# The Developmental Forms of Linguistic Fallacy in a World of Virtual Media

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## Abstract

It is well known that language is one of the most important tools of human communication in various media. Thus, it is necessary to consider the way language is used in the media and its role in how opinions and concepts are expressed. Understanding the language of media users increases understanding of their thoughts and convictions. Besides, the use of language can shape the impact on any audience or even contribute to controlling the direction of their potential opinions. Despite all the tremendous developments in the media, the vision for the function of language has remained the most powerful and fastest tool in reaching the inevitable results and building effective communication between the users themselves. This paper examined the many uses of language implemented in various media in order to reveal the truth of words that go far beyond the direct surface meaning of the audience's understanding. We also analyzed some of the most dangerous and powerful examples of such an ambiguous use of language in linguistic fallacy and manipulation.

## 1. Introduction

The human linguistic phenomenon, with all of its manifestations and figurative aspects (i.e., linguistic structures or levels of language) and functions (i.e., the functions for which language is used in social fields), is the subject of linguistic study or the field studied by modern linguistics. Consequently, it is important to emphasize the crucial role of language in our social and cultural lives (Oboko, 2020). The main function of language has been known in various forms throughout the history of linguistics, which is to establish a rapport between the speaker and the listener, construct phrases in which the speaker's intention is communicated, convey a certain cognitive element, obtain a piece of information, articulate and express the idea, and finally communicate. Moreover, it provides a veritable tool through which their literature is preserved and carried on from one generation to another (Oboko, 2020). According to Zabihi et al. (2015), the language used in the media might carry ideological meanings. As a case in point, they contend that particular groups, classes, ethnicities, genders, etc., are negatively tagged in the media and that lexicalization or the use of labels for particular groups or individuals is being observed in the media excessively.

There is an urgent need to investigate linguistic disinformation in the media from two main perspectives: First, the place of language in the media which prompts the question, "What does language signify for the media?". The question was discussed in full, given the predecessors' significant efforts to elucidate the facts. Second, exploitation of language for the purpose of benefitting from the media, as is the case with economic exploitation at the media level, given that language is regarded as a big commercial commodity with which businesspeople can win markets.

## 2. Theoretical Framework

Essentially, language is a set of rules, laws, and principles that organize the different levels of linguistic structure (phonetics, morphology, grammar, and lexical semantics) to produce a limitless number of words, phrases, and sentences (Daoud, 2012). There is no specific context or circumstance related to it, and it is an abstract mental, perceptual, and collective system that is not defined by itself.

The utterance is the language we use, whether orally or in writing, and it is autonomous, conditional, and contextual in nature. This language has an innovative sense because it could come up in ways we have never encountered before. As long as it is based on specific facts and circumstantial or contextual evidence, it can be creative and innovative. Considering that utterances are infinite, most of what we say, hear, and write daily are new and different types of utterances.

A language speaker does not differ from another in language; rather, they master its methods, knowledge, and competencies and use them all to produce utterances. Language, therefore, lacks its own laws and regulations since it doesn't develop on its own. As a result of language, speech is constantly developing.

The power of words is determined by several factors, the most important of which is most likely the "language spreading" factor provided by the media. As a result, the media has a significant impact on how language works. Despite its diversity, the media significantly affects how events unfold. As the proverb goes, "Those who control the media control the minds", so it goes without saying how essential the media is in influencing opinions and even developing and supporting wholly contradictory notions. Zabihi et al. (2015) maintain that media should be perceived not merely as a body of produced texts and structures but as the practices which are more or less bound by the reproduction of some sort of order in society.

In this research, we went over many sorts of communication channels, their various means and types of communication, as well as the many applications of language for specific objectives via various media channels. Language, in this context, is one of the most harmful and powerfully persuasive techniques for reaching a comprehensive picture to understand its use in media deception.

