jordanians”. (Statement of the Jordanian Spokesperson of JAF: February 3, 2015).

At the end of his speech, the spokesperson of JAF quoted from the holy Quran saying:

13) “وسيعلم الذين ظلموا أي منقلب سينقلبون”

“And those who have wronged are going to know to what [kind of] revenge they will be avenged”. (Statement of the Jordanian Spokesperson of JAF: February 3, 2015).

In a similar vein, the Jordanian minister of media committed the Jordanian government to act in a similar manner in the form of pledging vows, he stated:

14) “ومن يشك في رد الأردنيين فهو حازم وحاد وقوي”

“Whoever doubts the response of the Jordanians, this response will be firm, quarrelsome and strong”. (Statement of the Jordanian Minister of Media: February 3, 2015).

In another part of his statement, he vehemently threatened that the revenge will be inflicted upon them. He stated:

15) “سوف يأتي لهم الدليل”

“The proof will come to them”. (Statement of the Jordanian Minister of Media: February 3, 2015).

Finally, he poignantly indicated that the anger of the Jordanians will shake their posts. He said:

16) “سيعرفون أن غضب الأردنيين سيهز صفوفهم”

“They will know that the anger of the Jordanians will shake them”. (Statement of the Jordanian Minister of Media: February 3, 2015).

On the other hand, ISIS committed itself to continuing targeting their enemies anywhere in the world. Obviously, the lyrics of the poem was dedicated to chant such commissive acts in the form of threats. For example, some lines of the poem read:

17) “فنحن الأسود الأباة الضياغم... نفل الحديد بعزم شديد ... إذا الحرب جاءت بلحن الرصاص .... نزلنا على الكفر نبغي القصاص .... يساقون للموت ما من مناص”

“We are the lions, who are proud of themselves, Fighting in iron with great determination. So, the war came with bullets, on infidelity we want retribution. Driven to death, there is no way”.

(Script of ISIS Video: February 3, 2015).

In the same poem they also affirmed that they will undoubtedly sacrifice anything they have for the sake of their religion:

18) ونسقي الهداة من دماء الوريد... ونردى الرؤوس بحد الحسام... ونشفي النفوس بضرب العدى “

“And we water the **sacrifice** from the blood of a vein, and we cut off the heads by the sword. We heal souls by striking the enemies”. (Script of ISIS Video: February 3, 2015).

#### 4.3.4 Expressives

For Searle, expressives are meant to “express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content (Searle, 1975: 356). Expressives, therefore, are a mere reflection of the speaker’s feelings, attitudes, inclinations, and emotions towards a particular proposition. Expressive speech acts are used when the speaker wants to thank, apologize, congratulate, and welcome. Moreover, expressive language reflects feelings of anger, indifference, regret, hope, complaint, astonishment, love, aspiration, hatred, etc.

The statements of the Jordanian officials and the words of ISIS showed an overwhelming usage of such expressive language. Deep inside them, both sides believed that there is nothing more than expressive language which can move the audiences in a dramatic way. Therefore, they were seen continuously and doggedly adhering to this technique purposefully with an explicit or implicit intention for the sake of affecting their followers. It is a powerful strategy through which the interlocutors raise the emotional ceiling and lower the affective filters in a skillful manner. Such language appears in the fine choice of lexemes, phrases, utterances, and even in body language. Interestingly, a large portion of the public opinion is swayed following to the emotional perspective. In the three statements, nearly all topics seemed to carry the emotional imprint. terror, wars, crime, immolation, lack of credibility, inhumane acts are just few examples that can highlight the emotional aspect of the two conflicting narratives.

The analysis of the all statements revealed the tendency of both sides to use expressive language in a specific manner. The average usage of expressive language of both speakers showed that this language was used second to the declaratives. For Jordanian officials, it was used in 16 speech acts and phrases, whereas ISIS used expressive speech acts 6 times. The usage of expressives came to the favor of the Jordanians who, throughout their speech acts, clearly seemed to resort to emotional, and expressive language more than their opponent which tended to resort to it in very specific domains such as terror and threat. ISIS’s main use was mainly centered on showing fear, terror, revenge, and arousing remorse in the hearts of their alleged disbelievers.

