

# Critical Stylistic Analysis of Naming and Describing of Selected Media News

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| Salih Mahdi Adai<sup>1</sup> | Thamir Muhammad Kareem<sup>2,\*</sup> |

<sup>1</sup>Department of English  
Language/ Faculty of  
Education for Human Sciences/  
University of Babylon

<sup>2</sup>Department of English  
Language, Faculty of Education  
for Human Sciences, University  
of Babylon

\*[hussam.aldeen475@atu.edu.iq](mailto:hussam.aldeen475@atu.edu.iq)  
[hum.salih.mahdi@uobabylon.edu.iq](mailto:hum.salih.mahdi@uobabylon.edu.iq)



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## ABSTRACT

*This study employs Jeffries' (2010) critical stylistics framework, focusing on the linguistic tool of "naming and describing," to analyze how media outlets construct ideological narratives in their coverage of sensitive political conflicts, specifically those involving Palestine and Lebanon. By examining selected news samples from two prominent Arabic-language channels, Al Jazeera and Al Arabiya, which hold contrasting political alignments, the research investigates how lexical and descriptive choices reflect their ideological orientations. The findings reveal how media language subtly shapes public opinion and constructs social realities, highlighting the role of linguistic strategies in framing political events.*

## KEYWORDS

*Critical stylistics; naming and describing; media discourse; ideological narratives; Al Jazeera; Al Arabiya; political conflicts; Palestine; Lebanon; linguistic choices; public opinion; social realities.*

## INTRODUCTION

Media plays a vital role in shaping, forming and creating public opinion(s) and constructing actual social realities through its linguistic choices. In reporting and covering events, particularly in sensitive political contexts such as the conflicts involving Palestine and Lebanon, news outlets often insert ideological perspectives into their used language. These perspectives are not usually explicit but can be detected and revealed through critical analysis of how events, entities, and actions are named and described. This paper adopts Jeffries' (2010) "critical stylistics framework", with an emphasis on the linguistic tool of "naming and describing", to inspect how news media construct and create ideological narratives in their coverage of such conflicts.

The study deals with two prominent Arabic-language news channels, Al Jazeera and Al Arabiya, which are known for their contrasting political alignments. It aims to uncover how the choices of lexical and descriptive reflect these ideological orientations by analyzing selected samples of their telegram channel news.

## Critical Stylistics: Definitions and Nature

The stylistic activity used in the processes by which social meanings are emphasized through language is known as the field of critical stylistics. Critical linguistics and CD are responsible for this stylistic tendency (Norgaard, Busse and Montoro, 2010).

Jeffries' work, which draws from CDA research, illustrates the connection between language, power, and ideology using a variety of analytical techniques (Evans and Walker 2019). Furthermore, Jeffries was the first to adopt the phrase "Critical Stylistics" (2007).

According to Jeffries (2010), CDA and critical linguistics do not offer an analytical framework that reveals the texts' underlying ideologies. She thus provides ten analytical

instruments for analyzing literary ideology. These tools are similar to the eclectic tool model developed by academics as Fairclough (1989), Simpson (1993), and Fowler (1991).

A linguistic approach known as critical stylistics studies how textual language choices produce meanings that reflect and reinforce ideological viewpoints. Jeffries (2010) states that critical stylistics examines the ways in which language is used to create particular worldviews, emphasizing the ideologies and power that are subtly present in language that appears to be neutral. This theory seeks to expose hidden biases in texts by highlighting the interaction between form and meaning.

According to Simpson (2003), critical stylistics is an analytical field that examines the ideological structures contained in texts by bridging stylistics and critical discourse analysis. It highlights the socio-political implications on language use by examining the ways in which stylistic decisions—such as lexical choice, syntax, and narrative structure—affect interpretation. This method emphasizes how stylistics can be used to identify how language simultaneously reflects and subverts prevailing beliefs.

According to Mills (1995), critical stylistics is an approach to text analysis that focuses on revealing the power dynamics and hidden ideologies expressed through language. She contends that critical stylistics is a politically conscious approach to textual interpretation that goes beyond conventional stylistic analysis by examining the social and cultural factors that influence linguistic expression.