## 3. Methodology

### 3.1. Materials

Mardieva and Vladimirovna (2022) affirm that the primary assumption shared by applied linguists has been that language forms and structures are adapted and molded by external grammatical rules, i.e., their communicative roles. These assumptions are evident in

different documents. Accordingly, this study utilized a documentary method, in which the researchers relied on historical sources, which were obtained from secondary sources such as the analysis of documents, records, and publications, such as e-mails, scrapbooks, blogs, Facebook posts, reflections, journals, newspapers, books, publications, and websites. Several reputable sources and references were consulted to gather information and documents, and the results of the research were obtained from accurate information derived from these sources.

### 3.2. Procedure

The researchers followed this four-step process to control the quality of the content:

1. **The authenticity of the documents**: As part of this step, we verified whether the document's origin is reliable, whether the evidence is authentic, whether the intentions are sincere, and what the commitments were.

2. **The credibility of the documents:** We checked both the subjective and objective components that make us believe the credibility of the information source and whether the data has not been distorted or tampered with.

3. **Representativeness of the documents:** In this step, we checked the collected documents to make sure they were representative.

4. **The meaning derived from the documents:** We examined documents in this step to understand the significance and meaning of the documents and determined whether they fit within the study context.

## 4. Findings

As mentioned earlier, the current study tried to investigate linguistic disinformation in the media from three main perspectives, the language status in media, the exploitation of language for the purpose of benefitting from the media, and how the media uses language to change public opinion.

### 4.1. Language Status in Media

It should be emphasized that disinformation as a general concept is not limited to the use of language as a primary tool; rather, it is a component of the entire disinformation system of the media, and it is difficult for any media to spread without relying on language and its arts, which allows it to infiltrate the culture that receives that media, underscoring that the process of disinformation is not random.

In this article, we examined the role of language in the media and how it has emerged as a tool for communication and expression, evaluation, persuasion, agitation, controversy, advertisement, dissemination, and control of the environment. Nearly a hundred years of media openness contributed greatly to the confusion of the education process and opinion and influenced convictions. They used unimaginable strategies and what they wished to hide from information that might make someone rethink everything they do and consider it as part of their personal freedom. The real shock is that you really think that it is your desire that is free of confusion and monopoly, which people in charge of it are trying to impose on you. The use of language itself, whether positively or negatively, cannot in itself be considered a sign of injustice towards the language, nor can it be considered unjust (Omar, 2012). The process of describing the ugliness or beauty of a language is merely a reflection of the existing content, and it is self-evident that it did not exist on its own. It is what its author or writer did.

### 4.2. The Use of Language in the Media for the Purpose of Profit

With the development of various media such as television, radio, and newspapers, the need for language has increased as a means of communication between sender and receiver. Human today freely communicates their message to society through these platforms. Despite the importance of language as a major element in the media of all kinds, we find misuse of language for originally legitimate goals. Indeed, it was utilized in a way with the primary purpose of gaining profit, whether this is with the intention of misleading or deliberate lying through the media, which eventually led to a phenomenon that directly harmed language. It is not far from logical thought to wonder about the role played by the media for economic benefit.

Media profiteering refers to the advertisements that fund various media, whether they are written, auditory, or visual. In these advertising

campaigns, what role does language play? An accurate understanding of the function of language in the media at the economic level is necessary to answer this question.

Considering how media influences people's behavior Mander (1978), in the introduction to his book, states,

> If this book has any essential element of dependence, it is the result of fifteen years I lived as an advertising and public relations manager, in the course of which I learned that it is possible through the media to I address people's minds directly, and thus - as a magician from another world - to leave impressions that will lead them to do things they would not have thought of doing. (p. 340)

With the development of the media, many people can exploit the element of curiosity by promoting a fake product or placing links that are devoid of credibility in order to obtain a number of views on a site. For example, if someone places a picture of one of the films shown on the cinema screens and writes next to this picture, "enter, watch the movie directly from here", and as soon as you click on the link, advertising windows open for you that you don't know where they came from. Adverts are advertisements that play on the emotions of the viewer. The one who dreams of getting rid of his extra weight has this product specially prepared for him, and those who dream of finding a job that satisfies their needs can also find another ad that gives this fake promise. As long as they come on television screens, in newspapers and magazines, and with the blessing of the media, people have to believe.

