

The Ideology of the Politician Discourse in Talk Shows: An Analytical Study

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Received: 2 Nov. 2022, Revised: 21 Dec. 2022, Accepted: 3 Jan. 2023.

Published online: 1 Apr. 2023.

Abstract: The article aims to explore the ideology of Jordanian politician's discourse in the talk shows, based on Critical Discourse Analysis (CDA) in its ideological aspect, and by applying Van Dijk ideological square. The population has been the program "Friendly Fire" (NiranSadeeqah) that is broadcast on Amman TV. Seven episodes have been analyzed (of which, their airtime accumulated to (5 hrs. and 51 minutes) that hosted seven Jordanian prime ministers. The analysis categories have been determined based on Van Dijk ideological square; (Emphasizing positive things about Us, emphasizing negative things about Them, De-emphasize negative things about Us, De-emphasizing positive things about Them). The results concluded that the ideology of the Jordanian politician's discourse sought primarily to De-emphasize of the negativity related to the Jordanian politician (36.4%), with (2.07 hrs.) of the seven episodes. At the second rank, the Jordanian politician's discourse focused on emphasizing the positivity of politician Jordanian (28.7%) with (1.52.30 hrs.). Thirdly, they sought to "Emphasize negative things about others" (19.7%) with (01:06:20 hrs.). Finally, they focused on "De-emphasizing positive things about others" (15.2%) with (0:45:30 hrs.).

Keywords: Discourse analysis, the ideology of the discourse, political discourse, Van Dijk ideological square.

1. Introduction

Since King Abdullah II assumed his constitutional authorities on 07/02/1999, thirteen prime ministers have been assigned to manage the executive authority in Jordan, and these prime ministers have formed eighteen governments. Upon royal assignment, the Prime Minister sets up a government program based on the royal speech addressed to him upon assignment, which contains the tasks to be implemented based on national visions that meet the needs of the country in its economic, social, political aspects along with others' ones. The period of reign ends with a royal will by relieving the prime minister and his cabinet from their responsibility, then a new prime minister is assigned to assume the executive authority. Ordinarily, in talk shows aired on Jordanian satellite channels, officials are hosted, from the public and private sectors, to talk about social, political, or economic issues of interest to Jordanian society. These programs dealt with issues which were raised by either public opinion, by social media platforms or by other media. These programs performed similarly.

Some Jordanian TVs hosted senior officials, including heads of government and statesmen, through programs specialized in the political history of Jordan. Those programs had been providing information to the public by citing the politician's history during his tenure without indicating the reality of economic, political and social life and the impact of the decisions he made on the people during his tenure.

When the "Friendly Fire" program was broadcast on Amman TV, a fundamental shift occurred in the content of those programs by hosting senior Jordanian politicians, such as former prime ministers and a current prime minister and giving them the opportunity to present themselves to the public. The dialogue with them was through raising political, social, and economic issues that affected the people in all aspects of their lives as a result of political, economic and social decisions taken while they were in office. These advances in programs presented a new style in the local Jordanian politician's discourse. This method differs from the known traditional official media method, which does not deviate from the government's general policy. The traditional one focused on the discourse that was full of terms such as "we" or "I" and "them", and on the politician's attempt to exonerate himself of the political, economic, and social conditions in Jordan.

Accordingly, this article comes to reveal the ideology of the discourse of the Jordanian politician in the "Friendly Fire" program based on the VanDijk ideological square with its four sides, which indicates that the term "we" or "I" in the

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discourse provides positive connotations about the speaker, and that the term "they" denotes negative connotations about the other, through their presentation of the "self" through the program.

1.1 Problem statements

As a result of the short period of time that prime ministers spend in their office, we find that their political discourse after the end of their term takes on various aspects such as their inability to implement what is required of them, either because of the short period of time for assuming the position, or the lack of harmony among members of the government or that the local, regional and global circumstances had a role in preventing the implementation of what was stated in the order of the high commission to them by the king.

As prime ministers, our political discourse through the media is succinct. It is usually performed on formal political occasions, such as public or private ceremonies. However, the "Friendly Fire" program represented a unique case, as the program began with hosts successively, and gave them 60 minutes as a good opportunity to talk about their tenure and beyond. Their political discourse differed from the traditional pattern in dealing with controversial issues that affected the society politically, economically, and socially during and after their tenure in office. The most prominent term used over the years was the term "trans-government", which indicates that there are previous accumulations that affect prime ministers to the make right decision. This prevented them from exercising their constitutional powers in managing the state and led to the exchanging of implicit accusations among them.

