



The narrative in the discourse of the Iraqi economic journalism A semiotic approach to analyzing a news text in A almada newspaper

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ABSTRACT

The economic journalism discourse is one of the types of narratives in the specialized media discourse, through which the communicator seeks to narrate the details of his communication message according to a narrative program, in an effort to convince the recipient and then the intended effect occurs in it, the research included a theoretical entry about the narrative in the journalistic discourse and the importance of the semiotic analysis of journalistic news texts, according to a set of pivotal steps in an effort to reach the meanings inherent in the text, News texts represent non-imaginary media narrative texts that can be subjected to semiotic analysis, semiotic analysis of texts includes semiological analysis) among the methodological tools used in discourse analysis, semiotic analysis It relies on the analysis of the symbolic system of all kinds, forms and tools to explore the significance behind it, as it does not stop at the limits of analysis, but goes beyond that, trying to explore the meanings behind it and express it . The research has reached a set of results, the most prominent of which are:

1-the narrator (the writer of the news) used the moderate pyramid template in narrating the details of the news report, (introduction, body details, and conclusion) in an effort to provide the successive narration of the events of the text.

2-the economic news text represents a major part in the system of economic journalistic discourse, through which the text can be read according to its relationship with the accompanying texts / events in the temporal and spatial context.

3-narrators in the economic news text provide the journalist with economic information that represents their point of view through the narrative process in the text.

Keywords:

Introduction

The narrative process represents one of the important aspects in the communication process in various journalistic arts, it serves as a roadmap for transferring information from the communicator (the writer of the news or report) to the recipient (reader/ recipient of the information), which must have common semantic aspects between the two parties in order to succeed the communication process, and this research comes to provide a semiotic approach to analyzing an economic news text published on the website of the Iraqi newspaper Al-Mada, according to a set of pivotal steps in an effort to reach the meanings inherent in the text, News texts represent narrative texts non-fictional media can be subjected to semiotic analysis.

Semiological analysis of texts (Semiological Analysis) is one of the methodological tools used in discourse analysis, and semiotic analysis relies on the analysis of the symbolic system of all kinds, forms and tools to explore the significance behind it, as it does not stop at the limits of analysis but goes beyond that, trying to explore the meanings underlying and expressing them.

The theoretical entrance to the research sought to provide a theoretical background on the concept of narrative and how to employ it in the analysis of journalistic discourse according to the methodological path of analyzing news texts semiotics, as for the Applied side, he analyzed an economic news text published on the website of the Iraqi newspaper Al-Mada, that the speech of economic journalism is distinguished from the rest of and its societal implications.

First: the methodological framework

1-the problem of research

The narrative process includes one of the important aspects of the communication process, which must have a message with a linguistic content understood by both parties to the communication process (sender / narrator) and (recipient of the narrative or information), and the problem of research lies in the presence of ambiguity in the analysis of news texts according to the method of narrative semiotic analysis.

2-the importance of research

The research comes within the scientific efforts in applying the semiotic method in analyzing the media phenomenon within the critical approaches and moving away from quantitative analysis (content analysis), which is sufficient to describe the apparent content of the media message in a quantitative objective manner .the use of narrative semiotics by researchers requires a double effort and a clear vision in the analysis of media texts, and researchers in communication and media sciences rarely turn to it.

3-research objectives

The research seeks to reveal the semiotic approach in the construction of economic news texts as narrative texts according to the common semantic framework between the narrator or communicator and the recipient and according to the narrative techniques used.

4-type and methodology of research

The two researchers adopted the critical approach that seeks to surround the text to reveal the structures that it is based on and in search of the absent connotations, dominant oppositional dualities and aesthetic manifestations that make it up (samurai, 2019, P. 7), and critical studies are interested in studying media in the broader framework of Cultural Studies, in particular the following: (Al-Hamid, media theories and trends of influence, 2005, p. 210).

A-studying the media content in a broader framework and defining it by highlighting the intellectual and ideological role of the media.

B- giving more attention to linguistic and intellectual construction than just analyzing the traditional content.

C-emphasizing the concept of reading and the audience of readers, which refers to the relationship between the encoding of media messages and the variation of interpretations of the audience, instead of the concept of the audience agreed upon by traditional studies.