The use of language and adapting it to serve personal interests is natural, but it becomes an exaggeration when it is advertised in the media. This is when people consider it to be real. A person dreaming of becoming a millionaire can simply dial a number on the screen to join the millionaire's club. People believe this nonsense, reasoning that it is normal. According to Schiller (1999), two hundred giant companies produce most of the goods and services consumed in the country, but the focus is increasing in the field of controlling the media apparatus, as a small number of electronic companies manufacture the equipment and provide the means for mass communication,

and there are a number of other small groups of companies, most of which are part of larger industrial conglomerates, engage in the actual activity of radio, television, and public broadcasting.

It is worth mentioning in this regard that we quote what Schiller (1999, p. 117) began in his chapter entitled *Guiding Minds Moves Overseas, Exporting Grooming Techniques*, in reference to the size of the investment involved in the advertising process, which was emphasized by another by saying,

> Because it is an industry of this size, and because it is an industry of news, ideas, and vision, and because it is an industry in which investment and profit-seeking operations overlap, there is a diversity and multiplicity of contents and goals and a degree of objectivity and a degree of control. (p. 117)

Schiller (1999) further adds that,

> Values related to self-actualization, such as personal happiness, exciting life, and social distinction, scored more times in advertisements compared to certain other, more altruistic values such as 'equality' and 'friendship'. In fact, the values that emphasize them and the commercials that exalt selfish values at the expense of altruistic ones deserve a serious pause. (p. 177).

It is not conceivable for an investor to pay all these huge sums without knowing that he will reap profits that would make him satisfied with the investment in this way, without regard to value, ideals, or morals. The purpose of advertising is profit and gain, and its motto, in the end, justifies the means. It is certain that if you are going to promote a service, a commodity, or a person on any media, you will use all available means to communicate the idea and present your commodity or service in all your means. To a large extent, if it is not inevitable, you will use language in presenting your idea, especially if it is through readable or audible media. The same applies to visible media, but it does not require visual means with language as the basis. Nonetheless, it remains a necessity that imposes itself and an opportunity that investors will not abandon. The purpose of advertising is to subjugate all the feelings of the

viewer, reader, or listener to the content that is presented.

The concept of communication between language and media has one or more areas that are not understood (the means), as linguists and media scholars agree on the necessity of having a meaning so that the communication cycle can complete and play its role in reporting. Al Bakaa (2005) presents the following model of the communication process for the communicative aspect:

**First:** the source or the owner of the idea.

**Second:** Expressing the idea and formulating it in symbols to form the message.

**Third:** the receiver who decodes the message.

**Fourth:** The response and the return of the echo that may or may not reach the attention of the sender of the media message.

As long as advertising guidance is for many, the adoption of language in addressing people is the basis. The success of an advertisement is represented in the recipient's understanding of the purpose of the advertisement. To do so, it is necessary to descend to the least comprehensible mentality so that you can achieve the effectiveness of advertising.

In fact, we will not explain this process, but understanding it allows us to refute the reality of the relationship between the use of language by businesses, institutions, and people in the media. Until we reach the so-called linguistic media disinformation on the economic level, by which we mean misinformation that occurs not only in the scope of advertisements but also in the scope of publications with bright titles. An example of this can be an author introducing his literary book entitled *How to Become a Millionaire Over a Period of Time*, and this is misleading that many publishing houses deliberately use, and many writers find themselves in this situation. When you buy the book, you quickly discover that it is devoid of content, but the problem is not limited to this. You come across a medical article that discusses a specific drug in order to promote it in the end. Nothing is wrong with that; however, it lacks scientific honesty and is characterized by deliberate falsification and the concealment of negative aspects. Another example is an article discussing specific