### ***The Functions of Critical stylistics***

The goal of critical stylistics is to demonstrate how authors incorporate their ideologies with other social notions into their work by fusing the strengths and benefits of stylistics and CDA. According to Coffey (2013), Critical Stylistics makes an effort to link stylistics and CDA. The application of CDA demonstrates the role that language plays in social interactions of dominance and power. 'The study of style,' or stylistics, examines 'literary language' to show how language and artistic fiction are related.

Critical stylistics is used to "assemble the main general function that a text has in representing realities," as demonstrated by Jeffries (2010). She continues by saying that Critical Stylistics offers a number of tools that are thought to be more extensive than those found in other CDA works. Jeffries, Lesley published her book Critical Stylistics in 2010, combining stylistics and CDA with a focus on the textual conceptual functions—the necessary analysis tools—and the real linguistic manifestation of social meaning. Furthermore, Jeffries (2010) contends that the implicit ideologies generated by language decisions are displayed through "textual conceptual functions."

Jeffries (2010) demonstrates how critical statisticians use the language elements outlined in numerous semantic grammar theories and models as analytical tools "for the various ways in which texts allow/ask us to comprehend the themes they are addressing and to give a way to take advantage of this representational activity."

The goal of critical stylistics is to reveal the underlying ideology of texts by examining how language is applied to apply specific ideologies in literary or non-literary works without taking external factors into account (Jeffries, 2014).

All works are ideologically impacted, whether intentionally or unintentionally, according to critical stylistics (Olaluwoye, 2015). It provides a collection of analytical techniques that enable the analyst to objectively reveal the texts' hidden ideas. Since Jeffries (2016) accepted that ideology is present in texts and reflects the standards of credibility in a certain society or group, she aligns with Fowler's (1966) definition of ideology. In addition, Jeffries (2010) defines ideology as "those ideas that are shared by a community or society are an essential

aspect of the world that we live in, and they are, of course, communicated, reproduced, constructed and negotiated through language".

### ***Naming and Describing***

News media language is never neutral; it is a potent instrument for framing events, influencing public opinion, and forming perceptions. Jeffries (2010) asserts that naming and describing are crucial linguistic devices that support the creation of ideological narratives. News organizations can influence how their audience interprets events and acts by incorporating particular ideological viewpoints into their reports using particular language and descriptions.

The term "naming" describes how things, people, or occasions are identified in a text. In order to reinforce neutrality or implant evaluative judgments, this procedure entails choosing phrases that support particular ideological stances. For example, calling casualties "victims" as opposed to "martyrs" has different meanings. While the latter gives them heroic qualities and moral courage, frequently in line with tales of political or cultural resistance, the former gives an impartial portrayal of people injured (Fowler, 1991).

Naming is a calculated tactic used in news media to assign blame, convey moral alignment, or assign accountability. Different ideological interpretations of the same occurrence are implied, for instance, when a military action is referred to be a "defensive maneuver" as opposed to an "infiltration." Jeffries (2010) highlights that name is a reflection as well as a linguistic decision.

In order to further affect how the identified things are viewed, describing entails providing more details about their characteristics or behaviors. Descriptions have the power to arouse emotions, align audiences with specific viewpoints, or normalize ideological stances with adjectives, qualifiers, or contextual elements. For example, representing an airstrike as being done by the "Israeli army" not to the "Israeli enemy," introduces varying degrees of bias and prejudice, and fits into either neutral reporting or hostile narratives. To put events within a larger ideological context, media foundations frequently employ descriptions. Depending on the targeted audience and ideological viewpoint(s), this framing may highlight legitimacy, victimization, violence, resistance, etc. For instance, Machin and Mayr (2012) adds that media discourse can normalize and standardize power dynamics, eliminate opposing perspectives, and uphold dominant ideologies by naming and describing.

According to van Dijk (1998), language is used as an effective tool for ideological resistance or dominance in media news and reports, which are contexts of power struggles. News lobbies put the narrative by giving individuals, countries, organizations, etc. specific names and descriptions, which influence how people perceive, see and recall events. For example, labels like "terrorist," "freedom fighter," or "martyr" might be subjective with ideological connotations in conflicts like that between Palestine and Lebanon. These choices are a reflection of the media outlet's ideological position as well as the larger sociopolitical framework in which they function and work. The interaction of language and ideology in media discourse has a vital role in maintaining or undermining current power structures, as noted by Fairclough (1995).