On anger, for example, the king of Jordan, in his statement, showed his boundless anger towards the heinous crime of burning the Jordanian pilot alive, and as such, he somberly and furiously stated:

19) تلقينا بكل حزن وأسى وغضب نبأ استشهاد الطيار الشجاع معاذ الكساسبة على يد تنظيم داعش الإرهابي (19)

### الجبان

“We have received with all sorrow, grief and anger, the news of the martyrdom of the brave pilot Mu’ath Alkawasbeh at the hand of the terrorist and cowardly ISIS organization.” (King of Jordan’s Statement, February 3, 2015).

As can be seen in this quotation, the king used overwhelmingly loaded expressive language in which he described the gruesome crime of the assassination of the pilot. The words sorrow, grief, anger, terrorist, and cowardly reflected his feelings in a clear manner.

The statement of the JAF also was obvious and to the point in showing how livid the army and its command on hearing the horrible news. The spokesperson stated:

20) “سقط معاذ الكساسبة في قبضة التنظيم الجبان الإرهابي .. والقوات المسلحة الأردنية دعمت مختلف الجهود مع الوكالات .. وبذلت جهوداً كبيرة لتحريره من قوى الشر والظلام .. أصرت هذه العصابة الإجرامية على وضع نهاية مأساوية لحياته”

“Mu’ath Alkawasbeh fell captive in the hand of coward terrorist organization. JAF, supported by various state agencies has exerted relentless efforts to free him from the forces of evil and darkness. This criminal gang insisted to put a tragic end to his life”. (Statement of the Jordanian Spokesperson of JAF: February 3, 2015). The following words reflected the state of great anger and shock of the army leaders and the Jordanians: cowardly, terrorist, evil, darkness, criminal gang, tragic end.

In addition to the abovementioned, the minister of media reflected similar attitude and anger appeared clear in his statement, he stated:

21) “كل الأردنيين يعرفون أنني كنت من شكك في وحشية تنظيم داعش الإرهابي .. هاذ هو الدليل .. أولئك الذين اعتقدوا أنهم يمثلون الإسلام المتسامح .. ومن آمن وكان يشكك في وحدة الأردنيين في وجه هذا الشر .. ومن يشك في رد الأردنيين فهو حازم وحاد وقوي .. سوف يأتي لهم الدليل .. وسيعرفون أن غضب الأردنيين سيهز صفوفهم”

“All Jordanians know that I was the one who doubted the brutality of the terrorist organization Daash. This is the proof. Those who believed that they represent tolerant Islam, whoever believed and was questioning the unity of Jordanians in the face of this evil, whoever doubts the response of the Jordanians, the response will be firm, quarrelsome and strong. The proof will come to them. They will know that the anger of the Jordanians will shake their positions” (Statement of the Jordanian Minister of Media: February 3, 2015).

The previous statement was loaded with expressive words that carried the true and harsh shocking feelings of the Jordanians. The following words reflect such feelings: brutality, terrorist, evil, firm, strong, shake, and anger. The second most salient expressive speech act was manifested in the form of sympathy. The statements of the Jordanian officials were emotive and showed profound notes of sorrow, regret, and sympathy for the doom of the Jordanian pilot. The following quotations reflect this case:

22) “تلقينا بكل حزن وأسى وغضب نبأ استشهاد الطيار الشجاع معاذ الكساسبة على يد تنظيم داعش الإرهابي .. الجبان .. رحمة الله على روحه”

“We have received with all sorrow, grief and anger, the news of the martyrdom of the brave pilot Mu’ath Alkawasbeh at the hand of the terrorist and cowardly Daesh organization. May Allah rest his soul in peace”. (King of Jordan’s Statement, February 3, 2015).

23) “هذا يوم مظلم وصعب”

“This is a dark and a difficult day”. (Statement of the Jordanian Minister of Media: February 3, 2015).

Despite the intended and deliberate usage of the adjectives (dark, difficult) which are in essence stative in nature, the implicit performative drive of such usage is to show the emotive function in such an obvious manner.

On the other hand, the expressive speech acts were utilized differently from ISIS. Basically, these acts were utilized skillfully in order to instill fear and intimidations at the hearts of their enemies. Their propaganda was mainly centered around spreading fear via the usage of graphic scenes of killing and immolation accompanied by citations from Quran, Sunnah, and teachings of famous Muslim scholars such as Ibn Taymyyah who was quoted in one of the scenes for the sake of legitimizing such horrific acts. As such, he was quoted:

24) “فأما إذا كان في التمثيل الشائع دعاء لهم إلى الإيمان أو زجر لهم عن العدوان فإنه من إقامة الحدود والجهاد المشروع”

“If in resorting to immolation supplication for them to faith or a rebuke for them from aggression, then it is no harm as it be based on legitimate acts of Jihad” (Script of ISIS Video: February 3, 2015).