From here, the problem of the study emerged in the need to identify the ideology of the Jordanian politician's discourse on talk shows, to what extent the discourse emphasized the positivity in his performance during and after his tenure of office, and De-emphasize negativity in his performance during and after his tenure of the position, and emphasizing the negative performance of the other "Prime Ministers "who preceded him or those who came after him," or "the people" during his tenure of the position, and De-emphasizing the positive in the performance of the other "prime minister" who preceded him or those who came after him, or "the people" during his tenure of the position.

1.2 The Importance

The article deals with an important social and political issue represented by knowing the ideological connotations in the discourse of the local Jordanian politician, and by analyzing this topic, it is possible to know the ways of thinking of politicians in managing internal politics which is reflected in their general performance with regard to the local Jordanian affairs. The article also sheds light on the relations between the components of the Jordanian executive authority, especially the top of the hierarchy of that authority, and how they manage that relationship and its reflection on the people, through the ideology of their political discourse. The results of the article will help to know how local Jordanian politicians deal with the positives and negatives of performance when they assumed power, as well as the positives and negatives of the performance of those who came after them in power or those who preceded them in it, as well as knowing their ways of thinking about the people.

The main question of the article is; how would the ideology of the Jordanian politicians' discourse be described in the "Friendly Fire" program? I will answer by exploring the following: (1) To what extent did the Jordanian politician's discourse emphasize the positivity of the Jordanian politician? (2) To what extent did the Jordanian politician's discourse emphasize the negativity of the other (the former or later politician, the people)? (3) To what extent did the Jordanian politician's discourse de-emphasize the negativity related to the Jordanian politician? (4) To what extent did the Jordanian politician's discourse De-emphasize the positivity related to the other (the former politician, the future politician, the people)? All these questions constitute the main problem of the article, and we try to answer them by discourse analysis according to Van Dijk ideological square.

1.3 The aims

The main objective of the article is to identify the ideology of Jordanian politician's discourse in the "Friendly Fire" program, by knowing the level of emphasizing the positivity of the Jordanian politician, emphasizing the negativity of the other, de-emphasizing the negativity related to the Jordanian politician and de-emphasizing the positivity related to the other.

1.4 Terminology of the research

* The political discourse: "The text and talk of professional politicians or political institutions, such as presidents and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels" [1]. Moreover, political discourse is taken as the state of social interaction between the "political" speaker and the viewer, in order to understand and discuss certain issues[2]. Politicians in this sense are the group of people who are being paid for their (political) activities, and who are being elected or appointed (or self-designated) as the central players in the polity[1]. In this article, the political discourse is the discourse of former Jordanian prime ministers through the talk show "Friendly Fire" program

*Discourse Ideology: The polarization that takes place between the structures of the state, politicians and people, systematically at all levels of text and talk. The general strategy controlling these structures is based on the underlying in-group–outgroup polarization of ideologies: Our good things and Their bad things will tend to be emphasized, as is the case for the mitigation of Our bad things and Their good things[3]. The researchers defined discourse ideology as discourse of former Jordanian prime ministers through the talk show "*Friendly Fire*", which deals with their performance during their tenure in office in its positive aspect and de-emphasize negativity from them, at same time, emphasize negativity at performance who ruled after them, and de-emphasize positivity from them.

2. Review of the Literature

This study is based on the concept of critical discourse analysis, through the Van Dijk ideological square, which aims to study the forms of power that are based through the discourse between the social and political classes in society[4], and study the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context, and how these manifestations are embodied and renewed through linguistic practice in their social and political contexts[5].

Through the existing relations between the speaker and the addressee, we find that the ideological discourse in the media texts reproduces the relations of social control and exploitation between the politician and the public (the people), and it is often implicitly and sometimes explicitly[6]. However, the ideological discourse in the media plays its role in defining this relationship in the general political scene, and the critical analysis of the ideological discourse is based on four sides based on the VanDijk Ideological Square.

The article deals with those four sides, namely: Emphasize our good things, De-emphasize our bad things, Emphasize Their bad things, and De-emphasize Their good things. The term "us", which refers to positivity, and "they", which refers to negativity, has been appeared in this ideological square, [6], and when changing these politicians either through election or appointment, we find that they have a political discourse that may be different from their political discourse when they are in the job, and from here we find the formulation of their next discourse including vocabulary in the discourse from Such as “we” and “they”, and “them” is represented by those who assumed the position after them or preceded them in it, or it may be the people, and we find that these politicians differ in their environment from which they came out, and there are those who left from an environment that inherited political work, and those who represent an extension of tribal influence, and those who represent the middle class in society that relied on their own abilities to reach the position.

