

المنهجية الاحصائية في التطورات المعاصرة

في السيميائية ضمن بحوث الاتصال

**Statistical Methodology in Contemporary
Advancements in Semiotic within the
Communication Research**

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الكلمات المفتاحية: المنهجية الإحصائية، السيميائيات، البحث النوعي، المنظورات التخصصية.

Keywords: Statistical Methodology, Semiotic, qualitative research, disciplinary perspectives



الملخص

يهدف البحث الى دراسة حالة البحث النوعي في قطاع تطبيقات الإعلام لتلبية حاجة علمية. هدفنا هو إجراء مسح شامل للأعمال الأكاديمية في هذا المجال، بالإضافة إلى تقييم مزايا وعيوب الاستراتيجيات النظرية والمنهجية. لذلك، تناولت هذه الدراسة التطورات الحديثة في دراسات الإعلام، ولا سيما كيفية تطبيق المدارس العربية والغربية للأساليب السيميائية. ولتحقيق ذلك، راجعنا ١٥٣ ورقة بحثية تغطي الفترة من ٢٠١٥ إلى ٢٠٢٠، شملت مزيجًا من الدراسات العربية والأجنبية. وخلص البحث إلى أن الكليات العربية والدولية المتخصصة في مجال الإعلام تستخدم تقنيات تحليل مختلفة. ناهيك عن أن غالبية الدراسات المدرسية العربية لا تستخدم سوى عدد قليل من الأساليب، متجاهلة التطورات في التطبيقات السيميائية. من ناحية أخرى، سعت المؤسسات التعليمية الغربية إلى جني ثمار هذا النهج من خلال توسيع نطاق دراساتها. هذه الاعتبارات تدفعنا إلى الاعتقاد بأن البحث النوعي في صناعة الإعلام سيكون مطلوبًا في المستقبل. ينطبق هذا بشكل خاص على المدرسة العربية، حيث أتاحت التطورات الحديثة في تطبيق المنهج السيميائي توسيع آفاق التخصصات.

Abstract

This study aims to examine the state of qualitative research in the media applications sector to satisfy a scientific need. An exhaustive survey of scholarly work in this area is the goal. In addition, to assess the merits and shortcomings of the theoretical and methodological strategies. This study examined recent developments in media studies, focusing on how Arab and Western schools have begun to apply semiotic methods. In order to do this, we reviewed 153 papers spanning the years 2015–2020, with a mix of Arab and non-Arab studies included. The research found that Arab and international colleges in the area of media use different techniques to analyze. Not to mention that the majority of Arab school studies only employ a handful of methods, ignoring advances in semiotic application. On the other side, Western educational institutions sought to reap the benefits of this approach by broadening the scope of their studies. These considerations lead us to believe that qualitative research in the media industry will be required in the future. This is particularly true within the Arab school, where recent advances in the application of the semiotic method have enabled a widening of disciplinary perspectives.



1. Introduction

The semiotic approach is regarded as a crucial critical methodology in the modern age, exhibiting a significant and distinct presence in current studies within both the Western and Arab contexts. Semiotic study expands the scope of inquiry in media and communication sciences, shifting away from conventional media impact and longstanding cognitive paradigms (Lokdai, 2024).

Semiotic studies may explore the meanings of media messages, examine their implications, understand their production and operation, and then derive the social and cultural values that underpin them. The objective is to broaden the intellectual scope of media and communication studies. Consequently, second-level studies are crucial for interim assessment and provide scholars with an overview of contemporary research on semiotics within the media domain (Bachmair, 2006).

This is a scholarly endeavor to assess and analyse the present circumstances and delineate the aspects of this evolution. Given the current social transformations in Arab nations, there is a need to reassess the domain of scientific media research and to optimize the advantages derived from prior foreign and Arab studies. This desire signifies a progression towards the potential for comparisons and initiating future planning. This is seen as a first step towards a more comprehensive research vision. This study provides a critical analysis of Arab and international studies about semiotic analysis in the media sector from 2015 - 2020.