diseases in order to promote a specific doctor or an article discussing the benefits of traveling to a specific destination in order to promote a specific travel agency. Other examples are obvious when using language in order. It is regretful to see advertising campaigns that rely on misleading language, such as ads for insurance companies that attract those who are looking for insurance, under the pretext that you no longer have to worry, promising family safety even after your death. Undoubtedly, this matter is a concern for many, as it leads them mentally to blindly and seriously believe everything that is said. As stated by Abu Zeid (2018) "When you don't pay for the goods, beware of what you are". This is indeed a fact. The game has become clear: they serve those who pay, and once you register on social networking sites, they provide you with many services for what you pay. Among the most prominent examples that show the reality of this manipulation is the reliance of former US President Barack Obama on Facebook and Twitter in exchange for little money.

One of the most obvious examples of language exploitation for profit by the media is that "if a dog bites a man, this is not news. The man bites the dog, according to the news" (Hassan, 2018). What the press editor is looking for is news that will pique the reader's interest and make him rush out to buy the newspaper. Even if the lie is not obvious, using language to mislead is a form of deception. It is deceptive, abusive, and insulting to the language.

### 4.3. Using Language in Media to Change Public Opinion

The influence of the media on political events dates back to the industrial and information revolutions. Political events used this development to spread their ideologies (i.e., liberalism and capitalism), particularly in the United States. New media contributed to the activation of several phenomena that became international issues, such as terrorism, the consequences of global warming, and oil (Blonis, 2015).

The need to clarify the meaning of political change may seem urgent. This is because political change would affect the trends of an entire society. In addition to the importance of the media as an effective means of persuading the public and getting them to embrace state

policies, it linked the development of national and political awareness to members of society who make up public opinion, and this opinion cannot achieve goals unless it is free and media is also free (Al Saud, 2006).

In terms of defining political communication as a communicative activity, there are different opinions. As Al Saud (2006) states, it is any transmission intended to influence the use of power or the promotion of it in society. This definition includes all types of political discourse. As McNair (2017), when defining political communication, he took into account not only written or spoken messages but also visual manifestations that give significance, such as the shape of the face and clothing. These things and other communicative symbols may shape and constitute the political identity.

In fact, we are not going to discuss the meaning of political media communication, but it should be noted that it is closely related to the meaning of linguistic disinformation at the level of political media because political discourse, on the literary level, is considered one of the most important active and motivating phenomena for the factors of the existence and continuity of nations and the preservation of their existence. It highlights civilization's true face through the aesthetic pattern that represents the nation's cultural pulse, intellectual awareness, and artistic sense (Shatwani, 2013). Language played and still plays a major role in our lives, as it constitutes a tool to bring man out of non-existence into existence, through which man defines his identity, realizes existence and things, practices his behavior and life, and achieves his goals, ambitions, and hopes; language is everything (Al-Kofhi, 2016).

The importance of language becomes clear just by looking at the echo of political discourses that occur in public and its magical effects, even if the discourse is filled with lies. Martin Luther King and his villains, such as Adolf Hitler and Richard Nixon, are good examples of the dangerous role of language in the political field (Hassan, 2018).

It is easy in language for the truth to turn into falsehood, falsehood into truth, justice into injustice, and injustice into justice, by focusing on the unconscious through the repetition of the concept "made", which is intended to be achieved and dropped from the realm of illusion

and falsehood to the material existence of the senses (Al-Kofhi, 2016)

In an age when social communication dominates our lives, understanding the language of politics is useful not only to linguists but also to all observers interested in how political democracy works, such as politicians and influential senior figures in society, whether in the field of politics or work. Language is a weapon and a powerful tool for gaining public support, rightly or unjustly, and rhetoric has always been the cornerstone of political communication and even at the heart of facts and political-linguistic misinformation. Today, it is the most effective tool for those who work in public relations, lobbying, law, marketing, professional and technical writing, and advertising. It is often politicians who have the most influence on public opinion as they are the most qualified and able to apply rhetoric in these elements of communication (Sawan, 2020).

