

**A Pragmatic Study of Media Disinformation:
Yemeni Conflict as a Representative
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Received:10/08/2024.

Accepted : 15/09/2024

Abstract

The concept of disinformation is widely spread in media discourse, particularly in relation to the Yemeni conflict. The study examines the impact of media coverage on shaping an unfavorable disinformation among the population by Al-Hadath satellite channel. Regarding the channel, it exhibits hostility towards the Houthi government in Yemen and shows support for the opposing party. In terms of linguistic means, the study aims to examine media disinformation in order to identify the pragmatic tools employed to fabricate this disinformation and deceive the audience with a false version of the truth. The data under scrutiny represent selected an interview and a news report that are broadcasted by Al-Hadath satellite channel. The study adopts two models to examine media disinformation: the first one is an ideological (Van Dijk, 1998), aiming at investigating ideology behind media disinformation while the second is an eclectic pragmatic model, including Levinson (1983) and Yule (1996), aiming at analyzing the pragmatic strategies, particularly the types and triggers of presuppositions. Ultimately, the study concludes that the media discourse of Al-Hadath satellite channel addressing the Yemeni conflict is disinforming, as it seeks to vilify the Houthi government and create a negative impression of them among the public by highlighting fabricated negative features.

Keywords: Pragmatics; media; disinformation; presupposition; Yemeni conflict.

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1. Introduction

Recently, it has been recognized that media work has become a powerful tool in determining victory and defeat, as well as a crucial weapon in the management and direction of war. Put it another way, media has a significant impact on shaping the audience's perception of opponents and allies in a specific war through the delivery of media discourse. Currently, as argued by Dalkir and Katz (2020, p.46), there is a widespread availability of a diverse array of information, data, knowledge, facts, and opinions. This perpetuates the fallacy that simply having access to information is sufficient to ensure persons are knowledgeable. Consequently, disinformation and misinformation become prevalent in our daily lives.

In this regard, Yemeni conflict is a significant war that has taken place in the Arabian Gulf region. What sets it apart from other conflicts is its predominantly ideological and sectarian nature. It entices external parties to join and engage publicly in this conflict. This war also garners extensive media coverage, not only to report the events, but also to exert a ideological impact on the public by depicting the conflicting parties as allies (the party loyal to the Gulf Cooperation Council countries) and enemies (the Houthi group and the Yemenis who have aligned with them). The media, namely the channel selected in this study, depicts the allies as patriotic individuals engaged in a struggle for Yemen's liberation from the so-called militias (Houthi), who are purportedly backed by Iran. Furthermore, it depicts the Houthi party (the opposing party) as having allegiance to Iran and as occupying Yemen, so infringing upon the rights of Yemeni citizens. Aligned with this ideology, Al-Hadath satellite channel (henceforth HSC), a Saudi Gulf channel, advocates and advances the interests of the primary party involved in the Yemeni conflict. Conversely, the channel plays a crucial part in portraying the Houthi in an extremely unfavorable light, with the intention of disinforming the population into embracing this terrible perception. The employment of linguistic techniques, particularly pragmatic ones, is notable in constructing disinforming media texts and generating phenomena like disinformation, deception and so on.

Research Questions

This study seeks to address the following inquiries:

- 1- How can HSC ideologically diagnose disinforming media texts?
- 2- What kinds of presuppositions are employed to spread disinformation in a media text?

3- What are the primary triggers utilized to generate presuppositions for the purpose of disseminating disinformation in media texts?

Therefore, the study aims to identify the pragmatic strategies employed by media texts to spread disinformation during times of war. In this regard, the study hypothesizes:

- 1- HSC employs ideological modes to broadcast disinforming texts regarding the Yemeni conflict.
- 2- The three types and different triggers of presupposition are utilized to carry out HSC disinforming media texts.

The study sample is picked in a random manner from certain programs aired on HSC that focus on the Yemeni conflict.