2. Research Problem

The research challenge is encapsulated in the primary question: What are the predominant contemporary research tendencies regarding the use of semiotics in the media domain? This topic encompasses many sub-questions, including: What are the possible advantages and uses of leveraging the findings from prior research in this domain? What further avenues might research explore regarding the use of semiotics in the media sector? Additionally, what sorts of semiotics were used in the media sector, and what problems and research concerns pertain to studies on semiotics within this domain? The study aims to address some of these enquiries using the theoretical and methodological frameworks used in semiotic research within the media domain.



3. Significance of Research

The primary significance of the study is to delineate the analytical methodologies used in media studies, so aiding in the selection of intellectual paradigms or theoretical frameworks for further investigations. Moreover, semiotic study is mostly missing from the media literature in the Arab area. A rationale for this is the prevalence of certain cognitive models originating from sociology and psychology (Iskanderova, 2024).

They tried to delineate the characteristics and structures of media research, as well as methods to tackle its challenges. This was shown in media impact research and audience studies that predominantly rely on field data collection ("quantitative research"). Research concentrating on media messages mostly emphasised quantification, fragmentation of media texts, and the enumeration of word repetitions (Iskanderova, 2024).

This approach disregards qualitative methodology and its procedural instruments, emphasising its capacity to analyse messages to uncover their underlying contexts, various circumstances, and the influencing factors at play, as well as the mechanisms through which meanings are generated and used. Moreover, the prevalence of the television picture is attributable to the proliferation and dissemination of direct satellite transmission (Assassi & Rouaghe, 2024).

Alongside the proliferation of the global information network, there has been a rise in the consumption of audiovisual content at the cost of textual communication. Thus, engaging with these materials requires a fresh perspective to uncover their social and cultural ramifications. The semiotic method is posited as a research initiative capable of addressing aspects previously neglected, particularly with non-verbal expressions in both static and dynamic media pictures disseminated by the media. Semiotics aims to deconstruct symbols and iconography to elucidate and uncover the underlying and impactful values in media creation (Wong, 2019).

4. Aim of the Research and Methodology

This research is classified as descriptive, aimed at monitoring and analysing scientific accumulation to provide a comprehensive overview of the phenomenon under investigation. It is particularly suited for developing a scientific perspective that aids future studies through second-level analysis, facilitating in-depth qualitative examination and secondary data analysis. Furthermore, it accurately tracks prevailing research trends in



semiotics within the media domain. Consequently, the research aims to accomplish the following:

1. Examine the research pertaining to the semiotic approach within the media domain.
2. Identify the categories of semiotics used in the domain of media.
3. Identifying study themes and concerns pertaining to semiotics within the media domain.
4. Examining the theoretical and methodological frameworks used in semiotic study within the media domain.
5. Identifying the categories of samples used in semiotic study within the media domain.

5. Literature review

Pragmatics and semiotics may be characterised as disciplines that examine meaning and language. A potential method for differentiating these disciplines is to define pragmatics as the examination of expressed meaning within a pragmatic context, whereas semiotics addresses the internal syntax as well as semantics of expressed meaning. In other terms, semiotics can be understood as the study that addresses the immanent aspects of meaning, while pragmatics focusses on its transcendent aspects (Dincakman, 2015).

If meaning had just transcendent qualities, pragmatics would equate to semiotics, and vice versa. Nonetheless, such a perspective assumes, as the French-Lithuanian semiotician A.J. Greimas articulates, a comprehensive theory of language, and therefore a theory about the overarching structure of the many dimensions of articulated meaning. In this regard, our discourse inevitably encompasses linguistics. What would an immanent-transcendent framework of the componential structure of a language entail? Addressing this topic entails elucidating the relationship between semiotics & pragmatics, resulting in a perspective of a more encompassing field that now lacks a designation (Bylieva, 2021).

5.1 Modelling Pragmatics-Semantics Relationship

The first model is based on the concept of semiosis. A semiosis is a "small mechanism," sometimes described as a "coded" function, that enables an expression to denote anything, its "content." According to Louis Hjelmslev (1943), both expressions and contents may constitute complete semiosis; hence, one semiosis may serve as the expression or connotation



of another semiosis. It may constitute the content of an alternative semiosis, such as a text inside a picture (Stalnaker, 2018).