Al-Ougaili&Yaqoub studied the impact of the political discourse of King Abdullah II on human development in its three dimensions (poverty, unemployment, and education), and concluded that there is a statistically significant positive effect in relationship to the political discourse of King Abdullah II in the three dimensions of development[7].

AL-Momani dealt with the Jordanian political discourse through a critical discourse analysis in its social and psychological aspects, by analyzing the speech of King Abdullah II before members of the US Congress in 2007, and how the Jordanian political discourse was affected by the status, ideology and positions of these members To whom the speech was addressed, and the most prominent results of the study were that there is agreement between the vocabulary of the political speech of King Abdullah II and the culture and ideological backgrounds of members of the American Congress, as the king was characterized by moderation, and his speech was linked to the positions and opinions of international public opinion, through his use of neutral vocabulary in Arab Islamic thought [8].

Regarding the relationship between language and ideology, and its reflection on providing an analysis of the text read in talk shows using Van Dijk social knowledge model, Bilal et. al. used critical discourse analysis of two talk shows broadcast on Pakistani private channels, and the results of the study showed that there is a positive relationship between the channel's ideology through the program presenters' discourse, and the popular language, a relationship that strengthens the consolidation of the political thought of the television channels. The results also showed that the language used in the discourse is itself used by the public[9].

Muhassin analyzed the political discourse during the 2019 presidential elections in Indonesia, through the Van Dijk ideological square, where the statements of the participants in the talk show were analyzed on three levels: text structure, social perception, and social context. The results showed that the topic of discussion is affected by the ideology of the host, and that linguistic features such as metaphor, repetition, blame and denial appeared in the program, in addition to that the host tends to be politically biased by emphasizing his political position[10].

It is noted that some of previous studies adopted social, psychological, and ideological approaches as a methodology for analyzing the political discourse. Other based on systems theory in analyzing discourse through the social approach in talk shows. Other studies used the ideological Van Dijk square in analyzing the text structure, social perception, and social context of the participants in talk shows during the presidential elections in Indonesia. The current article used

critical discourse analysis depending on the four elements of the Van Dijk square and related to the implied meaning and the dialogical context of the terms "we" and "they".

3. Methodologies

3.1 The Method

This article is based on critical discourse analysis, and through the Van Dijk ideological square, which is based on a systematic exploration of the relationships between the implicit "text" or "speech" and the social relations that link the political and state structures[11], by searching for Elements of the ideology of the discourse, which looks at emphasizing the positive in their performance as politicians, removing the focus on the negative things in their performance as politicians, emphasizing the negativity in the performance of politicians who preceded or came after them, and removing the focus on the positive in the performance of those who preceded or came after them from politicians[6].

3.2 Data Analysis

To answer the article's questions, seven episodes of the "Friendly Fire" program, which airs weekly on AMMAN TV, were analyzed. During these seminars, six former prime ministers and a current prime minister were hosted. The following table shows the characteristics of the study sample:

Table 1: The analyzed episodes of "Friendly Fire" program

The guest (prime minister) name	Period	The episode duration	The analysis duration
Bishr Al-Khasawneh	7 Oct. 2022- till now	01:29:59	0:56:30
Hani Al-Mulqi	29 May 2016 – 4 June 2018	01:19:47	0:49:19
Sameer Al-Rifai	14 Dec. 2009- 31 Jan. 2011	01:27:56	0:48:54
Faisal Al-Fayez	25 Oct. 2003-6 April 2005	01:16:04	0:53:00
Ali Abu Raghīb	19 June 2000- 24 Oct. 2003	01:18:05	0:53:26
Abdul Raouf Rawabdeh	4 March 1999- 18 June 2000	01:23:40	0:42:22
Taher Al-Masry	20 June 1991-20 Nov. 1991	01:20:19	0:47:55
		09:35:50	05:51:26

3.3 Analysis unit

The main analysis unit is the subject unit, and the categories of analysis are: The first category: the pronoun of the speaker "we", represented by the speaker, the Jordanian Prime Minister, through how he introduces himself "self-representation" by answering the questions of the presenter. The second category: the third person pronoun "they", which is represented by "a prime minister or former one", through how he presents them "Other-Representation" with part of his addressing the people by answering the presenter's questions.