There is no controversy about the personality of the political discourse, as it is closely linked to human personality. This (human) personality is composed of several factors that affect one's political personality, which is the personal experience of the individual, or the experience gained from family, social circles, political beliefs, and economic status through which a politician communicates with his audience. Thus, when politicians become important public figures, they feel compelled to quell some of these influences in order to survive through media political discourses, which in turn are varied between what is written, what is spoken, or what is visible. The dominant feature of political speeches is the visual speeches on various channels and media.

Furthermore, if we want to define the nature of the terms of political language, it will be useful to study what constitutes the essence of political texts and can be the scope of the political text, such as persuasion, logic, deception, or even loudness, all of which require the use of a specific language (Sawan, 2020). The purpose of persuasive political media discourse is to persuade the audience to agree with an idea or opinion that the speaker says. One can produce an effective persuasive discourse if it is based on arguments as a solution to a problem. The first function of the political speaker or writer is to convince the audience that there is a specific

problem that concerns them, and then they must be convinced through the political media text that the speaker or writer has the solution to address those problems. Persuasive discourses can take many forms, such as sales presentations, debates, and political actions. Persuasive speeches may use emotional temptations, body language, and audience preparedness. The environment in which the speech is delivered can also affect the success of the persuasive speech in shaping public behavior and public opinion. Perhaps this process takes a lot of study, arrangement, and preparation. After a person is convinced about the desired issue, it becomes very difficult to change his mind. Nonetheless, this requires a lot of energy, and without this energy, persuasion will fail. So, instead of persuasion, we will talk about adapting to expectations or perhaps superficial acceptance of arguments that can be considered the initial stage of persuasion or prior to it, as successful persuasion requires debate and political arguments.

A political argument is a logical argument applied to politics. Political arguments are used by academics, media outlets, candidates for political office, and government officials and can also be used by citizens in daily interactions to comment on and understand political events. This is because the transition between the sender, the receiver, and the message itself, depends largely on language. Besides that, political arguments are often circular and repeat the same facts as logical premises for other facts under manifestations that may be slightly different from their premises, but by adapting the political discourse with the help of the media, this issue can be controlled. Political science discourse also appears as a professional language, despite the convergence of meaning between political speech and political discourse. The problems related to the linguistic aspects of politics arise at the moment of formulating an initial idea about the role of language in politics, as well as when language becomes a relevant issue from the perspective of political fields, especially in the context of the media that gives it diffusion and popularity among the public (Al-Tayan, 2013). These functions are:

- **Expressive function**: in the sense that it expresses goals rooted in the real field of politics.

- **Objective function**: in the sense that it has an objective reason to influence people's thinking, feelings, and, therefore, their actions.
- **Symbolic function**: in the sense that thoughts and feelings are expressed by political symbols, and this is what prompts us to refer to the science of political discourse analysis, along with the connotations and gestures that it contains. Almost all discourse is devoid of all these checks that may seem random to the viewer, but they are tightly arranged. Laughter or feelings of sadness to attract emotion, or even threats that seem to come from the heart, do not happen by mere chance but rather follow the careful process of disinformation (Badran, 2021).

The analysis of political speeches from the perspective of communication theory reaches a highly specific and parallel importance to the professionalization of politics. In political communication, we are broadly concerned with the relationship between politics and citizens and the modes of communication that bind these groups together. This theory describes political language as a category of human behavior equal to other political actions, which may have become the most important form of political action due to the development of communication technologies and media (Blonis, 2015)

The use of language is entirely useful by nature as language is itself the tool and substance of verbs. Thus, this begs the fundamental question in this regard, "How can other political actions be enhanced through the effectiveness of communications?" We recall the words of former Algerian President Abdelaziz Bouteflika,

> I hope that Algerian women and men will work hard and enjoy a comfortable life in peace and prosperity, paving the way for a harmonious society in which its children enjoy a better life and look forward with confidence to the future. (Blonis, 2015, p. 84)

It is a strange paradox that the Algerian people revolted against Bouteflika, hoping for social justice and freedom in light of the media's practice of misinformation as if they were on another planet. We find that most of the political discourses used by world leaders

reflect an unreal image, while the truth itself is reflected in the suffering experienced by people, which is a fact not hidden for those who look hard enough.