Language may be characterised as an inter-semiotic conglomeration of these minimal semiotic mechanisms, an inter-semiotic structure. This is what the model demonstrates. Let us examine the structure of this inter-semiotic language model. The most prominent aspect of the related semiosis is the process by which phonetic strings, as expressions, denote grammatical meanings, as their contents; these strings may include morphemes, words, phrases, sentences, clauses, or complete texts, provided they include phonetic characteristics (Glanzberg, 2005).

The imparted meanings are lexical, grammatical, and discursive. Moreover, phonetics constitutes a semiosis, since the corporeal and substantial representations (writing, gesture, phonation) signify the formal phonemes as well as syllables that represent language expressions. The syntactic meaning of the resultant language expressions—namely, words, phrases, clauses, sentences, including trans-phrastic units, each contributing conceptual meaning—constitutes linguistic semantics (Birner, 2023).

Thus, at the essence of linguistic immanence lies a comprehensive grammatical semiosis including two semioses: phonetic semiosis and semantic semiosis. The physical "input" (phonetics) is grammatically linked to a mental "output" (semantics) of this process, referred to as conceptual meaning. Conceptual meaning manifests in many forms, ranging from individual ideas to whole narratives or systems (Kamp, 1978).

5.2 Referential Meaning

Nonetheless, this triple semiosis generating conceptual meaning must be integrated into a similarly intricate transcendent superstructure to provide what we are really concerned with here: referential meaning, or meaning as we see and comprehend it within context. Conceptual meaning must be transformed into referential meaning, to be semantics informs pragmatics (Klinge, 2002).

To comprehend this broader framework, we must first provide the semiotic aspect of enunciation (from Benveniste). The pronunciation is a semiosis that enables certain utterances to signify the speaker's and hearer's individuality, social identity, as well as circumstance. The most basic expressions of enunciation in language are the structures of personal



pronouns and deictic forms (such as demonstratives and shifting adverbs) used by languages (Masuko, 2006).

Prosody overlays enunciational meanings over inherent language semiosis. The meanings include speaking from a superior or inferior standing relative to the listener; the familiarity or unfamiliarity between speaker and listener; gender and gender distinctions; generational disparities; and (personal or societal) emotional tone (King & Stanley, 2005).

The semiosis overdetermines all spoken utterances, which are then translated into situational meaning via a particular pragmatic component that regards personalised utterances as suitable signifiers and the specific context as signified. This pragmatic element constitutes a semiosis, since it renders personalised statements significant within their situational context, actively and consciously contributing to the specificity and meaningfulness of that context (Moss, 2015).

Contexts lose significance if we do not "intend" them by allowing our words to denote them. Ceremonial rituals lose their validity if the formulaic language is not effectively articulated; discussions do not occur if our words do not engage in the correct manner (for example, lecturing is not a legitimate type of conversation). Quarrelling cannot occur if our language has the capacity to "quarrel." The pragmatic "small machine" must comprehend the culturally established situational categories that language is intended to represent; otherwise, we would communicate inappropriately, use incorrect turn-taking, and so on. Pragmatics, in this context, constitutes a specific kind of semiosis, which is significant since it is within culturally established contexts that the conceptual meaning of language transforms into referential meaning (Papafragou, 2000).