4. The Results

4.1 Emphasizing of the positivity of the Jordanian politician in the Jordanian politician's discourse

Table 2: The emphasize the positivity of the Jordanian politician in the Jordanian politician's discourse

The guest (prime minister) name	Emphasis of Positivity		The duration
	Frequency	Ratio	
Bishr Al-Khasawneh	39	21.8%	0:23:53
Abdul Raouf Rawabdeh	33	18.5%	0:17:13
Faisal Al-Fayez	26	14.5%	0:16:58
Sameer Al-Rifai	21	11.7%	0:16:33
Taher Al-Masry	21	11.7%	0:15:10
Hani Al-Mulqi	19	10.6%	0:13:09
Ali Abu Raghīb	20	11.2%	0:09:34
Total	179	100.0%	01:52:30

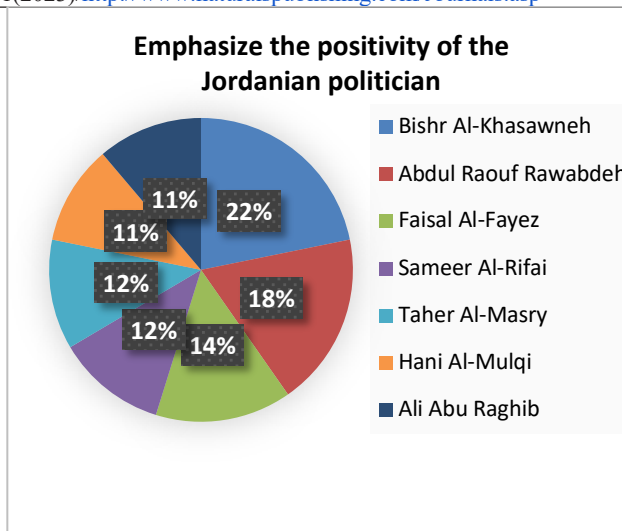


Fig.1.The emphasize the positivity of the Jordanian politician in the Jordanian politician's discourse

The data of the above table shows the Jordanian politicians discourse emphasizing positivity in the "Friendly Fire" program. The current Prime Minister "Bisher Al-Khasawneh" came first (21.8%) and a period of time (0:23:53), followed by the former Prime Minister "Abdul Raouf Al-Rawabdeh" (18.5%) and a period of time (0:17:13), then "Faisal Al-Fayez" by (14.5%) and a period of time (0:16:58), then "Samir Al-Rifai" by (11.7%) and a period of time (0:16:33), then "Taher Al-Masry" by (11.7%) and a period of time. time (0:15:10), then "Hani Al-Mulqi" with (10.6%) and time period (0:13:09), and finally "Ali Abu Al-Ragheb" (11.2%) and time period (0:09:34).

This result indicates that the Jordanian politicians emphasized their positivity in the context of their discourse, as Prime Minister "Bisher Al-Khasawneh" emphasized the positivity of himself and his government by focusing on the fact that the future is better for Jordanians and on the steps taken by his government to reduce the level of unemployment and improve the Jordanian economy, in the investment and economic planning, and the completion of investment and development projects, in addition to his emphasis on the positive relationship with the media. As for the former Prime Minister, "Abdul Raouf Al-Rawabdeh," he emphasized his positivity and the positivity of his previous government by focusing on the achievements of his government and his achievements in the Amanat Amman and drew up project plans that were completed by subsequent governments, in addition to the emphasis of his positivity in providing advice to all former prime ministers. While the positivity of former Prime Minister "Faisal Al-Fayez" was represented in his affirmation of the aspirations of His Majesty the King and the Jordanian people in overcoming crises and emphasizing his positive role in the outputs of the economic workshop, which were reflected in food security, in addition to his defence of his ministers' performance in his government.

The former Prime Minister, Samir Al-Rifai, emphasized his positivity in chairing "royal committee of modernizing the political system", and the role of youth in the next period, as well as emphasising his pride in his national achievements. While the former Prime Minister, Taher Al-Masry, emphasized his positivity through his sense of the people's problems, and the achievements of his government which had a real program of action as he emphasized, in addition to its positive performance in the Jordanian Parliament. The former Prime Minister "Ali Abu Ragheb" emphasized his positivity through his achievements in improving the economic situation of Jordan during his tenure, which was reflected in the market high value of the Amman Financial Market, encouraging investment, and getting rid of the burdens of the International Monetary Fund. As for the former Prime Minister, "Hani Al-Mulqi"; he emphasized his positivity by focusing on his fair implementation of laws, and his efforts to preserve the strength of the Jordanian dinar, in addition to his achievements in merging institutions in order to alleviate the citizen's burden, and in the establishing the "new city" and the railway.