2. Literature review

2.1 Disinformation

The term "disinformation" was first used in the 1960s and gained popular usage in the 1980s (Taylor, 2019). It refers to deliberately false information that is intended to deceive, whether on a personal, social, or political level. The individuals who are misinformed not only hold false beliefs, but they also frequently assert that their own version of "information" is the absolute truth, dismissing any opposing viewpoints (Dalkir and Katz, 38). Disinformation is a purposeful act of manipulation, employed by the government and mass media, with the intention of preventing the public from discovering a specific truth. Disinformation is a more sinister form of deception. The act is purposeful and designed to manipulate, perplex, divert attention, undermine credibility, annihilate, obstruct, and intentionally cause harm to an individual, collective, movement, philosophy, or entity. When employed by those in positions of authority, it becomes significantly more challenging to detect than just false information or a malicious attack aimed at ruining one's reputation, known as disinformation. The dissemination of false information can be highly covert, meticulously strategized, and skillfully implemented, resulting in a lack of awareness among the majority of those who are being deceived (Jones, 2021, p.173,4). Disinformation is employed to subvert an adversary, establish a consensus for a political or military operation or overthrow, manipulate public opinion in favor of or against something, deceive the general population regarding a scandal or crime, create a diversion from a problematic situation, redirect focus towards or away from something, or influence public sentiment in favor of or against a policy or law, among other purposes. It is a clandestine method of

manipulative propaganda (Jones, 2021 and Rubin, 2019). In relation to this research, the process of disinformation by ideology in mass media, specifically focusing on the dissemination of misleading news by HSC during its coverage of the Yamani conflict, is tackled.

2.2 Ideology

Ideologies are systems of ideas, particularly the social, political, or religious concepts that are commonly held by a social group or movement. Ideologies refer to the core principles and convictions held by a collective and its individual constituents. Language use and discourse, impacted by ideologies, play a significant role in shaping our acquisition, learning, and transformation of ideologies (Van Dijk, 1998, p. 211). A significant portion of our communication, particularly when we speak as part of a collective, conveys opinions that are rooted in ideology. Moreover, ideologies are seen as rules and values that guide our behavior and judgments. Essentially, they establish the criteria for determining what is morally right or wrong, allowed or forbidden, and the ultimate objectives to be pursued by people, communities, and society. According to Van Dijk (2006, p.15), groups tend to value freedom, independence, and autonomy, whereas individuals typically value brilliance, beauty, or patience. Ideologies are inherently broad and theoretical in nature. They must possess this quality, as it is necessary for them to be applicable in a wide range of common scenarios. Racist ideologies reflect our collective perception of others, and individual members of a community may or may not adopt these broad beliefs in specific settings and discussions. Ideologies have the power to influence not only the topics we discuss or write about, but also the manner in which we express ourselves. When individuals participate in social groupings, they have the ability to express their ideology through their actions and interactions, particularly in the context of various ethnic, racial, religious, or political groups. The everyday activities of group members, whether influenced by power dynamics or acts of resistance, will manifest the underlying beliefs that define these groupings, particularly when engaging with members of other groups, especially those with opposing ideologies. They influence the other cognitive structures that are engaged in the creation and comprehension of communication. Ideology is more likely to have an impact on semantic meaning and style than on morphology (word-formation) and certain parts of syntax (sentence-formation), as the latter are less influenced by contextual factors (ibid., p.29).

Given the complexity of discourse and the various ways in which ideological structures can be conveyed, it is beneficial to employ a practical heuristic, a strategy for identifying ideology in written and spoken language. The current formulation of the plan is very rigid and overly broad. In order to provide a more nuanced ideological analysis that may be applied to many structures in the manifestation of ideology, the study adopts the following four principles of Van Dijk (1998, p.33):

- Emphasize positive things about Us.
- Emphasize negative things about Them.
- De-emphasize negative things about Us.
- De-emphasize positive things about Them.

These four alternatives create a conceptual square, which might be referred to as the 'ideological square'. It can be utilized to analyze discourse structures at all levels. Regarding their content, these texts can be applied to both semantic and lexical analysis. However, the inclusion of the contrasting terms 'emphasize' and 'deemphasize' allows for a wide range of structural variations (Van Dijk, 1998, p.34).