5.3 Discursive Rhetorical Semiosis

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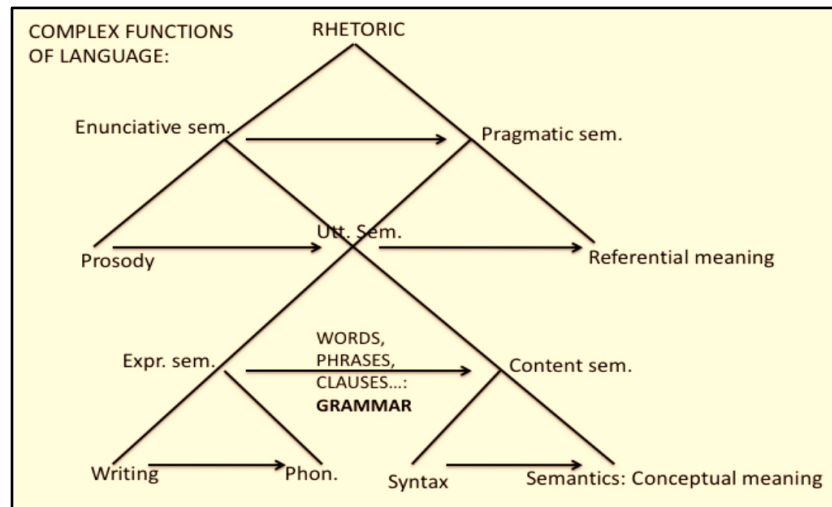
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Quarrelling cannot occur if our language has the capacity to "quarrel." The pragmatic "small machine" must comprehend the culturally established situational categories that language is intended to represent; otherwise, we would communicate inappropriately, use incorrect turn-taking, and so on. Pragmatics, in this context, constitutes a specific kind of semiosis, which is significant since it is within culturally established contexts that the conceptual meaning of language transforms into referential meaning. The figure below explains the concept (Hanganu-Bresch, 2023).



Figur (5,1): The complicated functions of language (Poole, 2023).



5.3 Pragmatics as semiosis and diegesis

What constitutes the situational setting of an utterance? Eric Landowski posits that a “semiotics of situations” would align with a comprehensive narrative grammar, including an analysis of inter-actant interactions such as “manipulation,” “aspectualisations,” and “modalisations.” A primary focus of Greimasian semio-narratology is to conceptualise the narrated content, or story, independently from the act of narration (Tarkiainen, 2022).

This approach views the narrative as a sequence of events occurring to individuals, prior to the narrator's involvement, which is introduced through subsequent "discursivisation." The semantic level of the narrative is different from the semantic level of the narration, analogous to the separation between the signified and the signifier. Consequently, a scenario is only an event inside the signalled diegesis of a (potential) narrative (Gibson, 2015).

The subsequent inquiry will pertain to what the diminutive pragmatic apparatus, or the semiosis of circumstances, identifies as diegetically pertinent occurrences, which may consequently contextualise language use. Is there a definitive collection of situational components arranged in a certain order that constitutes the whole of a narrative? The assertion of having discovered it would be compelling, and perhaps excessively so, unless we accept that Propp and Greimas had really resolved the global enigma of defining narrative form (Bachmair, 2006).

Nonetheless, the issue of categorising circumstances and thus, perhaps paving the way for a structural pragmatics, is significant; it must be



addressed, as Landowski suggested in his 1983 speech. Otherwise, pragmatics would allow psychology and sociology to delineate not just situations but also the whole of pragmatics (Dincakman, 2015).

A relinquishment of this kind would be regrettable, as the sociological categories would diverge excessively from the situational framework, while the psychological categories would be too close and personal to align with the format. Let us suppose that language is used in contexts and that contexts are diegetic. Both the speaker and the hearer function as "actants" inside a presumed narrative framework and "actantial" semantics (Schules, Matsumoto, & Yang, 2024:415).

5.4 Meaning Determination

Meaning is established via both immanent and transcendent semiotic frameworks: it is both conceptual and contextual. The recursion of semiosis enables the comprehension and theorisation of the open yet non-chaotic relationship among minimal, medial, and maximum sign structures as well as the experiential lifeworld that imbues social systems with meaning, facilitating the continuous development of cultural, semiotic, and cognitive content (Boldyreva, 2021).

Semiotics along with pragmatics are interrelated, and their connection is inseparable; if severed, pragmatics would transition into psychology, while semiotics would become a subfield of linguistics. The cognitive concept of mental spaces as well as conceptual blending requires a semiotic and, as previously said, a semio-pragmatic foundation to go beyond its original conceptualisation as a philosophical abstraction (Amondarain Garrido, 2019).

This model illustrates how situational and experiential factors, specifically the schemas activated by blending processes, influence sense-making, or meaning production, in creative thinking and semiotic studies. Conversely, the pragmatic focus on signifying behaviour would be subsumed by sociology and anthropology, or reduced to linguistics, if the semiotic emphasis on iconicity, symbolicity, sketches, enunciation, and deixis did not reaffirm the essential role of signs in human existence (Berger, 2019).