Second: the theoretical entrance:

1-narrative in journalistic discourse

Narration is a communicative human act, ancient and eternal, that originated and remains with Man and is present with him wherever he is and wherever he has come and traveled through time and space, man is by nature a narrative being characterized by the time of telling and communicating through multiple verbal and non-verbal means of language.

In this regard, Roland Barthes states that narration can be performed through oral or written language, or through a still or moving image, it is present in legend, myth, tale, story, Epic, History, tragedy, drama and comedy... Etc. (Barthes, 1966, p. 1), narration in its modern concept has captured the attention of researchers and students in the world, including Arabs who got acquainted with it from the west, although the Arabs have known narration in the past and practiced it spontaneously and in various forms, considering narration to be close to man since the creation of our Lord Adam (peace be upon him), as a way of telling or storytelling, so they represented it in their news, tales and poems, the practice of narration by the Arabs in the past was an innate practice the narrative is as it is in our present time (Qaed, 2021, P .33.)

The narration in the language we find in the lexicon of the Arabic tongue of Ibn Manzoor in the word (narration) is " it provides something to something you come up with consistent with each other in the aftermath of each other sequentially, narrating the Hadith and so on narrates a narrative if it follows it, and so narrates the Hadith narrating a narrative if it has a good context for it (Manzoor, 1993, P .233), and also the word (narration) S, R and D is a steady origin measured and it indicates the succession of many things related to each other, including that narrative : the name of an Armor Collector and the like the Prophet David (peace and blessings of Allaah be upon him)was able to do this in the narration (meaning that it should be appreciated, so that the hole is not narrow and the nail is thick, and it is not accurate and the hole is wide, but it should be appreciated.... The narrative shows the succession of many things related to each other ... Narration: the throat of the armor was woven, from which the armor-maker was told the Sarad (Zechariah, 1979, p.157).

1-Search Problem

The narrative process involves an important aspect of the communication process which must be available on a message with linguistic content understood by the parties to the communication process (sender/narrator) and (recipient of the narrative or information). The problem of research lies in the existence of ambiguity in the analysis of news texts according to the narrative semiological analysis method.

2-The importance of research

Research is part of the scientific efforts to apply the Semitic approach to media analysis in critical curricula and to move away from the quantitative analysis of (content analysis) which merely describes the apparent content of the media message in an objective quantitative manner. The use of narrative physics by researchers requires a multiplier effort and a clear vision in the analysis of media texts, and researchers rarely turn to in communication and information science.

3-Research Objectives

The research seeks to reveal the semiotic approach in the construction of economic news texts as narrative texts according to the common indicative framework between the Sardine or the contacts and the recipient and according to the narrative techniques used.

4--Research Type and Methodology

The two researchers have adopted the critical approach that seeks to capture the text to reveal the structures to which it is called and to search for the absent connotations and dominant adverse diodes and its aesthetic manifestations (Samurai, 2019, p. 7). Critical studies study media in the broader framework of cultural studies is particularly concerned with: (Al-Hamid, Media Theories and Influence Trends, 2005, p. 210)

a- Study media content in a broader context and define it by highlighting the intellectual and ideological role of the media.

b- Giving more attention to linguistic and intellectual construction than just analyzing traditional content.

c- Emphasize the concept of reading and readers' audiences that refers to the relationship between the coding of media messages and the varying interpretations of the public, rather than the concept of the audience agreed upon by traditional studies.

Second: Theoretical entry:

1--Narrative in Press Address

The narrative is a human act of communication, ancient and endogenous, that has arisen and remains with man and present with him wherever he exists and where he has passed and travelled through time and space. By its nature, man is a narrative being characterized by the continuity of telling and communicating in multilingual, verbal and non-verbal means.

Roland Barthes states in this regard that the narrative can be performed through the language used oral or written, or through a still or moving image, it is present in myth, tale, story, epic, history, tragedy, drama and comedy... etc. (Barthes, 1966, p. 1). In its modern concept, the narrative accounted for the interest of researchers and scholars in the world, including Arabs who recognized it from the West, Although Arabs have known the narrative in old and practised it spontaneously and in various forms, the narrative is intimate to man since the creation of our Master Adam Peace. as a way of telling or mowing, and you represent it in their news, tales and poetry, The practice of narrative by Arabs has long been innate and soundly driven by nature, without living up to contemporary scientific knowledge based on awareness of the narrative phenomenon as in our present era (Qa'id, 2021, p. 33).