4.2 *Emphasizing of the negativity in the Jordanian politician's discourse*

Table3: The emphasize the negativity of the other in the Jordanian politician's discourse

The guest (prime minister) name	Emphasis of Negativity		The duration
	Frequency	Ratio	
Faisal Al-Fayez	25	20.3%	0:18:29
Ali Abu Raghieb	19	15.5%	0:12:12
Hani Al-Mulqi	16	13.0%	0:09:16
Taher Al-Masry	12	9.8%	0:08:11

Bishr Al-Khasawneh	7	5.7%	0:06:16
Abdul Raouf Rawabdeh	24	19.5%	0:06:07
Sameer Al-Rifai	20	16.2%	0:05:49
Total	123	100.0%	01:06:20

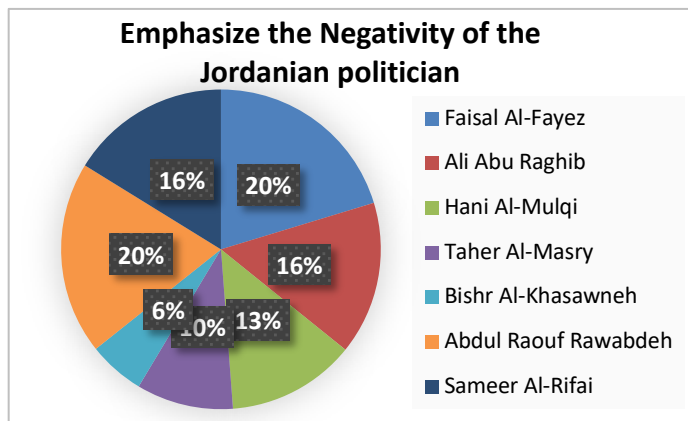


Fig.2. The emphasizing of the negativity of the Jordanian politician in the Jordanian politician's discourse

The above table data indicates the Jordanian politicians' discourse that emphasized the negativity of the other in the "Friendly Fire" program. The former Prime Minister "Faisal Al-Fayez" came first (20.3%) and a time period of (0:0:18:29), followed by "Ali Abu Al-Ragheb" by (15.5%), for a period of time (0:12:12), then "Hani Al-Mulki" by (13%), and for a period of time (0:09:16), then "Taher Al-Masry" by (9.8%) and a period of time (0:08:11), then "Bishr Al-Khasawneh" by (5.7%) and a period of time (0:06:16), then "Abdul Raouf Al-Rawabdeh" by (19.5%) and a period of time (0:06:07), and finally "Samir Al-Rifai" (16.2%) and a period of time (0:05:49).

The prominent emphasis on the negativity of the other in the context of the Jordanian politicians' discourse in the "Friendly Fire" program was represented in the emphasis of former Prime Minister "Faisal Al-Fayez" on the negativity of governments in exploiting agricultural lands and leasing them to Jordanian citizens in order to achieve food security and provide job opportunities for citizens, and the failure of officials to go to the field to observe and evaluate the projects, in addition to focusing on the low level of morals on the part of some citizens, and the absence of official media. The former Prime Minister, "Ali Abu Al-Ragheb" emphasized the negativity of the others, by indicating the continuous criticism by others without knowledge of the developments, and the fabrications that he had been exposed to during his tenure as prime minister and linked it to high taxes, in addition to emphasizing the current government's inability to control spending and manage its affairs.

Prime Minister "Hani Al-Mulki" emphasized the negativity of others who had mocked him because of his talk about "getting out of the bottleneck" in 2019, in addition to focusing on his exposure to a conspiracy from those with special interests, given the tax law. The former Prime Minister, "Taher Al-Masry"; emphasized the negativity of the other by focusing on the negativity of successive governments, and the officials who hadn't known the decisions they made, in addition to his focus on the use of black money in the elections. The current Prime Minister "Bisher al-Khasawneh" emphasized the negativity of the other, indicating groups of people who exploited the global circumstance in increasing prices and illegal speculations that overwhelm the legitimate profit, in addition to his assertion that there is a group that broadcasts melancholy through social media platforms with the aim of spreading frustration.

The former Prime Minister, "Abdul Raouf Al-Rawabdeh" emphasized the negativity of the other by focusing on the people's weak confidence in governments, in addition to the lack of highlighting the capabilities of the country, and his confirming that the Jordanian administration had collapsed, as he confirmed that the problems and crises that Jordan suffered from were not economic, but rather administrative. The former Prime Minister "Samir Al-Rifai" emphasized the negativity of the others through the ministries' lack of "real ministers", and that the Jordanian governments were an extension of other governments, in addition to his focus on the problem of high indebtedness in Jordan.