The use of language in political disinformation is sometimes imposed by the necessity to justify repression through the use of words with loose connotations, which everyone clearly knows. Other times it is imposed by greed. The media is used, whether it is an official media or a spokesperson for the government, or even if it is represented by the person of the head of state himself. We cannot in any way cite examples of the use of language in political disinformation and directing the desires of people towards an idea supported by governments in the Middle East alone; rather, it is a global phenomenon. Following the decision to invade Iraq that was taken by former US President George Bush Jr., saying "Oh citizens, At this hour, the American and coalition forces began the initial stages of military operations to disarm Iraq, to liberate its people, and to protect the world from imminent dark danger". (Abdel-Fattah, 2014, p. 84).

The US President, Richard Nixon, states that one of the essential features of our way of life is our belief that when rulers proceed to an orderly monopoly of information which is the pure right of the mass of the people, the people soon become in a position where they are ignorant of all their own affairs, and they will lose confidence in those who manage their affairs. In the end, they will lack the ability to determine their own destinies (Abdel-Fattah, 2014).

The mind cannot separate the word from the one who said it. The media's success in conveying an image of a particular government or a certain view does not necessarily mean that this view is right. Instead, it is often an imposed view intended to achieve another goal and unapparent objectives. A statement made by a government or official media may instill fear in people. Perhaps this fear of nothing is created in order to implant the value that enhances the survival of an authority. This is one of the ways that the media can exploit language to mislead the public. We will review the extent to which this misinformation affects the public.

It is interesting to find news reported on the Egyptian media following the train accident that occurred on the 27th of February of 2019,

reporting that, according to the Egyptian who was quoted by the media, the engineer, Mohammad Wajeeh Abdulaziz, is the supervisor of the construction of all developed railway stations and tunnels in France, and played a role in the railway boom that occurred in Sweden over the past 18 years. Mohammad WajeehAbdel Aziz has also earned many awards and high honors from France (Abdel-Fattah, 2014). After the media reported this news without verifying it, and the news spread about this non-existent engineer, the author of the same news mentioned that it was the name of his deceased father, and he was not an engineer, and there was no candidate for the Ministry of Transport with that name, and Khaled Muhammad Wajih, the author of the news, confirmed that he wrote this tweet in order to test the circulation of rumors on social networking sites. However, the matter reached the television screens as well, and everyone tried to attribute the news to himself to a different source without being sure of the truth of the matter.

Another prominent example is what Kjek (1988) mentioned, quoting Jerry Mander in his book *Four Discussions to Abolish television.* He stated that Jerry Mander is speaking to us on American television and telling us how he builds his programs on sick illusions and fantasies, which are only some of the elements of lies and hypocrisy. He further asks, "Do you remember the shooting at the Howard Johnson Hotel in New Orleans several years ago"? I watched the incident on TV as the show was interrupted and moved to New Orleans, where a gang of black revolutionaries occupied the hotel's upper floors and assassinated the white inmates. It was a terrible story. Images of a racist war appeared in my mind when the announcer said that a large police force was on its way to the scene of the accident. Then, I saw helicopters and policemen pointing their guns and many worried faces. I did not see any black rebels, although I imagined them all. A policeman was in front of the radio, giving their descriptions. As for the number of white dead, it was not determined. However, the number of dead policemen exceeded twelve, according to him. And back to the scheduled program. In the morning, the siege had ended, and the police were able to find the body of one of the rebels. It seemed that he had been killed some time ago, along with one of the inmates and eight

policemen found dead. A week after the incident, the New Orleans Police published a report in which it was clear that one white inmate had been killed and that one black man had carried out the operation. He was not a rebel, but a lunatic, and the man was killed eight hours before the delusion ended. Meanwhile, the police killed each other while firing randomly.