In news media, naming and describing are highly ideological happenings rather than only language procedures. Media organizations use these effective tools to create parallel stories that support their ideological cultural, political, or commercial aims. Therefore, the understanding of how language shapes these ideological landscapes and critically interacting with news material require a level of awareness of such tactics.

### **The Model of Jeffries (2010)**

Selected tools in Jeffries' model, i.e. naming and describing are explained for the aim of using them in the analysis of the selected data:

#### **Naming and Describing**

The elements of naming and describing tool are among the components of the analytical methods for identifying ideological tendencies in texts are proposed by Lesley Jeffries' (2010) Critical Stylistics.

Naming reveals which and how nouns can be used to refer to the same thing. It can be accomplished directly by selecting nouns from the list of alternates, describing that referent within the noun phrase domain with specified modifications, and utilizing nominalization in particular verb-expressed contexts. The aforementioned techniques are crucial for creating ideological significance in the text.

According to Jeffries (2010), naming and describing is the process through which a text's lexical choices give specific names, identities, or characteristics to individuals, locations, or events. The author's ideological position is reflected in this tool, which focuses on how entities are referred to and what descriptive modifiers are used with them.

#### **Critical Evaluation**

Importantly, naming and describing are frequently used subtly yet have a significant impact on news discourse. Because readers are unlikely to challenge these decisions, the ideological framing appears inevitable or natural. By deciphering these ideological strategies, Jeffries' framework empowers readers to interact critically with texts.

## **RESEARCH METHODS**

### **Data Selection**

The researcher selected 10 contrasting texts from the official channels of Al Jazeera and Al Arabiya on Telegram regarding the same news regarding Lebanon and Gaza. the date of taken the extracts is from 20-23/11/2024. He analyzed them, but the researcher chooses only two samples to present to show the method of analyzing the model, the extent of the success of applying the model, and the possibility of making generalizations that can be applied to other models.

## **RESULTS AND DISCUSSION**

### **The Critical Stylistic Analysis**

#### **Excerpt No. 1:**

قناة الجزيرة:

"أرقام رسمية لبنانية: الغارات الإسرائيلية على شمسطار قضاء بعلبك قتلت 8 أشخاص"  
قناة العربية :

"الصحة اللبنانية: ارتفاع عدد الشهداء إلى 8 بينهم 4 أطفال في غارة العدو الإسرائيلي على شمسطار بعلبك"

#### **Al Jazeera (Pro-Palestine and Lebanon)**

"Official Lebanese figures: The Israeli airstrikes on Shamsar in the Baalbek district killed 8 people."

#### **Al Arabiya (Against Palestine and Lebanon)**

"The Lebanese Ministry of Health: The number of martyrs has risen to 8, including 4 children, in an Israeli enemy airstrike on Shamsar in Baalbek."

### *Naming the Actors*

Al Jazeera calls the attack's perpetrators "Israeli airstrikes." This wording stays away from value-laden descriptions and is factual. Without making any overt moral or ideological judgments, it concentrates on the incident. The description of the victims, "8 people," is objective and free of any political or sentimental overtones.

The offenders are referred to as "Israeli enemies" by Al Arabiya (العدو الإسرائيلي). By introducing an ideological context, the term "enemy" paints Israel as an adversarial, hostile force. The victims are described as "martyrs" (شهداء), a highly emotive phrase in Arabic that is frequently employed in circumstances of resistance or battle and carries overtones of moral superiority and valor. By personalizing the story, "4 children" increases moral anger and emotional engagement.

### *Describing the Event*

Al Jazeera makes use of the word "killed," which simply describes how the attack turned out. There are no more adjectives used to evaluate the bombing; it is simply referred to as an "Israeli airstrike."

Al Arabiya refers to the incident as an "Israeli enemy airstrike." The word "enemy" adds a critical tone, portraying Israel as an aggressor. By giving the tragedy an ideological interpretation, the term "martyrs" subtly elevates the victims.