Following what have mentioned above and to achieve the objectives of this study, the ideological square will be utilized to identify the dissemination of misleading news, as described earlier. Disinforming news refers to the deliberate emphasis on positive aspects of in-group (HSC agendas) and the deliberate emphasis on negative aspects of the out-group (Houthi Yemenis), while de-emphasis the negative aspects of in-group (HSC agendas) and de-emphasis the positive aspects of the out-group (Houthi Yemenis).

2.3 Presupposition

A presupposition refers to an underlying assumption that is accepted as true and valid, allowing one to proceed with their thoughts or utterances (Bach and Harnish, 1979). The function of employing a presupposition in language is to enable us to make an assumption without directly articulating it. Presuppositions are inherent in the literal interpretation of a word or written text and are therefore considered to be true without question (Richardson, 2007, p.63). Furthermore, as stated by Hudson (2000, p.321), presupposition plays a vital role in both the production and comprehension of speech. It, as highlighted by Levinson (1983, p.186), is determined by its specific context of usage, which is one of its primary characteristics. When someone inquires about the time of John's departure, it implies the assumption that John indeed

left. According to Widdowson (1995, p.63), the meaning of a statement can vary depending on who is saying it, the context in which it is said, and the audience it is said to. This is because speakers commonly connect assumption with implied meaning. According to Richardson (2007), individuals in a specific setting are more inclined to believe information that is presented using specific linguistic expressions. Huang (2011) recognized two fundamental characteristics of presupposition: defeasibility and constancy in the face of negation. An assertion is a statement in which someone assumes something to be true (Yule, 1996, p.25). Presupposition, as defined by Lawal (2003, p.153), refers to the explicit assumption that speakers make about the real world, which significantly influences the meaning of an utterance. Communicators often assume a certain level of prior knowledge about the subject matter when creating their messaging. The utilization of presupposed knowledge arises from making assumptions about the audience's comprehension of the message, which is influenced by their prior knowledge of the topic and its context. Presupposition refers to the unspoken assumption that both the speaker and the listener share a specific belief about the topic being discussed. It is the shared understanding that is assumed by all participants in a conversation (Levinson, 1983, p.3).

Stalnaker (1974, p.447) asserts that the responsibility for presupposition lies primarily with the addresser, rather than the utterances themselves. Individuals frequently employ assumptions as a strategy to avoid or evade. Grundy (2000) highlights that some clauses are employed to create assumptions based on the words they contain. Terms such as "commence" and "proceed" signify a transition in condition, whereas "subsequent to" and "prior to" reflect the progression of time. Yule (1996) has identified a connection between the expression of presupposition and the use of words, phrases, and structures.

In this paper, presupposition, as a pragmatic strategy, is used as a model of analyzing the data under scrutiny study, disinforming news in HSC during its coverage of the military conflict of Yemen. As it is known, presupposition is triggered by various existential and lexical and syntactic types in addition to several riggers. In this study, the existential presuppositions fall out of the scope of the research.

3. Methodology

3.1 Data Collection and Description

The data of the study represents an interview and a news report that were broadcasted by HSC via Youtube <https://www.youtube.com/@AlHadath>. The interview is taken from the website <https://www.youtube.com/watch?v=cEdsDA2ZWpA>. The interview lasts 21:00 minutes and it was with the governor of the Central Bank of Yemen, who is hostile to the Houthi government. The main topic of the interview was the wrong economic interference of Houthis in the affairs of the currency and the Yemeni economy. It aims to show the negative side of the Houthi government. The news report is taken from the website <https://www.youtube.com/watch?v=9CNyaQEImCk>. Its length is 40 minutes. It focuses on the economic affairs in Yemen with reference to the criticism to the Houthi's' economic policies.