As for the issue of the impact of linguistic media and political disinformation on the public, before delving into this point, researchers' differentiation between language and speech must not be overlooked where the Swiss scientist, Ferdinand de Saussure, sees that what we call language takes two different aspects: one is realistic, and the other mental. He called the first "speech" and the second "language". Speech, according to De Saussure, is what actually occurs from linguistic sounds emanating from a human being, while language is the set of mental images that exist in the mind of a group of people, which can come into existence in the form of speech (Sami, 2004).

It is not surprising that we find many studies focused on the impact of political media on the public. As Raed Nairat (2014, p. 1) stated in his preface on understanding the nature of the relationship between the media and the public talking about public opinion and the media can be put within a simple equation represented in (who influences whom?), and this is what we can build on in an attempt to understand the nature of the relationship and the problem of influence that may occur between the two poles of this equation, which are the media as a mean and public opinion as a potential force. As soon as it is moved or provoked, it can change a lot on the ground. However, what concerns us in this aspect is the public opinion as the recipient of the media process itself and to whom the political discourse is directed. Public opinion is also the first affected and shaped directly by the media process. Besides, public opinion is also the respondent either positively or negatively.

What is meant by linguistic media disinformation on the public, which is concerned with the political media discourse, seems clear in its meaning by answering the question, "To what extent does media disinformation contribute to influencing the public?". A study was conducted to look at the influence of the media on the process of political participation, such as

expression of opinion, forming parties, stimulating elections, and promoting radical ideas and cultures, especially the exploitation of these means by terrorism in order to spread and influence (Blounes, 2015). The new media has become a political actor in the world, where it has spread in a way that resembles a peaceful invasion. It has also become a mechanism for political change, as its spread has emerged in most contemporary democratic transformations, whether peaceful or non-peaceful. However, this does not negate the effective role that these means played in raising the level of political participation (Blounes, 2015). However, despite this role, which may seem positive on a theoretical level, it lacks the full truth. For example, we find the phenomenon of electronic hacking of social media accounts and the theft of personal information, including personal photos, calls, and other things that are considered the privacy of political candidates. We can cite, for example, electronic hacking of social media accounts and data theft, such as personal photographs, phone calls, and other information considered private by political candidates. Occasionally, by posing pictures of opposition candidates and by influencing candidates to exclude them from the political arena, they can influence or harm their followers. The following examples of political disinformation based on language (Al-Shammari, 2010) demonstrate some instances of political misinformation based on language.

**First**: Misleading by biased selectivity, which selects some words, facts, quotes, and sources and ignores others. Then, focusing on what is aligned with the desired view and ignoring the facts that greatly affect opinion. For instance, following a specific incident, such as the New Zealand incident, a media outlet intentionally concealed the word "terrorist" from the person responsible for the incident, despite the statement of the New Zealand Prime Minister at the time that the act was terrorist as a whole.

**Second**: Misinformation by manipulating information. What is meant by the term information manipulation is not limited to the error or correctness of the information; nonetheless, it means the arrangement of information. The information may be completely correct, but it is arranged to serve a specific purpose. This can be evident in the stock market as it can be affected as a result of releasing one

piece of information before the other. This makes individuals avoid such a problem, significantly affecting the economy.

**Third**: Misleading by obfuscation, omission, and ignoring, whether it is for an issue, event, or problem, which keeps it away from public awareness. This appears in political events, especially where there are violations of human rights, which makes it critical at the media level to discuss these matters frankly, as well as in some cases of administrative and commercial corruption, especially in the field of the food industry. Therefore, media blackout helps to sweep the problem under the carpet as if it didn't happen at all.

**Fourth**: Deceiving by magnifying and exaggerating an issue, event, or problem, to have an impression of its size on the public, as well as deceiving by underestimating and belittling the value of the subject, despite its importance to the public and its relationship to their businesses and interests. This is one of the most common examples which may have intentional dimensions, such as promoting a character or an interest in the occurrence of a problem for people to give up a certain reaction to another popular and simultaneous issue.