### *Referencing the Source of Information*

Al Jazeera credits "official Lebanese figures" with the information (أرقام رسمية لبنانية). By emphasizing impartiality, this wording conveys the idea of reliable, state-confirmed facts. Al Arabiya credits "The Lebanese Ministry of Health" with the information (الصحة اللبنانية). This is as authoritative, but it ties the story with a specific political or cultural perspective when combined with ideological adjectives like "enemy" and "martyrs."

### *Ideological Framing and Audience Positioning*

Al Jazeera's linguistic choices and neutral tone are intended to describe the facts without obvious ideological affiliation. This is in line with Al Jazeera's usual framing when attempting to appeal to a varied or multinational audience.

Al Arabiya's narrative is positioned as adversarial toward Israel and sympathetic toward the victims by using emotionally charged phrases like "enemy" and "martyrs." This illustrates a framing intended to appeal to an audience with a certain ideological viewpoint.

**Table 1.** Comparison and Implications

Feature	Al Jazeera	Al Arabiya
Naming of Actors	Neutral: "Israeli airstrikes," "8 people"	Loaded: "Israeli enemy," "martyrs," "4 children"
Describing the Event	Neutral: Focuses on numbers and location	Emotional: Focuses on innocence (children) and resistance
Source of Information	Objective: "Official Lebanese figures"	Authoritative: "The Lebanese Ministry of Health"
Ideological Stance	Factual reporting with minimal evaluative language	Sympathetic to victims, antagonistic toward Israel

### *Implications*

In order to appeal to a wide audience and preserve neutrality and trust, Al Jazeera uses neutral nomenclature and description. Al Arabiya use naming and describing that are



emotionally and ideologically charged in order to appeal to an audience that supports resistance and anti-Israel feelings.

To conclude, it is clear from using Jeffries' Naming and Describing tool that the two channels use different language techniques to tell their stories. Al Arabiya uses terminology that is emotionally and ideologically charged to influence opinions about the incident, whereas Al Jazeera tends to be more factual and less judgmental. These variations demonstrate how the language used in news reports both reflects and supports underlying ideological viewpoints.

## Excerpt No. 2:

مراسل العربية: "تسلل مسيرة من جنوبي لبنان إلى نهاريا"  
الجزيرة: الجيش الإسرائيلي: "إطلاق صفارات الإنذار في نهاريا ومحيطها شمالي البلاد للاشتباه في تسلل مسيرة"

**Al Arabiya:**

*"Al Arabiya Correspondent: A drone infiltrated Nahariya from southern Lebanon."*

**Al Jazeera:**

*"The Israeli army: Sirens sounded in Nahariya and its surroundings in the north of the country due to suspected drone infiltration."*

## Naming the Source of Information

Al Arabiya: "Al Arabiya Correspondent" (مراسل العربية) is credited with the information, highlighting the channel's proactive involvement in breaking the story. The channel is portrayed as a primary source of information and gains credibility from this direct attribution.

Al Jazeera: By citing the party directly engaged, the channel removes itself from the occurrence and positions the Israeli army as the official source by attributing the information to the "Israeli army" (الجيش الإسرائيلي). This follows a journalistic practice of unbiased reporting.

## Naming the Event

Al Arabiya: The incident is described as a "drone infiltration" (تسلل مسيرة), a succinct and unambiguous way to present the conduct as a deliberate and violent breach of Israeli airspace. The lack of any conditional wording (such as "suspected") suggests certainty and fits with a tone that is more definite and possibly alarming.

Al Jazeera: The description of the incident as "suspected drone infiltration" (الاشتباه في تسلل مسيرة) adds a degree of doubt. Using the word "suspected" conveys caution, steers clear of firm conclusions, and maintains a neutral tone.

## Naming the Location

The location is identified by both networks as Nahariya (نهاريا), a particular Israeli city. For audiences who are familiar with the area, this decision localizes the event and gives it a palpable quality.

Al Arabiya clearly connects the occurrence to Lebanon by describing the drone's origin as "from southern Lebanon" (من جنوبي لبنان). This framing may arouse feelings of blame and conflict across borders.

Al Jazeera refers to the geographic region (شمالي البلاد - "north of the country") rather than specifically identifying Lebanon as the drone's birthplace. The report is free of any political overtones or accusations thanks to its unbiased wording.