And the narrative in the language we find in the dictionary of the Arabic tongue of a son perspective in a word (Narrative) It is "You give something to something that you come in consistent with some effect in a sequence, the narrative of the conversation and the kind of narrative that you follow, and the conversation lists a narrative if it's good context for it. (Perspective, 1993, p. 233), as well as the word "narrative", Sen, Ra and Dal, is a steady and measured asset, indicating the succession of many things that relate to each other, from that narrative: The name of the collector of shields and the work of the throat, in his words to the Almighty in regard to the Prophet David peace be upon him (and appreciated in the narrative) in the sense that it is destined that the hole is not narrow and the screw is heavy, not accurate and the hole is wide, but at the discretion of... The narrative indicates the succession of many things that relate to each other... Narrative: Woven the shield throat, from which was told to the maker of the cataract shields (Zakaria, 1979, p. 157).

The narrative in its terminological concept approaches the process of news of events and facts is defined as "talk or news of one or more real or fictional events, by one or more of the Sardines, for one or more of the listed (Al-Anadi, 2010, p. 36), and the narrative is the main part of the speech, which enables the speaker to review provable or controversial events which is also the study of shear and the elaboration of the foundations on which it is based, The related systems governing its production and receipt, and its areas do not only concern moral texts, It was prepared for advertisements, publications, cinema and various fields containing a story and plot (Al-Ahmar, 2010, p. 208), and we find from the above definitions that explain the concept of the narrative that it is not limited to literary writings such as fiction, but encompasses any news process and thus expands in areas within the scope of the narrative. One researcher states that the narrative in the press does not shy away from the general definitions of the narrative in that it is the way in which the press material is conducted, after which a letter from a sender is sent to a recipient, and the order of the basic elements of answering the basic questions that explain the event, people, time and place (what?, Who? When? Where? How? and why? " The press narrative is the process of building the press text (as a product, purpose, verb, structure, constructive process) of news of a real event or information, through one or more sources/sards to communicate to recipients, and constitutes the core of the process of building the press speech (Samurai, 2019, p. 11).

2--Semiological analysis of economic press discourse

The term "analysis" is one of the most common terms in the world of thought, literature, politics, media and society, which has been taken from scientific literature, although it has been in the language for a long time and perhaps the old concept and is associated with the dismantling of words that denote

certain meanings, for the purpose of rebuilding them again, which is what contemporary people mean by the word (Analysis), another close term is popularized in the literature. (Anatomy) which appeared in the Canadian critic's book *No Thru (Anatomy of Criticism)* (Mubarak, 2022, p. 148).

Verklaff considers that semiological analysis treats texts as an essential component of the media's cultural analysis, based on a book. (Hartley) 1982, in which he studied journalistic discourse, focusing his work on semiotic blades and subjects found in the basis of the linguistic and visual manifestations of news. (Abedi, 2016, p. 127). Semiological analysis focuses on the ideology implied in news texts. This attention is a stereotypical focus in all the news structures. News takes the direction of diagnosing events and attractions between the parties appearing on the surface of the text. A case in point is the attractions that occur between employers and striking workers, or between a State and its allies and its adversaries on the basis of implicit attractions between "us" and "them" (Abedi, 2016, p. 128).

Press discourse is closely related to chemistry and markings. Press discourse represents a series of persuasive communication messages bearing meanings and intentional connotations in the field of interactive dialogue aimed at events of influence and persuasion in the target audience (For the purpose of 2004, page 17), either semiological or semiological is the science of signal of whatever kind it continues, in the sense that the universal system with all the signals and symbols it contains is an indicative system, and the semiology is interested in studying the structure of these signals and their relationship to the universe and their distribution and internal and external functions. (Pandawi, 2017, page 38), leads Semiotics to meaning and reveals through what is hidden and not just by what clearly reveals (Sadiya, 2016, page 143).