3.2 Research Method

According to Yule (1996:27), presupposition is defined as something that the participants accept as true before expressing it. Yule (1996:25) also states that presupposition is correlated with the use of a substantial amount of vocabulary, phrases, and structure. Presupposition is extremely valuable for examining media such as news stories. Utilizing certain words or phrases in an article or speech may serve as a signal of underlying motives and tactics such as the deliberate omission of important information or the manipulation of the audience's attention towards specific parts that benefit the speaker, subtly implying their veracity (Kameswari et al., 2017, p.1). Presuppositions consist of three types: existential, lexical and syntactic. This study adopts two models for analyzing the data. The first is the ideological one proposed by Van Dijk (1998). Its function is to characterize the ideological disinforming texts. The second is an eclectic pragmatic model for analyzing types and triggers of presuppositions in the data under scrutiny. It encompasses of Levinson (1983) and Yule (1996) for their comprehensiveness as well as their appropriateness for the study aims. The following figure represent the eclectic model:

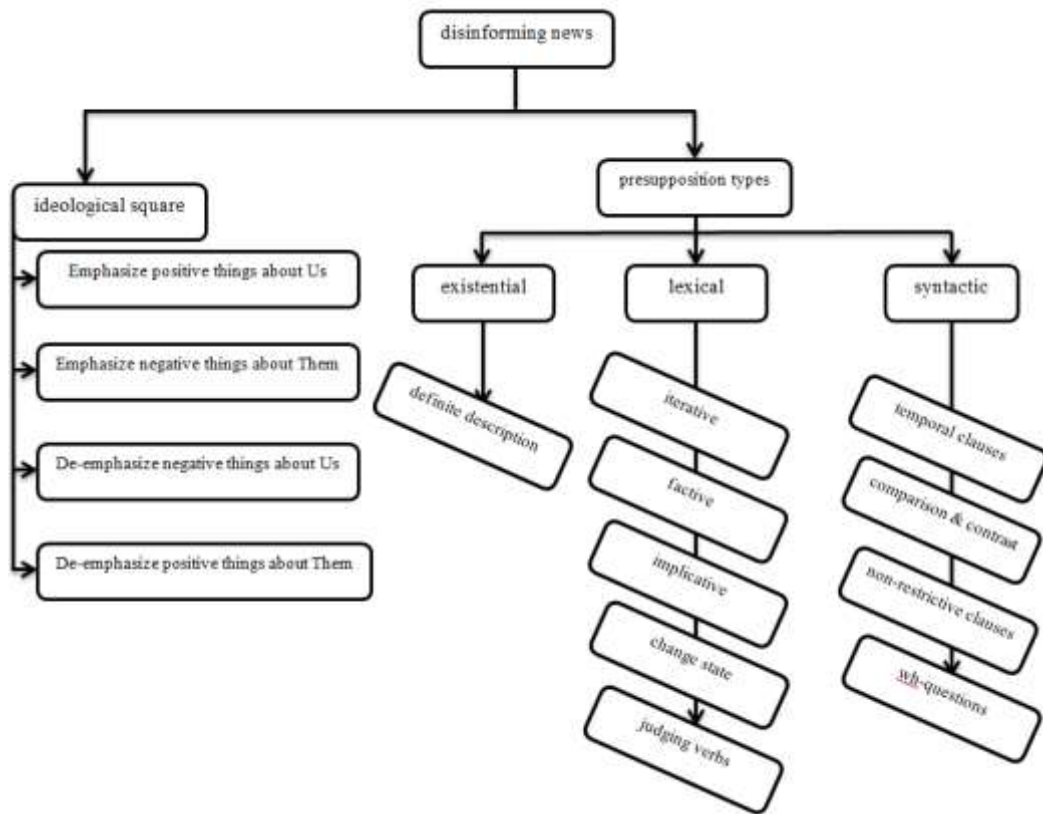


Figure 1: Model of Analyzing Presupposition in Media Texts

4. Data Analysis and Discussion

4.1 Presupposition Triggers

Levinson (1983, p.179) defines the term "trigger" as a language aspect that generates presuppositions. This suggests that a linguistic unit possesses the capacity to indicate or symbolize something else in a certain way. Triggers are linguistic elements or grammatical patterns that signal the existence of presuppositions in a statement or proposition. This trigger is a manifestation of the suggested importance of the sentence, which encourages readers to believe in the presence of the subject being mentioned (Grundy, 2000, p.120). Yule (2006) and Gençtürk (2018) delineate three types of presuppositions: existential, lexical and syntactic or structural presuppositions. The following represent the most common triggers of these three types of presupposition:

4-1-1 Existential presupposition

When an assertion is made, the noun being presented, whether simple or compound, is considered a presupposition with a reference according to Frege (1952, p.69). Yule (1996, p.27) states that an existential presupposition exists in all noun phrases, regardless of possession. It is believed to be inherent in possessive pronouns, any name or definite noun phrase, such as a definite description, where the speaker is presumed to affirm the existence of the entities mentioned. The expectation is that the chemicals mentioned by the speaker will be present and available in the item being discussed. The following example from the data illustrates the use of definite description:

Text one

"...لكن صفقة الاسلحة بين حركة الشباب والحوثيين ستكون شيئا جديدا وخطيرا..."

...But the arms deal between Al-Shabaab and the Houthi will be new and dangerous.

Ideologically speaking, the text highlights a clear instance of news disinformation since it focuses on negative news that targets the Houthi group, specifically their alleged collaboration with an extremist Islamic organization and the reported existence of weapons transactions between the Al-Shabaab movement and the Houthi. The disinforming news above is characterized by two presupposition. The first is an existential presupposition that is activated by the definite description (صفقة اسلحة) 'arms transaction'. It presupposes that there are arms transactions taking place between the Houthi and Al-Shabaab movement. Additionally, there exists another existential presupposition denoted by the definite description (جديدا وخطيرا) 'new and dangerous'. It presupposes the presence of other ways of collaboration that goes beyond weapons agreements, but the recent one is seen as a threat to the region.

4-1-2 Iteratives

Iteratives are words, comprising verbs and adverbs like "another," "again," and "anymore," that signal recurrence or recurring actions, such as "returned," "another time," "to come back," "restore," and "repeal." They assume the prior presence of a specific action or condition. Iterative presupposition is linked to certain terms (Levinson, 1983, p.183). The following instance from the selected data clarifies:

Text two

"الحرب الاقتصادية ليست وليدة اليوم....."

The economic war is not born today..

According to the ideological model, the news text above can be classified as a case of media disinformation by HSC. The channel focuses on highlighting the negative aspect of the Houthi, including their involvement in launching an economic conflict within Yemen. In the study of presuppositions from a pragmatic perspective, it is demonstrated that the structural presupposition "الحرب الاقتصادية ليست وليدة اليوم...." 'the economic war is not currently arising' is employed. It is activated through an iterative, assuming the existence of an ongoing economic conflict that originated in the past and is currently taking place in different manifestations.

4-1-3 Factive verbs

"Factive verbs" are verbs that accept a sentence as a complement. Assuming the proportional complement is true is a given for the factive verb. "Sorry," "aware," "strange," "know," "regret," "proud," "indifferent," "happy that," "realize," and "sad" are all examples of finite verbs (Levinson, 1983, p.181). Iterative is a term used to "refer to an event which takes place repeatedly" (Crystal: 1997: 206). The quotation below from the data explains:

Text three

"...حرب مستمرة، تباين كبير، عدم وجود موقف موحد من التعامل مع الحوثي، وضغوط دولية ابتداء من ستوكهولم وما فوق يعني هذه كلها مكنت ربما جماعة الحوثي من انها تستمر خلق ازمات وممارسات على ارض الواقع منافية لكل الاتفاقات كل الاعراف ايضا المصرفية والمالية..."

...Continuous war, great divergence, lack of a unified attitude to dealing with the Houthi, and international pressure from Stockholm and above mean that all of these have enabled the Houthi community to continue creating crises and practices on the ground that run counter to all agreements.

The aforementioned news article is ideologically biased against the Houthi, as it selectively highlights negative aspects of their activities and decisions in Yemen, so creating a bad perception of the Houthi. The Houthi community is seen as instigating crises by their acts, without being evaluated in conformity with international standards and regulations. By conducting the pragmatic model, it has been determined that HSC utilizes a lexical presupposition through the use of the factive verb 'مكنت...يستمر' (enable, continue) to imply the presupposition that 'the Al-Houthi group is responsible for creating crises that result in violations of international norms and laws.