4.3 De-emphasizing of the negativity related to the Jordanian politician in the Jordanian politician's discourse

Table 4: The De-emphasize the negativity in the Jordanian politician's discourse

The guest (prime minister) name	De-emphasis of Negativity		The duration
	Frequency	Ratio	
Taher Al-Masry	28	12.3%	0:21:10

Bishr Al-Khasawneh	36	15.9%	0:20:31
Hani Al-Mulqi	32	14.1%	0:20:03
Sameer Al-Rifai	34	15.0%	0:19:42
Ali Abu Raghieb	29	12.8%	0:19:27
Abdul Raouf Rawabdeh	47	20.7%	0:15:27
Faisal Al-Fayez	21	9.2%	0:10:46
Total	227	100.0%	02:07:06

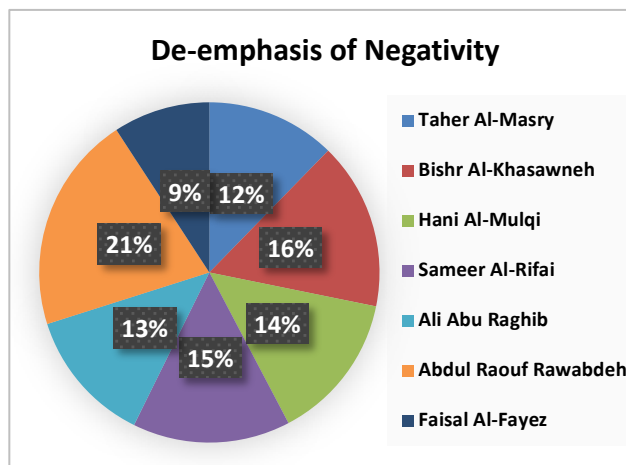


Fig.3. The De- emphasize the negativity of the Jordanian politician in the Jordanian politician's discourse

The above data refer to the Jordanian politicians' discourse that de-emphasizes negativity related to the Jordanian politicians in the "Friendly Fire" program. The former Prime Minister "Taher Al-Masry" came first (12.3%) and a time period of (12.3%). 0:21:10, followed by "Bishr Al-Khasawneh" by (15.9%), for a period of time (0:20:31), then "Hani Al-Mulki" by (14.1%), and for a period of time (0:20:03), then " Samir Al-Rifai" (15%) and a period of time (0:19:42), then "Ali Abu Al-Ragheb" (12.8%) and a period of time (0:19:27), then "Abdul Raouf Al-Rawabdeh" (20.7%).) and a period of time (0:15:27), and finally "Faisal Al-Fayez" (9.2%) and a time period of (0:10:46).

The most prominent De-emphasis of negativity in the Jordanian politicians' discourse on the "Friendly Fire" program was represented by Prime Minister Taher Al-Masri's confirmations that his talks had been ever misunderstood, especially those related to his speech indicated that Jordan had been heading towards bankruptcy and that political life had become a holocaust. Further, his assertion that he did not disavow his ministerial term, and that he had a clear program and an explicit position that some might not agree with.

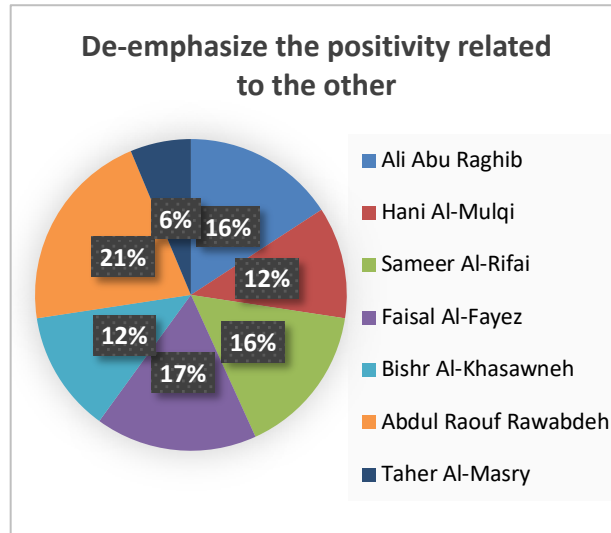
The Prime Minister, "Bisher Al-Khasawneh"; He focused on de-emphasis of negativity by focusing on governmental procedures to control legitimate profit in the markets, maintain prices, and create possible conditions to improve the service presented for Jordanian citizens, in addition to his defense of re-tariffing the electric energy to support the productive sectors and reduce production costs. The Prime Minister Hani Al-Mulki" confirmed his conviction in the decisions he made by his government on the economic side in order to achieve economic feasibility, in addition to his assertion that the ministers in his government were chosen based on competence and experience, not on the basis of friendship. The Prime Minister "Samir Al-Rifai" focused on de-emphasizing negativity related to his assertion that he was unfairly accused of corruption regarding bids whose price was set by the government, as well as his focus on the fact that his desire for reform caused him to take quick decisions without gradualism in them, so he accepted criticism, benefitted from it, and learned.