6. Research Population and Sample

The study sample consists of peer-reviewed scientific studies published in Arab and foreign periodicals, master's theses, and doctoral dissertations, excluding books in Arabic and foreign languages on



semiotics in media. The evaluation period was set from January 2015 to December 2020, owing to the significant progress made in the production of digital media tools on numerous media during this time. The public is increasingly reliant on these platforms for information and news.

This analysis will be applied to a sample of Arab and international research heritage using a semiotic analysis technique in the realm of media. The sample was chosen at random, based on the title "The existence of the semiotic term in the title." In addition, by evaluating the technique of "using the semiotic approach," the researcher was able to access 153 papers from Web of Science, All Academic, Springer, Google Scholar, worldwide databases, Scopus, and Dar Al-Manzomah.

6.1 The Quantitative Indicators of the Studies Analyzed

Published research and studies that were subject to analysis, which were obtained from the beginning of 2015 until the end of 2020, taking into consideration the inclusion of studies that pertain to the objective of the study, which are studies of semiotic analysis in the field of media, and excluding research and studies that are not related to the objective of the current study. The total number of published studies was 153, including 65 studies in Arabic, representing 40.36%. The number of studies published in foreign languages was 88, representing 59.64%.

6.2 Studies According To The Environment In Which They Are Conducted

The studies conducted in Algeria came in first place, as they amounted to (27) studies out of the total sample and a percentage of (19.5%). They were followed by the Indonesian studies in second place with (3) studies out of the total and a percentage of (1.22%). Then came the Iraqi and Egyptian studies with (16) studies for each and a percentage of (10.03%). Then Indian and American with (7) studies and a percentage of (3.7%) for each.

Then Chinese, Nigerian, Swedish and Pakistani with (5) studies and a percentage of (1.62%) for each. Then Saudi and Iranian with (4) studies and a percentage of (1.77%) for each. Then Turkish, Moroccan and Malaysian with two studies for each and a percentage of (1.32%) for each. As for the remaining countries, they obtained only one study, with a percentage of (0.65)% for each study out of the total number of studies.

This reflects the interest of researchers in Indonesia, Iraq, Algeria and Egypt in studies and research related to semiotic analysis in all areas of



media. The classification of studies by research type shows the published researches amounted to (10) studies out of the total sample, with a percentage of (8.8%), followed by (5) master's studies, with a percentage of (29.80%), and two doctoral studies, with a percentage of (1.32%).

6.3 Critique of Study based on Analytical Approaches

The table below shows the critical vision at the level of analytical approaches used in the studies.

Table (6,1): Analytical approaches used in semiotic studies in the field of media

No	Type of analytical approach	Arabic Studies		Foreign Studies		Total repetitions	
		No	Ration	No	Ration	No	Ration
2	Roland Barthes's approach	38	%56.04	33	%32.31	69	%41.26
3	Greimas's theses	5	%7.58	24	%24.24	28	%16.52
4	Peirce's approach	4	%6.06	25	%25.25	29	%16.52
5	Ferdinand de Saussure	3	%4.55	9	%9.09	12	%7.23
6	Kress and Lewin's model	1	%1.52	3	%3.03	4	%7.23
7	The factor model	3	%4.55	0	%0.00	3	%1.81
8	Umberto Eco	0	%0.00	3	%3.03	3	%1.81
9	Laurent Gerverot's approach	1	%1.52	1	%1.01	2	%1.24
10	Francis Vanoy's approach	2	%3.03	0	%0.00	2	%1.23
11	Roman Jakobson's approach	2	%3.03	0	%0.00	2	%1.21
12	Martin Joly's approach	2	3.03%	2	%0.00	2	%1.21
13	Rose's model	0	%0.00	2	%2.02	1	%1.21
14	Bernad Caccia's approach	1	%1.52	0	%0.00	1	%0.69
15	Icono-graphical approach	1	%1.52	0	%0.00	1	%0.63
16	Jacques Durand's approach	1	%1.52	0	%0.00	1	%0.65
17	Halliday model	0	0.00%	1	%1.01	2	%0.62
	Faircliffe's Approach	1	1.53%	0	0.00%	1	0.61%
18	Roller's Model	1	1.52%	0	0.00%	1	0.62%
19	Ann Golio's Approach	1	1.50%	0	0.00%	1	0.59%
	Total	67	100%	98	100%	163	100%