4-1-4 Implicative Verbs

Implicative presuppositions are commonly activated by expressions such as "avoid, forget, dream, figure out, pretend" and other similar terms. If a statement is preceded by any of these words, its assumption is immediately invalidated as untrue (Levinson, 1983, p.181). The following example from the selected data illustrates:

Text four

"...البعض يطلب فرصة انهم يتحدثون مع جماعة الحوثي لوقف هذه العملية والالتزام بالمعايير بالقوانين الدولية والمعايير المصرفية..."
Some ask for an opportunity to talk to Al-Houthi to stop this process and abide by international law and banking standards..

In the above news text, HSC emphasizes a negative Houthi's behavior that depicts them as a group that does not abide by the laws and violates international banking standards. Hence, the channel mediatizes a diversion of audience and creates a negative image of the Houthi government. With regard to the use of pragmatic means, especially the presupposition to create such media misinformation, it is noted the use of a lexical presupposition to achieve this communicative intention. HSC uses of the trigger of an implicative verb in the phrase 'يطلب فرصة' (ask a chance) to presuppose that "some have tried to convince the Houthi to stop their violation of the international law." By means of this presupposition, HSC disinforms the audience in its attempt to demonize the Houthi government.

4-1-5 Change State of Verb

When "change of state" verbs are employed, it signifies a transition from one condition or state to another. Inferred from this context are the verbs "stop," "begin," "continue," "go," "take," "leave," "start," and "take" (Levinson, 1983, p.181). The following HSC example illustrates:

Text five

"...على امل ان حنوصل الى اتفاق سلام ينهي مأساة اليمنين كلهم وخاصة مأساة اليمنين الذين العايشين تحت سيطرة و حكم الحوثي"
Hopefully, we will reach a peace agreement that will end the tragedy of all Yemenis, especially the tragedy of Yemenis living under the control and rule of the Houthi.

HSC has deceived its audience in the aforementioned news quotation by depicting the Houthi as the catalyst for the Yemeni catastrophe and their policies in the nation. Furthermore, there has been no discussion of any favorable Houthi policies. The Channel conveys the idea, through its wording, that the Houthi government lacks any beneficial contributions to the country. The emphasis on Houthi's detrimental policies is expressed through the utilization of the lexical presupposition, accomplished by the trigger 'change state of verb' 'ينهي' (finish). It presupposes that the Houthi government, while in power, has engaged in right-wing practices that have resulted in a disaster in the country. Therefore, HSC has deceived and provided false information to its audience.

4-1-6 Verbs of Judging

Judging is the process of forming an opinion by relying on a pre-existing opinion that has been formed as a result of a finished activity. This Presupposition does not include speakers as agents in any way (Ibid., p.182). The subsequent HSC extract shows:

Text six

"...لو سمح لكل الميليشيات بإصدار عملات العالم سيصبح فوضى عارمة..."

If all militias are allowed to issue the world's currency, it will become a mess.

The above text is considered disinforming to HSC's audience as it emphasizes the negative aspect of the militias (Houthi) by portraying them as the cause of chaos through Houthi's internationally prohibited financial interventions. By analyzing the above text pragmatically, it is observed HSC's employment of the lexical presupposition for the purpose of disinformation. This is achieved by the utilization of the verb of judging "يسمح" (allow) to trigger the intended presupposition. Accordingly, the underlying presupposition being made here is that 'the issuance of currency by militias is illegal and violates international norms'.