Semiological analysis of speech in general and journalistic discourse in particular is based on a symbolic basis. It takes some of its actions from mathematics. Semiological analysis is based on two aspects: Vision and connotations, and the second: linking the press text in fact, but not necessarily necessitating, exact application to particular persons or places or a particular political, social, economic or intellectual issue (Mubarak, 2022, p. 159).

The semiotic approach is the critical analytical methodology based on dismantling and installation in search of the meaning behind the structure of difference, and the semiological model of the study of text or speech is based on three levels from the phenomenal level first and a second surface-level approach, and a third deep-level analysis and the Semiotic approach - applied and practiced - depends on a set of stages that constitute an integrated approach between them, During the application of the Semiotic Curriculum, the Semiotic Analyst must take into account a set of steps that can be summarized as follows: (Hamdawi, 2015)

A-Identification of narrative passages and sequences by the set of semical criteria, such as event standard, optical standard, space standard, stereotypical standard and semantic standard.

B-Analyze the appearance of speech by studying various stylistic manifestations at the surface level of the text such as studying space thresholds and structure, studying characters and studying language and style.

C-Analysis of the narrative component based on the study of actions, situations and shifts in connection and separation, and focus on narrative programs in motivation, efficiency, achievement and evaluation.

D-Analysis of the working structure that should focus on elements of working communication (consignee, consignee, subjective, auxiliary and opposite), attention to the various contractual processes between sender and consignee, and exploration of the axes of working structure (communication axis, conflict axis and desire axis.)

E-Analysis of the purpose or purpose path that focuses on highlighting meanings, semantic roles and events according to narrative path: (before opening position - disturbance, transformation and solution - final position), and can be divided into overlapping axes: lexical axis, seminal axis, semiological axis, and problem axis.

F-Logical analysis that means determining the deep logical structure of the text or speech, by focusing on the semical box, its processes and its semantic and logical relationships.

It highlights the communication importance of the economic press discourse in the light of the economic crises and challenges faced by Iraq and the world, especially in the light of international political conflicts and their regional repercussions and their impact on Iraq's economic policies, in addition to the coronavirus pandemic and its changes and effects on economic and societal activities.

Second: Applied aspect (Semiological analysis of the news text)

In order to conduct an applied analysis, an economic news report published on the website of the newspaper Al-Mada 'a was selected under the heading "Because of the white paper... Light industries are afraid of a war against losing companies) we follow the methodological steps of analysis as follows:

1--Text thresholds

-Publishing Place: Internet

-Publishing Site: The Range Newspaper Website <https://almadapaper.net>

-Publication date: 14/10/2020

-Author: Range

-Attached photo: Photo from the Light Industries Company of the Ministry of Industry and Minerals

Summary: The summary refers in one phrase to the collective actor (public and State-owned enterprises) identifying the act/event of dissatisfaction with the removal of support from these companies, thus answering the summary of questions from whom? What? Why?

Title: The title consists of an expert sentence indicative of the content of the report, as it presents the report's disclosure in a clear and focused manner. What are you afraid of a war? Why (because of the white paper)?

2-Slicing Text

The text begins with an introduction that clarifies and abbreviates the subject through a narrative from abroad by the author of the report, who speaks of the Government's initiation of actions in the implementation of the White Paper on Economic and Financial Reform, which comes in the context of (Government resentment) of public companies that are losing by lifting subsidies on fuel sold to light industries company, and the Government considers these companies through (White Paper) is an obstacle to private sector development and enjoys privileges despite its weak productivity.

The second passage: addresses the claim of the Light Industries Company to Prime Minister Mustafa Al-Kadhimi and Oil Minister Ahsan Abdul-Jabbar directing the Oil Products Distribution Company to adopt the official price of fuel instead of the commercial price. The writer uses the absent conscience to refer to the Light Industries Company (demanded, warned, said, considered).

Section III: The narrative goes along with the Director of the Light Industries Company Walid Gabr Salman in clarifying the company's Ray that it is one of the companies seeking to support a campaign (Made in Iraq) explaining that the company is able to fully meet the need of the market for electrical appliances ", demanding that all ministries and State departments cooperate diligently by purchasing its premium products, encouraging the local product and supporting the national industry. The writer also used past actions to refer to the speaker (added, confirmed, noted).