It is clear from the data in Table (1) that Roland Barthes' approach ranked first, as it came in at a rate of (41.26%) of the total studies in the study sample. After that, in second place came Greimas' narrative proposals and Peirce's approach with a percentage of (16.52%) for each of



them, then in third place came Ferdinand de Saussure's approach with a percentage of (7.27%), then came after them the Kress and Lewin model in fourth place with a percentage of (2.42%), then the factor model and Umberto Eco's approach in fifth place with a percentage of (1.82%) for each of them, then the approaches of Laurent Gervero, Francis Vanoy, Roman Jacobson, Martin Joly and Rose's model in the fourth place.

The sixth place was occupied by (1.21%) for each approach, while the seventh place was occupied by the approaches of Bernard Kakia, the Iconography approach, Jacques Durand, the Halliday model, the Faircliffe approach, the Roller model, and the Anne Goliot approach, with a percentage of around (0.1%). On the level of analyzing scientific studies according to analytical approaches in the semiotic framework within media studies, we conclude the following:

1. Approaches vary depending on ideology and semiotic tendencies. Because texts vary, it is impossible to adopt a consistent strategy with all of its features. The approach's applicability and implementation methods will inevitably vary. Roland Barthes' method stands out among others, since it is built on a coding system for solving generality questions. Approaches vary in their tools and methods, and the analyst choose what best matches his text, or what he discovers that the text imposes on him in terms of an approach.
2. The assessment of research on Roland Barthes' technique throughout the study period revealed that it was frequently adopted in Arab and international studies. It is a kind of exact inquiry into the underlying meanings of iconic or linguistic signals. In it, the researcher pledges impartiality towards this message and seeks integration by considering other psychological, social, and cultural components that might help the interpretation in some way or another.

Roland Barthes is regarded as the first to examine and study commercial imagery, and he was interested in non-linguistic semantic patterns in his semiological studies. Roland Barthes' technique was used in studies of populist movements. In his textual studies, Barthes views the difficulty of selecting a text as meeting two conditions: "brevity, which permits control of the signifier, and the text must have adequate symbolic richness." The method was also used to investigate ads for the practice of



corruption and social responsibility. The Chris and Lewin technique was used to examine and analyse pictures of characters in political speeches, with an emphasis on perspective, mood, social distance, lighting, colour, and method.

The global model method was used to create television ads with a narrative style inspired by popular heritage and magical stories such as Cinderella. Advertising communication transitions from the loss of wants to possession, and from a process in which the self is detached from the product. Its goal is to connect with it later, to provide the narrative appearance at the level of the advertiser's advertising perspective, so the transition is before and after in relation to the product, with the intention moving through the duality of presence and absence, which is what establishes the dynamics of the advertising message.

6.4 Critical Vision at The Level of Semiotic Types Used In Studies

The table below depicts the critical vision at the level of semiotic types employed in studies by listing the semiotics utilised in media studies.

Table (6,2): Types of semiotics used in semiotic studies in the field of media

No	Types of semiotics	Arabic Studies		Foreign Studies		Frequency	
1	Narrative semiotics (semiotics of things or action) (Paris School)	9	12.63%	25	24.1%	33	22%
2	Interpretive semiotics (Pource School)	6	8.01%	19	20.34%	24	16.32%
3	Semiotics of reading	46	74.96%	50	51.11%	95	63.42%
4	Social semiotics (Sydney School)	1	0.01%	3	2.89%	2	1.98%
5	Total	62	100%	94	100%	١٥٤	100%

The table above clearly shows that reading semiotics ranked top in Arabic and English studies, with (95) repetitions and a percentage of (63.42%), followed by narrative semiotics in second place, with (33) repetitions and a percentage of (22%). Interpretive semiotics came in third place with 24 repetitions and a percentage of 16.32%. Then social semiotics took fourth place with just two repeats and a percentage of (1.98%). The other types of semiotics, such as stylistic semiotics, semiotics of passions, cultural semiotics (Moscow-Tartau School), pragmatic semiotics, biosemiotics, dynamic semiotics, cybersemiotics or digital interactive semiotics, semiotics of the self (Paris School), semiotics



of tension, semiotics of enunciation, material semiology, and semiology of cinema and television, were not used in the media field.