4-1-7 Temporal clauses

This temporal trigger functions by making an assumption and then establishing a link between two statements. The presence of a time conjunction, such as before, after, during, so far, whenever, or midway, activates this presupposition (Levinson, 1983, p. 182). The following HSC example illustrates:

Text seven

"... وعندما تمنعنا ميليشيا الحوثيين من تصدير النفط لكي نقوم بتشغيل الخدمات العامة للمواطنين ونحن لا نقوم بأي ردة فعل تجاه هذه الميليشيا"
And when the Houthi militia prevents us from exporting oil in order to operate public services for citizens, we do not react to this militia

HSC uses the media disinformation in the text above by giving a negative impression of the Houthi through their prevention of exporting oil and thereby depriving the country of the country's financial revenues that it needed. Preventing the export of oil and other products from the country causes suffering to the population and exacerbates crises in the country, which is rejected by all. HSC employs this disinformation by a structural presupposition. Using this type presupposition which is triggered by 'temporal clause' (when the Houthi militia prevents us from exporting oil). it presupposes in advance that the Houthi are preventing the export of oil, causing crises in the country such as disruption of public services and others.

4-1-8 Comparisons and Contrasts

Comparison and contrast can be identified by several methods, such as using emphasis or other prosodic strategies, using particles like "too," or using analogous formulations (Levinson, 1983, p.183). The following HSC instance illustrates:

Text eight

"..... لو شفت عدد من الناشطين نشروا فيديوهات من داخل عدن يقارنون الاسعار برغم سعر الصرف كما يدعي الحوثيين ثابت وسعر صرف وهمي لكن الاسعار تزيد عن 20 الى 30 % عن ما هو موجود هنا برغم الانهيار او الانخفاض للعملة..."

If a number of activists recover videos from inside Aden comparing the prices against the exchange rate, as the Houthi claims is constant and a phantom exchange rate, but the prices are more than 20% to 30% of what is here, despite the collapse or decline of the currency

Through the use of the ideological model, the content produced by the HSC serves as an example of media disinformation targeted towards its audience. It highlights a negative facet of the Houthi rule, namely the exorbitant expenses and elevated prices in comparison to regions beyond the jurisdiction of the Houthi government. Upon pragmatic analysis of the text, it becomes evident that HSC strategically exploits structural presupposition to

disseminate disinformation. This is achieved by the use of the trigger 'compare and contrast' (الاسعار تزيد عن 20 الى 30 % عن ماهو موجود هنا برغم الانهيار) (او الانخفاض للعملة), specifically stating that costs are 20 to 30% higher than what is shown, notwithstanding the currency's collapse or drop. It presupposes that costs in the Houthi areas are 30% higher compared to other places. Therefore, the unfavorable disinformation of the Houthi administration becomes clear and well-defined in the minds of observers.

4-1-9 Non-restrictive Clause

A nonrestrictive clause is a type of clause that adds extra information to a sentence. Typically, a proper or common noun is used to refer to the specific person, object, or event that is being discussed. Commas are used to indicate that the following information is unnecessary or excessive (Levinson, 1983, p.184). The following HSC example illustrates:

Text nine

"... واصدار أي عملة اخرى لتبديل عملة كانت اصلا معدة للإتلاف, هذه التي يريد استبدالها الحوثي, كانت معدة للإتلاف ولها محاضر والان يريد استبدالها...."

And the issuance of any other currency to replace a currency that was originally intended for destruction, this which the Houthi wants to replace, was designed for damage, has records, and now wants to replace it...

The media text above is classified as a disinformation media text, as it presents the Houthi group as engaging in financial misconduct by unlawfully replacing damaged currency with new ones, so violating international rules. Consequently, the population see the Houthi in an unfavorable light. From a pragmatic perspective, the HSC use the structural presupposition of a 'non-restrictive clause "هذه التي يريد استبدالها الحوثي" to imply that the Houthi are engaging in the unauthorized usage of significant amounts of currency. Therefore, the process of disseminating false information through the media is accomplished by employing presuppositions.

4-1-10 WH-Questions

Levinson (1983) classifies inquiries into three distinct categories: binary (yes/no), expansive, and inconsequential. Alternative inquiries consider the potential for several solutions and are not devoid of any possibilities. The WH question adds a presupposition by substituting WH with the matching existential quantifying variable, such as someone for who,

someplace for where, somehow for how, and so forth. The HSC example provided below serve to clarify:

Text ten

"هل لدى البنك المركزي الرسائل للرد و فعالة لوقف تزوير الحوثة للعملة اليمنية؟"

Does the Central Bank have messages to respond effectively to stop the counterfeiting of the Houthi into Yemeni currency?