The Prime Minister, "Ali Abu Raghieb"; focused on de-emphasizing the negativity related to him by indicating that he was targeted, especially since his government was accused of approving 230 temporary laws, which were in the country's interest and approved due to the circumstances that his government passed through, especially after the Parliament dissolved. "Abdul Raouf Al-Rawabdeh," the Prime Minister, de-emphasized negativity by claiming that while all political figures were subject to criticism and linked to rumors, time revealed the truth, and his government did not take its sufficient right to present great achievements on the ground because it lasted 16 months. The Prime Minister "Faisal Al-Fayez" focused on de-emphasizing the negativity related to him through his assertion that he bore the accusations for the sake of the homeland and the king and that his statements regarding the clans were interpreted in a narrow way, in addition to his assertion that he became more accurate in using his terms and words and his interference in agriculture and projects due to the necessity of having a collaboration.

4.4 De-emphasizing of the positivity related to the other in the Jordanian politician's discourse

Table 5: The De-emphasize the positivity related to the other in the Jordanian politician's discourse

The guest (prime minister) name	De-emphasis of positivity		The duration
	Frequency	Ratio	
Ali Abu Raghib	15	15.8%	0:12:13
Hani Al-Mulqi	11	11.6%	0:06:51
Sameer Al-Rifai	15	15.8%	0:06:50
Faisal Al-Fayez	16	16.8%	0:06:47
Bishr Al-Khasawneh	12	12.6%	0:05:50
Abdul Raouf Rawabdeh	20	21.1%	0:03:35
Taher Al-Masry	06	6.3%	0:03:24
Total	95	100.0%	0:45:30

**Fig.4.**De-emphasize the positivity related to the other in the Jordanian politician's discourse

The above data refer to the frequencies and percentages of the Jordanian politicians' discourse that de-emphasizing positivity related to the other during the context of the dialogue in the "Friendly Fire" program. The former Prime Minister "Ali Abu Ragheb" came first (15.8%), and a time period of (0:12:13), followed by "Hani Al-Mulqi" (11.6%) and a period of time (0:06:51), then "Samir Al-Rifai" (15.8%) and a period of time (0:06:50), then "Faisal Al-Fayez" (16.8%) and a period of time (0:06:47), then "Bishr Al-Khasawneh" (12.6%), a time period of (0:05:50), then "Abdul Raouf Al-Rawabdeh" (21.1%) and a period of time. (0:03:35), and finally "Taher Al-Masry" (6.3%) and a period (0:03:24).

The former Prime Minister Ali Abu Al-Ragheb asserted that governments cared about projects, not society, and the current achievements reflected previous achievements, in addition to de-emphasizing the positivity of the Modernization Committee of the Political System and the fact that the distribution of election constituencies had not been appropriate. The former Prime Minister, "Hani Al-Mulki"; de-emphasized the positivity related to the other through his assertion that the percentage of self-reliance was recurrent, and the indebtedness had increased after his government and did not decrease, in addition to the achievements related to the laws of the sales tax and income was made during his reign and not during the governments followed. The former Prime Minister "Samir Al-Rifai" de-emphasized the positivity related to the other by confirming that there were unnecessary ministries, the absence of teaching Jordanian citizens about authenticity, and the history of the development of the Jordanian state, in addition to the failure of prime ministers to pick up the king's signals, as the absence of reward and punishment. Prime Minister "Faisal Al-Fayez" de-emphasized the positivity by confirming Jordan's political parties' weakness and the lack of a mechanism to organize and integrate them, as well as the lack of transparency among officials and the inability to report events in the media.

The Prime minister, "Bisher al-Khasawneh," de-emphasized the positivity related to the other by confirming that previous governments were characterized by a large number of legal legislations, as there are 44 laws regulating investment and more than 800 regulations and instructions regulating these laws, in addition to signing long-term agreements related to gas, which caused losses. The Prime Minister, Abdul Raouf Al-Rawabdeh, emphasized that many

of the achievements of the government that followed were built on the plans of his government. In addition to his claim that the one-vote law in elections weakened the Jordanian state and that the outcome of the Modernization Committee of the Political System was not the primary goal of Jordanian political reform. Prime Minister Taher Al-Masry de-emphasized the other's positivity by claiming that the Modernization Committee of the political had been converted into laws and that the election law that he brought to Parliament was the best one and that the new laws would not be different.