## Describing the Action

Al Arabiya: The action is presented as a hostile, purposeful infiltration by the phrase "a drone infiltrated" (تسلل مسيرة). The word "infiltrated" conveys a sense of urgency and threat, which is indicative of an ideological framing of the incident as an act of aggression.

Al Jazeera: The emphasis switches to "sirens sounded" (إطلاق صفارات الإنذار), highlighting the defensive response as opposed to the actual intrusion. By presenting the incident as a precautionary measure rather than an act of verified hostility, this changes the focus to Israel's response.

### *Ideological Implications*

Al Arabiya usage of words like "infiltrated" and "from southern Lebanon" are used in a more decisive manner, portraying Lebanon (or its actors) as the initiators. This is consistent with a viewpoint that might escalate hostilities or hold Lebanon accountable for cross-border events.

Al Jazeera neutral position is reflected in the circumspect and oblique language, such as "suspected infiltration" and reliance on the Israeli army's assertion. The story seems less politically heated by eschewing overt allegations and dramatic language.

**Table 2.** Comparison and Implications

Feature	Al Arabiya	Al Jazeera
Attribution	Al Arabiya correspondent (active reporting)	Israeli army (reliance on external authority)
Event Description	Definitive: "Drone infiltrated"	Cautious: "Suspected drone infiltration"
Geographical Framing	"From southern Lebanon" (directly implicates Lebanon)	"North of the country" (avoids explicit attribution)
Focus	Focus on the intrusion (hostile framing)	Focus on sirens (defensive framing)
Ideological Position	Implies aggression and threat from Lebanon	Neutral and descriptive, avoids assigning blame

**To Conclude**, the two instances demonstrate distinct variations in language methods using Jeffries' Naming and Describing tool: Al Arabiya frames Lebanon as an instigator by using more forceful and politically heated rhetoric while Al Jazeera steers clear of outright charges and concentrates on defensive reactions by employing ambiguous and circumspect language. Al Jazeera maintains a more balanced and restrained reporting style, whereas Al Arabiya tends toward a more assertive, accusing position. These linguistic choices reflect the ideological affinities of the networks.

### **CONCLUSION**

It is concluded that Al Jazeera and Al Arabiya channels, in their reporting, use certain linguistic techniques affecting receivers concerning the Palestine and Lebanon. These linguistic choices have been examined in this paper according to Jeffries' naming and describing tools within the framework of critical stylistic analysis. Important variations in the way of the sources of these media manage to create narratives, reflect their ideological inclinations and audience alignment

Al Jazeera steadily uses neutral and cautious language. This is represented by the usage of careful and balanced language that places a strong stress on accurate reporting, and frequently consults outside authorities like the Israeli army. This approach seeks to plea to audience as wide as possible, while lessening overt ideological affinity. Al Arabiya, on the other hand, frames news events in ways that bring into line with certain

political position or audience expectation by using loaded emotive and ideologically laden words like "martyrs" and "Israeli enemy."

The linguistic choices of words such as "martyrs" as opposed to "victims," "infiltrated" as opposed to "suspected infiltration," and the use of certain descriptions like "4 children" show how naming and describing can affect how receivers and understands and interprets and reacts to news events and reports. These selections of lexical line up with the story with either a biased or a neutral position and encode ideological viewpoint(s) and positions(s).

The networks' journalistic ideological agendas are also revealed in the information's provided by the concerned sources, such as "official Lebanese figures" or "the Israeli army." Al Arabiya's active attribution to its correspondents' ideological positions the channel as a primary source which strengthens its involvement in the active framing the story, whereas Al Jazeera's dependence on outside sources which indicates the effort(s) to maintain neutrality and objectivity.

The results of the analysis clearly indicates that both Al Jazeera and Al Arabiya influence and impact public opinion(s) and perception(s) of geopolitical conflict(s) by reinforcing and reflecting certain ideological stances through their language choices. This highlights the fact that news outlets actively participate to the creation of reality rather than only disseminating information.

This study proves the applicability and effectiveness of Jeffries' model in detecting and revealing the ideological foundations of news discourse. It shows how important the language used as a tool for influence others, power exercising, shaping public ideologies and opinions.

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