Islamic State propaganda is also known for its reliance on arousing feelings of pride and nostalgia by referring back to the times of the bright Islamic era. Accordingly, the organization appears inclined to reciting heroic and religious poems that aim at encouraging young youth to join their cause and fight the disbelievers. The long poem which was already stated above is an obvious example of such propaganda. Additionally, the title of the video itself reveals the utmost expressive type of speech act:

25) “شفاء الصدور”

“Healing of the chests” carries a connotative meaning of revenge which the organization seeks as a retaliation for the attacks of the world’s coalition against its posts. The phrase itself reflects elevated emotive performative drive which aims at affecting the emotions of the followers of the terror organization.

Finally, the terrorist organization resorted to demonizing their enemies via the careful usage of their words that instill at the heart of its followers’ feelings of hatred, oppression, and dismay. The following quotation reflect this reality:

26) “يا أهل المروءة والشهامة والإيمان في الأردن دونكم خدام الصليبيين وأذناهم المرتدون”

“Oh people of chivalry, magnanimity, and faith in Jordan, attack the servants of the crusaders and their apostate tails” (Script of ISIS Video: February 3, 2015).



#### 4.3.5 Declaratives

Declaratives are utterances that reveal the decisiveness of an authoritative figure to perform a specific act within a specific context Searle (1975: 357). Declarative utterances are inherently the true performatives. Declaratives are subject to specific conditions which are related to the context of the utterances, the time, the speaker, and the linguistic form. These declaratives are powerful tools that politicians utilize continuously in a decisive manner while addressing their audiences. However, such declaratives are used sparingly because if such declarative acts do not find their way to reality, they will damage the credibility of the speaker. According to Searle, declaratives are meant to establish “a correspondence between the propositional content and reality” (Searle, 1975, 356). Therefore, he added that “a successful performance guarantees that the propositional content corresponds to the world: if I successfully perform the act of appointing you chairman, then you are chairman; if I successfully perform the act of nominating you as candidate, then you are a candidate; if I successfully perform the act of declaring a state of war, then war is on; if I successfully perform the act of marrying you, then you are married” (Searle, 1975: 358).

In the war of words between the two conflicting sides, declaratives were utilized in some occasions. Jordanian officials used declarations 34 times whereas ISIS used them 16 times. These figures indicate that declaratives are of the highest representation of speech acts in terms of their frequency. The justification for this is that these statements and statements aim at declaring the news of the assassination of the Jordanian pilot. However, each party decides to announce such news in a different manner.

To start with, Jordanian officials made a number of declarative statements concerning the horrific and gruesome death of the Jordanian pilot. In fact, the King, the minister of media, and the spokesperson of the JAF issued televised official statements that aim at declaring to the world the sad and sorrowful news of the occurrence of the brutal crime. These official statements are declarations per se. These declarations were obvious and were narrated in a clear denotative language. Clearly, words such as announce, declare, assassinated, mourn, ...etc. are but few examples that state without doubt the clear intention of the declarative drive in these statements. The following quotations of the King, minister of media, and spokesperson of the army are reflecting such case:

“مات الطيار الشجاع معاذ دفاعا عن إيمانه ووطنه وأمته .. وانضم إلى شهداء آخرين سقطوا في سبيل الوطن .. يضحون بأرواحهم من أجل الأردن العزيز”

“*The brave pilot Mo’ath died in defense of his faith, homeland and nation. He joined other martyrs who fell for the sake of the country sacrificing their lives for dear Jordan*”. (King of Jordan’s Statement, February 3, 2015).

“القوات المسلحة الأردنية تعلن اغتيال طيارنا الشجاع في 3 يناير 2015.. وإن القوات المسلحة الأردنية تعلن استشهاد الطيار الشجاع معاذ الكساسبة.. القوات المسلحة الأردنية تنعى الشهيد الشجاع .. وندعو الله أن يتقبله مع الصديقين والشهداء”

“*JAF announces the assassination of our brave pilot on January 3, 2015. JAF announces the martyrdom of the brave pilot, Mu’ath Alkassasbeh. We pray to Allah to accept him in the*

*company of those on whom is the grace of Allah. JAF mourns the brave pilot*” (Statement of the Jordanian Spokesperson of JAF: February 3, 2015)

“ كما تشير التقارير الاستخبارية المؤكدة التي نشرها التنظيم الإرهابي إلى أنه اغتيل... التحق الشهيد بشهداء 29) الوطن في الثالث من كانون الثاني .. أعني منذ شهر من الآن “

“The intelligence reports confirmed what was published by the terrorist organization which indicates that he was assassinated. He has become a martyr of the various martyrs. He was assassinated on the 3<sup>rd</sup> I mean, a month ago from now”. (Statement of the Jordanian Minister of Media: February 3, 2015).