The media text above has been classified as disinforming according to the ideological model. It portrays the Houthi as engaging in counterfeiting the Yemeni national currency, which creates a negative perception of the Houthi among the audience of HSC. This aligns with HSC's ideological media agenda. Upon analyzing the chosen media text, it becomes evident that disinformation has been disseminated through the utilization of a structural presupposition. This is observed in the employment of the Wh-question "هل لدى البنك المركزي الرسائل للرد و فعالة لوقف تزوير الحوثة للعملة اليمنية؟". According to this presupposition, HSC believes that the Houthi group is engaging in the illegal conduct of counterfeiting the Yemeni cash as part of their efforts to shape public opinion.

Conclusions

After analyzing the data provided, the study draws various conclusions, which are: The study indicates that the media text during the period of conflict is disseminating disinformation with a certain ideological bias. Put simply, it aligns itself with one of the parties that is loyal to it ideology. Disinformation arises from the deliberate focus on highlighting the negative impression of the opposing party, who is considered the ideological adversary. The study also confirms that HSC is biased in its coverage of the Yemeni conflict, as it employs disinformation tactics to vilify the Houthi government by creating a negative perception of them. Furthermore, the analysis reveals that HSC employs pragmatic tactics to deliberately spread disinformation in its media communication against the Houthi. Both lexical and structural presuppositions, along with various triggers such as existential, iterative, factive, implicative, judging verbs, change state of verb, temporal clause, comparison and contrast, non-restrictive clause, and wh-question, have been utilized for the purpose of spreading disinformation. Ultimately, the study's findings validate the hypotheses that were previously posited in the study.

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دراسة تداولية للتضليل الإعلامي: الصراع اليمني نموذجاً

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ملخص:

يشهد مفهوم التضليل الإعلامي انتشاراً واسعاً في الخطاب الإعلامي، وخاصة فيما يتعلق بالصراع اليمني. إذ تبحث هذه الدراسة في اثر التضليل الإعلامي على التغطية الاعلامية لقناة لحدث الفضائية. وفيما يتعلق بمجده القناة، فإنها تظهر عداءً تجاه حكومة الحوثيين في اليمن وتظهر دعماً للطرف المعارض للحوثيين. وفيما يتعلق بالاستراتيجيات اللغوية، تهدف الدراسة إلى دراسة التضليل الإعلامي من أجل تحديد الآليات التداولية المستخدمة، الافتراضات المسبقة، لصناعة هذا التضليل وخداع الجمهور برؤية كاذبة عن الحقيقة. وتمثل عينات الدراسة مقابلة وتقرير إخبارية مختارة تبثها قناة الحدث الفضائية. وتعتمد الدراسة على نموذجين لدراسة التضليل الإعلامي، الأول أيديولوجي (فان ديك، 1998)، ويهدف إلى دراسة الأيديولوجية وراء التضليل الإعلامي، والثاني نموذج لغوي تداولي انتقائي (ليفنسن 1983 و يول 1996)، ويهدف إلى تحليل الافتراضات المسبقة في التغطية التضليلية لقناة الحدث، وخاصة أنواع وتراكيب الافتراضات المسبقة. وفي النهاية، خلصت الدراسة إلى أن الخطاب الإعلامي لقناة الحدث الفضائية الذي يتناول الصراع اليمني هو خطاب تضليل كونه مشع بإيديولوجيا مضادة للحوثيين، حيث يسعى إلى تشويه سمعة حكومة الحوثيين وخلق انطباع سلبي عنها لدى الجمهور من خلال تسليط الضوء على سمات سلبية ملفقة ومن جانب لغوي فقد تم توظيف العديد من تراكيب الافتراضات المسبقة المعجمية والبنوية لصناعة هذا التضليل.

الكلمات المفتاحية: التداولية، الاعلام، التضليل، الافتراضات المسبقة، الصراع اليمني