We can reconfigure the text as follows:

-The Light Industries Company is afraid of lifting government support for it.

-There is (governmental dissatisfaction) with losing public companies as they stand in the way of private sector development.

-Reducing government support for public companies is part of the White Paper on Economic and Financial Reform.

-The company considers lifting fuel subsidies that would cost it annual losses.

-The decision to lift support is contrary to the principle of encouraging national industry, and is contrary to the Government's "Made in Iraq" campaign.

3-Discourse Structure

a- Composite Component

1-Representatives

The actor appears at the event entitled Government and State-owned public companies, which are:

- Prime Minister Mustafa Al-Kadhimi
- Oil Minister Ahsan Abdul-Jabbar
- Director, Light Industries Company Walid Gabr Salman

2-Time

The journalist uses several time signals within the text: yesterday, a short period, earlier, as well as the reference to time in the text threshold, which dates the publication of the report on 14/10/2020.

3-Place

From the events of the report and the accompanying picture, the capital Baghdad is the centrepiece of the event's space as the seat of the government, and the Light Industries Company (Ishtar) is based in Baghdad-Za 'afaraniyah.

b-Lexical Field

The lexical field within the text is linked to the use of many phrases that we can identify depending on the following lexical contexts:

<i>Economic phrases</i>	<i>Public companies, private sector development, government employment, budgeting, loan guarantees, commercial price, manufactured in Iraq, mixed sector, skilled labour, market need, standard specifications, domestic product.</i>
<i>Media Phrases</i>	<i>War against losing companies, government resentment, weak state scrutiny, incurring company losses, Ishtar brand, serious cooperation</i>

C-The semantic field

The author used news language containing lexical words with direct connotations, but the phrases in the context of the text are not without semantic references, as follows:

<i>Phrase</i>	<i>Connectedness</i>
<i>Government disconten</i>	<i>It indicates the Iraqi Government's dissatisfaction with the realities of public and State-owned companies. The author of the report portrayed the lifting of government support for these companies in the White Paper on Economic Reform as (dissatisfaction) to express the Government's desire to address the realities of these companies.</i>
<i>Made in Iraq</i>	<i>This term emerged following the protests of November 2019, which reflected the need to support the domestic product and the consequent manpower operation, encourage national industry and support the local product, in order to reduce imports of goods imported from outside Iraq, and reduce dependence on oil.</i>
<i>Meet Market Need</i>	<i>This term indicates that the light industry company is able to meet the needs of the market</i>

	<p><i>for electrical and household appliances, but this response is linked to the cooperation of the state ministries (Serious) in the purchase of the company's (outstanding) products, and here the author of the report cited a second reason that hinders the development of the national industry, the first reason mentioned in the introduction to the report is The second reason is the lack of seriousness on the part of State ministries in purchasing the company's products, which is implicit in the fact that State ministries import most of their needs from outside Iraq.</i></p>
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4-Graphic Track

These narrative passages put us in front of a regular narrative program me, which generates graphic tracks as synthetic relationships between these images. Hence, we can draw these tracks as follows:
 The government supports the private sector in order to develop the national economy The private sector needs an attractive economic and legislative capital environment The Light Industries Company calls on the government to rescind the decision to lift the subsidy because it causes losses to the company to lift government support from the company's point of view.
 Accordingly, we may identify the interviews that appear in the text as follows:



5-Narrative Program me

The surface structure of the report can be reached by identifying (q) and (m) actors. In the report under analysis, we can identify the topic (m) supporting public companies, representing the Light Industries Company (F1) and representing the Government (F2), as follows:

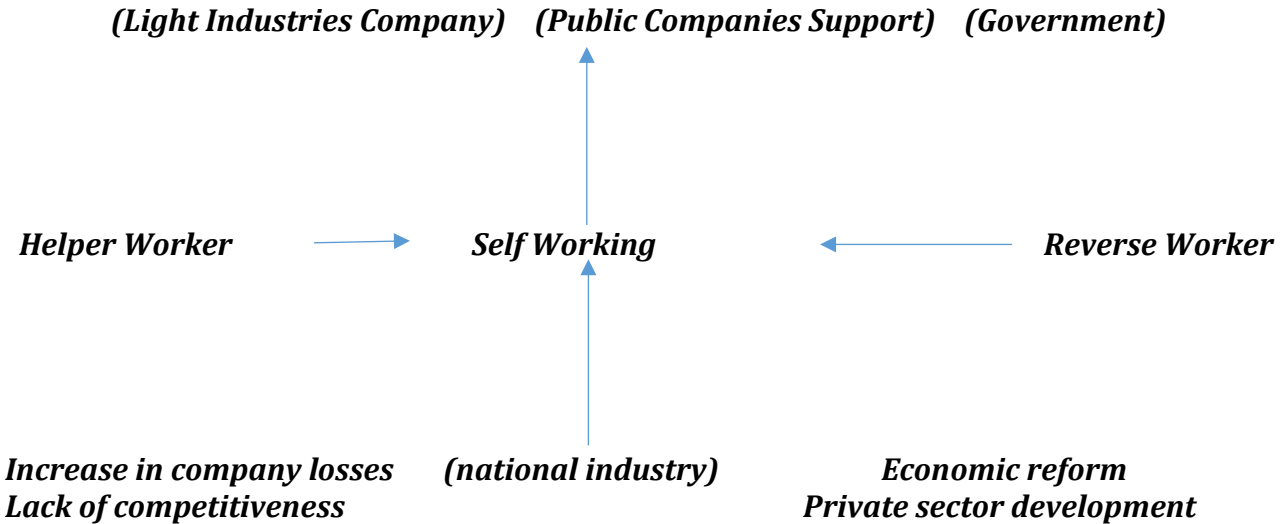
The relationship can be represented by the equation:

- F1 ° M (F1 Light Industries Company) in case of contact with M (Public Companies Support)
- F2 U M (F2 Government) in case of separation with M (support to public companies)

The Light Industries Company is in contact with the support of public companies. This support encourages the national industry, supports the local product and reduces dependence on imported product. The Government views public companies as "losers" and needs economic reform, which is to lift fuel subsidies.

The Grimas model illustrates the report's working relationships as a narrative format such as:

Sender → Subject → Matter Transmitted

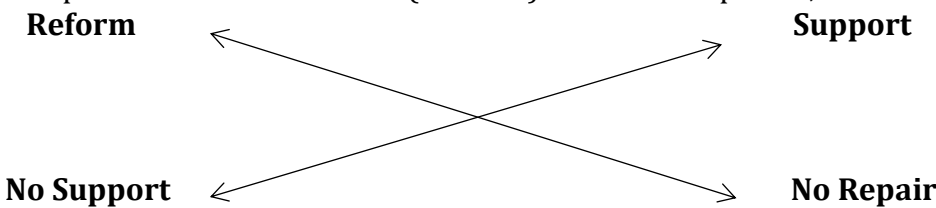


According to this model, we can determine the following:

- The consignee/consignee (reporting axis) represents the consignor (light industries company) that seeks to persuade the self-employed (national industry) in achieving access to the consignee (government). The main objective is to persuade the government to maintain support for public companies in order to support the national industry and not lose it and weaken its competitiveness.
- Self/subject (axis of desire), self (national industry) seeks to succeed (made in Iraq) campaign and encourages local product.
- The auxiliary/opposite (axis of conflict) is the main factor that can obstruct (the self) from achieving the objective of achieving competition with the imported foreign product, and can determine the factor by (economic reform, private sector development, non-purchase of company products by ministries).

6-Deep Structure

We can access the deep structure of the text by using the Grimas box to identify the contradiction and inclusion in the text by defining the interrelationship between the Government's (subsidies) of public companies and the economic (reforms) of these companies, and can be represented as follows:



The box here is based on the correlation between economic reform and government support. The existence of the white paper adopted by the Iraqi Government runs counter to the support process that Light Industries and other public companies want to increase their production, enhance their competitiveness and generate financial profits, The reform involves no support, which means that the economic reform the Government seeks involves the elimination of subsidies from public companies. From the Government's point of view, these companies are companies. (lost), however, LIC demands that the Government maintain support to encourage its products and avoid the risk of loss as part of a campaign (Made in Iraq) adopted by the Government earlier instead of competing with the foreign producer and diverting hard currency out of Iraq.

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