In the previous quotations, it appeared that the statements showed explicitly via the use of clear performative verbs (assassinated, announce etc.) the declarative drive of the speech acts. However, the statements included verbs which appear in stative mood which reflect implicitly the declarative drive. One such example is the verb (died). This in essence reflects the overlapping nature of performative speech acts in which a single performative verb can imply varying degrees of speech acts.

#### 4.3.6 Conclusion

To conclude this chapter, it has become clear that performatives are found to be astounding tools that are recurrently used by both sides to fulfill a myriad function. In particular, assertive, commissives, declaratives, directives, and expressives, as the names tell, are the true performatives.

## 5. Conclusions and Recommendations

### 5.1 Overview

This chapter presents deduced conclusions on the basis of the results presented and discussed in chapter four. Specifically, the chapter presents the conclusions based on the analysis of Searle’s typology of performatives. The chapter also offers recommendations for further research on the matter at hand.

### 5.2 Conclusions Based on Searle’s Typology of Performatives

Both sides seemed to utilize all performative speech acts as decisive strategies across their narratives and statements. This confirms the characteristic of political discourse as “an act of conversion” (Diamond & Cobb, 1999, p. 225) in which political discourse in general set people at odds in terms of their political affiliations and streams of thought.

Second, the conflicting narratives at hand revealed a stark stylistic conversion between the two sides in the way they utilized performative speech acts to their advantage. In accordance with this conclusion, the usage of all performative types seemed to vary in terms of the frequency, percentage, and function. For example, expressive speech acts, used by the Jordanian government officials, seemed to outnumber those used by ISIS. This variation seemed strategic for the Jordanians as they intentionally seemed to hammer on the declarative and affective factors as tools that aim to move and provoke the audiences emotionally to their advantage. In particular, despite the tremendous efforts exerted by the government officials,

they appeared helpless in rescuing the pilot. As such, these officials utilized the declarative and the expressive speech acts purposefully for two reasons: first, mitigating and absorbing the shock of the Jordanians and the whole world on hearing the confirmed news of the assassination of the Jordanian pilot. For example, the Minister of Media stated shortly “*They assassinated our pilot*”. Second, the government used the expressive drive as a helping tool for gathering momentum and unyielded support from the public. Intentionally, the government aimed at sending various messages such as iterating the need for the unity of the country, facing the horrible acts of the powers of evil, and spreading the message of tolerance and moderation. This expressive drive appeared in King’s statement in which he stressed on the need for unity of the Jordanians. He stated, “*We need to be united*”.

Third, the analysis revealed clearly that more than one performative act seemed to be applied to a single speech act. For instance, commissive and directive speech acts seemed to strike semantic similarity because both types are anchored in the future time and commit the speaker to a certain course of action. However, they appeared to differ stylistically across the debates. For example, the Jordanian officials tended to use routinely institutionalized wording in their statements. In particular, they used elevated language of diplomacy and politics. They addressed the world and the public in a similar political linguistic tone. On the contrary, ISIS’s narrative focused on spreading its message via the careful usage of graphic scenes and vivid poetic language. The choice of words (diction) showed their careful choice of classical Arabic as a source of authenticity and truthfulness.

Fourth, it was found out that declarative speech acts dominated all types for both sides. Additionally, they were found to interfere with all types of statements because they are echoing their own function of talking about reality regardless of the anchoring time or the perlocutionary force. This finding appeared to agree with Jarraya’s in which he stated, “some speech acts may be used as a medium to carry others (Jarraya, 2013, p. 15). In essence, the main purpose of the Jordanian statements and ISIS’s narrative was centered around announcing the news of the assassination of the pilot. This function is at the heart of the declarative speech acts.

Fifth, the analysis showed an overlapping in terms of the intention and the function of a single speech act. For example, King’s utterance, “*we stand with the family of the brave Muath and with our people and our armed forces*” is referring to four types of performatives simultaneously:

- 1) a commissive because the force of the statement commits the speaker to a future course of action.
- 2) a declarative as the utterance reflects the intention of the speaker to make a promise.
- 3) The same utterance is carrying the directive implication in which the speaker guides his audiences to adopt this option.
- 4) it is an assertive statement by nature as it links previous chunks of speech to later ones and reflects realistic course of action.