6.4 Critical Analysis of Study Subjects and Concerns

As for what is related to the critical vision at the level of the topics and issues raised in the studies, the issues and topics that were used in semiotic studies in the field of media are as follows:

Table (6,3): Issues and topics used in semiotic studies in the field of media

No	Types of Issues topics	Arabic Studies		Foreign Studies		Frequency	
1	Commercial	6	%7.88	39	37.78%	45	23.82%
2	Political	28	%30.02	11	10.68%	37	19.68%
3	Cultural	15	%14.34	16	15.53%	28	15.03
4	Persuasive	14	%16.62	12	11.65%	27	13.98
5	Social	13	%16.64	11	10.68%	25	13.47
6	Health	1	%6.68	12	11.65%	19	9.33%
7	Religious	7	%6.67	1	0.96	7	9.63
8	Sports	1	%1.13	1	0.96	2	1.04
	Total	89	100%	102	100%	192	100

The following data shows that Arab and international studies prioritised commercial problems and subjects with 45 repeats and 23.82 percent. Political issues were second with (37) repeats and (19.68%). Third rank was cultural issues with 28 repeats and 15.03%. Fourth place went to persuasive subjects with 27 repetitions and 13.98%. According to the table, additional themes followed in varied degrees.

Commercial issues included studies on the Corona pandemic that explored the language and visual elements in marketing images posted on social media, such as the study of (Kudus, Zulkifli) Nella, 2018, (Ardhianto & Son, 2019), (Ma'rifah, 2020), and (Erdiansyah, 2021) Yohana, 2015. Political issues included the study of slogans of popular movements, such as the study of (Alghezzy, 2017) and (Hashim, 2021), and politicians' speeches and social responsibility, such as the study of (Al-Azzawi and Al-Rawi, 202).

6.5 Methodological Framework Critical Vision

The differences in critical vision can be shown at the level of methodological frameworks, by stating the methodological framework used in semiotic studies in the field of media, according to the table below:



Table (6,4): The methodological framework used in semiotic studies in the field of media.

No	Methodological frameworks	Arabic Studies		Foreign Studies		Frequency	
1	Semiotic	51	%62.52	72	%68.62	124	%65.81
2	Descriptive	22	%25.01	10	%7.89	31	%15.82
3	Narrative	2	%2.26	23	%23.55	24	%13.72
4	Media survey method	3	%3.43	0	%0.00	7	%1.61
5	Scientific method	1	%2.26	0	%0.00	2	%1.07
6	Comparative method	2	%2.26	0	%0.00	3	%1.07
7	Qualitative method	2	%2.26	0	%0.00	1	%1.07
	Total	87	%100	105	%100	192	%100

The table above shows that the semiotic analysis approach came in first place for Arabic and English studies with (124) frequencies, and a percentage of (65.81%). Then the descriptive approach came in second place with (31) frequencies and a percentage of (15.82%). Then the narrative approach came in third place with (24) frequencies and a percentage of (13.72%), then the media survey approach came in fourth place with (7) frequencies and a percentage of (1.61). In last place were the scientific approach, the comparative approach and the qualitative approach with close frequencies of only 2, 3 and 1 and also with a close percentage.

The researcher observed that several research disciplines have an interest in semiotic analysis via the examination of studies. Alongside the semiotic examination of pictures and their communicative relationships, scholars have associated it with literature, poetry, the Holy Quran, image theatre, body language, and psychoanalysis. Moreover, semiological studies primarily concentrate on case studies and the qualitative examination of image meanings across several levels. This enhances the examination of symbols and signs, with semiological analysis being one of the most suitable methodologies for scrutinising pictures as visual components grounded in signs, signifiers, and icons that possess both surface and profound meanings.