5. The Discussion

According to the results of (VanDijk Ideological Square) analysis above we conclude that the ideology of the Jordanian political discourse came as shown in the following categories:

Table 6: The ideology the Jordanian politician's discourse

The ideology of discourse	Number of emphases		The duration
	Frequency	Ratio	
De-emphasizing of negativity related to Jordanian politician	227	36.4%	02:07:06
Emphasizing of positivity related to Jordanian politician	179	28.7%	01:52:30
Emphasizing of negativity related to other	123	19.7%	01:06:20
De-emphasizing of positivity related to other	95	15.2%	0:45:30
Total	624	100.0%	5:51:26

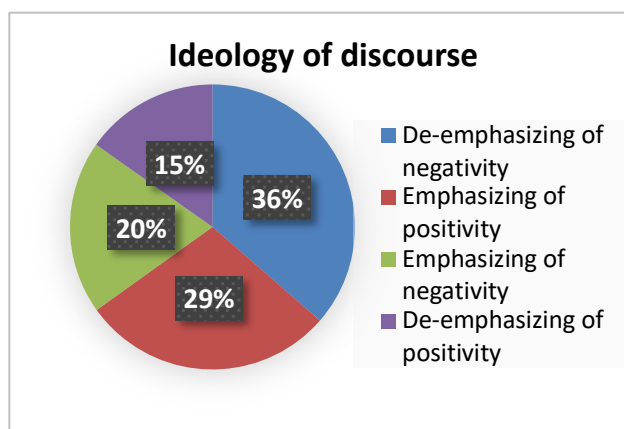


Fig.5.The ideology of the Jordanian politician's discourse according to VanDijk Ideological Square

The above data shows the frequencies, percentage, and time duration of the Jordanian political discourse ideology that came within the context of the dialogue in the "Friendly Fire" programme.

The De-emphasis of negativity related to the Jordanian politician" came firstly by (36.4%) and a period (02:07:06). Then Emphasis of the positivity of the Jordanian politician" by (28.7%), and a period (01:52:30). In the third level, "Emphasis of the negativity related to the other" has come by (19.7%) and a period (01:06:20). In the last rank, "De-emphasis of the positivity related to the other" by (15.2%) and a period (0:45:30). As a result, it appeared that Jordanian politicians' discourse was more prominent in the de-emphasis of negativity surrounding them first. It appears consistent and predictable because of the criticisms and accusations against most Jordan's prime ministers. Thus, they have attempted to deny the negativity related to them and justify the decisions and procedures that took place during their tenure. Then, they emphasized the achievements that they sought to achieve or achieved during their tenure. Emphasizing the negativity of the other and denying the positivity related to the other came up less prominently in the political discourse of the prime ministers. It may have been due to the awareness shown by politicians in talking about others and the variables related to the political conditions in Jordan.

The results showed that the De-emphasise negative related to the Jordanian politician in the ideology of his political discourse was at a high level. This confirms that the term "we" has been used positively in the Jordanian politician

discourse and displayed his trial to deny the negatives related to him, through his performance during the rule. At the same time, the emphasis on positivity in the Jordanian politician discourse came in the second order. It meant that the Jordanian politician had been given the opportunity in the "Friendly Fire" program to display his positivity during his tenure. While, they emphasized the negativity about the other by using the term "they" in their discourse, which had been confirmed by Van Dijk in his study[6], in which appeared the dominance of the emphasis on the negativity of the other was higher more than De-emphasize positive things about them. This indicates that the Jordanian politician found in his appearance on the program an opportunity to emphasize the negative aspects in his talk about the other. These results differed from the results of the studies of AL-Ougaili&Yaqoub(2019), AL-Momani(2017), Bilalet al.(2012), and Muhassin(2021)[7]–[10].

6. Conclusion

The article identified the ideology of Jordanian politician's discourse in the "Friendly Fire" program, according to Van Dijk ideological square; emphasizing the positivity of us, emphasizing the negativity of the other, de-emphasizing the negativity related to us and de-emphasizing the positivity related to the other. The results highlighted the influence of political authority based on ideology, social power, domination, and political class inequality. Therefore, the results displayed that the Jordanian politicians' discourse focused on the following categories respectively: De-emphasizing of negativity related to Jordanian politicians, emphasizing of positivity related to Jordanian politicians, emphasizing of negativity related to other and de-emphasizing of positivity related to other. There were different conditions in which the Jordanian politicians grew up; some of them inherited the political history, some were from the bourgeois class, others' beginnings were from the middle social class, and others represented the extension of the clan and political influence together. This disparity had emerged in the Jordanian politicians' discourse. It has differed positively or negatively because of the disparity of their mass bases.

7. Recommendations

The researcher recommends the research and studies centers to conduct more in-depth comparative studies on the ideology of the Jordanian media political discourse in the mass media.

Funding

Middle East University provided financial support for the conduct of the research but had no such involvement in the writing in the article.

Acknowledgement

I would like to thank Middle East University for funding this project.

Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

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