This finding too seemed to echo Jarraya's finding in which he stated, "multiple speech acts are used in the same utterance either with or without an explicit performative verb" (Jarraya, 2013, p. 15). Following this line of reasoning, it can be inferred that understanding such variation in the speech acts give the chance to a better understanding of how language relates to reality. Finally, the conclusions based on this analysis seemed to answer all the questions outlined in this study.

### *5.3 Conclusions Pertaining to the Study Questions*

The research at hand aims at answering the following questions:

1) *What are the conflicting ideologies used in the military discourse of the Jordanian Army and ISIS in the wake of the Jordanian pilot murder?*

To answer this question, a closer look at the analysis of the varying types of declarative speech acts reveals the following conclusions: both sides utilized the military discourse in a different manner, the Jordanian officials believe that diplomacy, even at war times in general and with ISIS in particular, is a cogent approach for the continuation of its war against terror. Accordingly, their ideology never changed towards vehemently denouncing the heinous acts of the terror organization. They continued to follow the international ideological stand by describing such organization as the outlaws of the age. As for ISIS, the ideology adopted by them was mainly centered on utilizing the religious language so as to arouse the feelings and emotions of the public for the sake of achieving their utmost goal. In addition, their ideology reflected their careful spread of intimidation and fear at the hearts of their opponents. Furthermore, their ideology was based on enticing and luring the public towards defying the rule of the disbelievers and encouraging them to dream of justice and martyrdom.

2) *what are the prevailing linguistic elements which were utilized in the two conflicting discourses to influence the audience?*

The conclusions based on these questions revealed that both sides adopted varying linguistic patterns in their discourse. The careful choice of vocabulary items in both types of discourse reflects this reality. As for the type of discourse, the Jordanian officials adopted the style of press statement and interviews. ISIS, on the other hand, favored sending their messages via showing horrific videos and clips for the gruesome murder of the Jordanian pilot. As for diction, the Jordanians used elevated language of diplomacy whereas ISIS preferred to utilize Classical Arabic in which they used poems, quotations, and verses from the Holy Quran.

3) *To what extent are the strategies of persuasion used appear to vary and differ in explicating conflicting ideologies?*

The conclusions on this question indicate that each side of the war worked hard in order to convince the audience of its drive behind such discourse. The employment of expressive language exemplified by the various attributes of the martyr and the brutality of the crime gathered huge momentum of sympathy among the audience. This side, in particular, was deployed with great care because its users know exactly how to utilize the propaganda of the enemy against its discourse. ISIS, on the contrary, showed via their videos their logical

justification for the assassination of the pilot. In addition, they used the religious factor as a catalyst for driving the public to believe in their cause. They, in fact, did their best in order to persuade the audience of the legitimacy of their drive behind committing such crime.

To conclude this section, it appears that the analysis of the data of concern brought to the fore the conceivable answers to the aforementioned questions. In addition, this conclusion comes to validate the hypothesis highlighted concerning the variation in the ideological stand of the conflicting sides. This variation was clearly reflected via the deliberate usage of certain linguistic features that appear in the form of performative speech acts. The main purpose of the analysis of these performative speech acts is to shed light on the persuasion strategies adopted by each side in order to affect and sway the opinion of the audience.

#### *5.4 Recommendations*

To conclude, the researcher recommends further investigation of the political speech in general and speech on terror, in particular across cultures by adopting Searle's Typology of Speech Acts.

As previously mentioned, the findings in this study have been based on analyzing a specific type of political discourse, namely, discourse on terror. For this reason, they cannot be generalized to other types of discourse such as the political discourse. Therefore, more studies should be conducted in order to investigate the performative speech acts in other types of political discourse.

Because of the varied political systems across the world, the researcher recommends conducting comparative studies that compare between performative speech acts which can be deployed across the globe. The aim of such comparative studies is to delineate the points of cultural convergence and divergence with regard to the performatives which can be utilized in a versatile multicultural world.

Finally, it is prerequisite to note that many aspects of influencing factors have been obscured by conducting this study on a specific type of political discourse. Specifically, it masks the global nature and feature characteristics of performatives cross-linguistically. Hence, extensive and comprehensive studies on such type of discourse are recommended. Such studies would account for and furnish scholars across several fields of study with performative speech acts' universals which can be the cornerstone for any further research.

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