Consequently, the semiological framework is used in the investigation. To elucidate the symbolic significance of the picture, we must uncover its underlying meanings by analysing the image to assess its coherence or discordance with the crisis scenario and its semantic interplay with this context. Examining body language within semiotic analysis entails scrutinising the nonverbal cues used in communication, which represent a substantial component of daily interactions. It may transmit substantial



quantities of information, and research indicates that body language constitutes 50% to 70% of all communication. Body language include eye contact, gestures of the hands and head, and facial emotions.

Certain scholars, using a descriptive methodology, have endeavoured to transcend mere description of the overt material to reveal underlying meanings and deduce the multifaceted aspects of the communication process. The objective is to observe, characterise, and examine pictures throughout a designated timeframe, using description as a means to attain causality.

The research examines and elucidates the significance of pictures via a qualitative methodology grounded in semiotic analysis, supplemented with quantitative metrics via a content analysis framework with categories pertinent to image evaluation. The media survey methodology, including both descriptive and analytical components, was used to effectively analyse and analyse presidential efforts aimed at women on media platforms. This strategy represents the state's long-term strategic plan to realise the principles and objectives of sustainable development across all sectors.

6.6 Critical vision in sample analysis

The critical vision at the level of the analysis sample can be demonstrated through the analysis sample that was used in semiotic studies in the field of media, as indicated in the table below.

Table (6,5): The analytical sample used in semiotic investigations on media

No	Analysis sample	Arabic Studies		Foreign Studies		Frequency	
1	Advertisements	15	25.4%	56	56.19%	70	45.26%
2	Image Analysis	20	40.03%	24	25.66%	46	30.42%
3	Speech Analysis	7	10.89%	11	10.18%	15	10.13%
4	Slogan Analysis	7	10.89%	2	4.11%	13	6.71%
5	Video Analysis	2	5.62%	4	4.11%	8	4.63%
6	Social Media	3	5.62%	0	0.00%	4	1.78%
7	News Reports	1	1.78%	0	0.00%	2	0.82%
	Total	57	100%	97	100%	158	100

The table above shows the samples used in analyzing media studies, as the analysis of advertisements reached (70) repetitions, with a percentage of (45.26%), followed by the analysis of images in second place with (46) repetitions and a percentage of (30.42%), then the analysis of speech comes in third place with (15) repetitions, with a percentage of (10.13%), then the



analysis of slogans in fourth place with (13) repetitions And with a percentage of (6.71%), and in fifth place is the video analysis with (8) repetitions and a percentage of (4.63%), then the repetitions and percentages decrease, to the last number which is News reports were repeated twice, at a ratio of 0.82%.

7. Conclusions

Over the research period, the percentage of papers published in Arabic and other languages remained comparable. It was discovered that the bulk of research were undertaken in Indonesia, Iraq, Algeria, and Egypt. The great majority of these papers appeared in both Arabic and other languages. The study discovered that contemporary trends in Arabic and foreign language studies in semiotics research in the area of media prefer to use reading semiotics, narrative semiotics, and interpretative semiotics because they are relevant to sample analysis in the media sector. Many analytical techniques have been utilised in studies of both Arabic and foreign languages, although the most majority were based on Roland Barthes' approaches, Greimas' propositions, and Peirce's, with other approaches being used to varying degrees. Approaches vary in their tools and techniques, and the analyst choose the one that best matches his or her text—or, more precisely, the one that he or she believes the text imposes on them. New analytical techniques have evolved in media research, however the majority of these approaches remain descriptive and exploratory, stopping at the limitations of observation rather than broadening their use on a larger scale. Media scholars must pay attention to various techniques in their area of study. The researcher discovered a wide range of media-related concerns and subjects, such as commercial, political, cultural, persuasive, social, health, religious, and sports. The proportions differ between studies in Arabic and other languages. Methodological frameworks for analysing images and advertisements in Arabic and foreign languages have emerged alongside the semiotic approach in media studies.



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