**Fifth**: Misleading by choosing the weakest and worst possible character to represent an issue in a media dialogue or talk in order for the case to be dropped and distorted through this shaky, bad, or weak character. The purpose is to speak on behalf of a wide range of people in gelatinous terms or claim a problem that does not exist in order for the media to play its role in responding to it as if a lion pounced on its prey to be happy with it at lunchtime.

**Sixth**: Misleading by the deceptive reading of correct statistics and opinion polls, but the way they are presented and interpreted, whether in words or in graphs, is manipulated. This is common in many elections in developing countries by conducting opinion polls at a particular time and place, and adopting them as a documented result, in order to influence public opinion.

**Seventh**: Misleading by flipping the image, which may sometimes come to portraying the criminal as a victim while the victim is the aggressor criminal. Or by flooding the audience with information that does not interest them and does not serve their need, which is called

information waste. This is what happens when taking some pictures at a certain angle, and this is what the high technology found in newly manufactured cameras made possible, which take the picture for use and take advantage of some scenes to create emotional impact. An example of this is depicting an old man crying in the street in order to use it to convince the poor citizen that he is better off than others, as well as various narration techniques in order to satisfy the audience's desire for a sense of non-existent accomplishments, showing imaginary figures that the viewer soon discovers its deception.

It is no secret that the application of some principles of media for the sake of dissemination greatly affects changing the course of some issues in order to achieve dissemination among the masses, and these methods often depend on disseminating news in a way that arouses curiosity among readers, listeners, or viewers. This is done through linguistic manipulation in order to distract them from the content of the issue by discussing some issues that are considered, despite being obviously of misleading nature, as a way for some dictatorial governments to control the trends of public opinion for the sake of authoritarian political ends. This is done with complete disregard for the truthfulness of the media material. The matter may amount to straight lying, similar to what happened in some news outlets in which the written media have falsely blamed people for serious political events. Since the media is a double-edged sword, there are no ideal, fictional worlds of love, justice, and peace in this reality. Because conflicting interests and disagreements make media misinformation an effective weapon during the conflict, it is also a soft power strategy that has a long-term effect, going unnoticed by most people (Al-Shammari, 2010).

## 5. Concluding Remarks

In this article, we examined the role of language as a tool that media professionals exploit in order to profit through the economic exploitation of language. We also examined the prominent role of political media disinformation and what it requires from a review of highly intertwined and interconnected concepts, as well as the place of language in media. As per

the conducted research, we can conclude the following results:

- The process of employing language in disinformation should be studied more extensively, with the need to conduct more surveys and descriptive studies in this field. Doing so will improve the accuracy of the results and serve as a reassurance of this study.
- Language is not the sole element driving the disinformation process, but it is the most prominent element used in the media disinformation process. That is because resorting to language as a means of addressing people and societies makes the role that language plays a role that cannot be marginalized.
- Exposing the reality of media is something that requires effort in research and documentation. Thus, we can keep pace with this huge amount of information that cannot be simply ignored. This entails reviewing over and over again.
- The social role played by language makes media exploitation of this role a major area of concern for many people.
- Media authority is not absolute. It is subject to guidance by governments or a higher authority that has the mechanisms to change political opinion. This negates the meaning of "media freedom".
- Based on previous attempts to adapt the perception of media disinformation, this study confirmed that what happens in the media is not a coincidence. This is because the media is a manufactured material, and no matter how different the media is, we cannot deal with it through what is called "honor codes" or "ethical standards". Moreover, media is a servant, and if it is served, it is served to achieve the goals for which it was served. Media censorship must be based on real freedom, not freedom that only appears real.

According to the abovementioned results, researchers recommend further studies and research on linguistic misinformation in the media as follows:

- An investigation to show how the media's linguistic misinformation impacts how people use language in their daily lives

- Analyzing the use of disinformation in the media through surveys and descriptive studies
- Examining the social role language plays in the society
- Investigating how the media can improve the status of the Arabic language

Another concept that needs to be studied is the emo-sensory load of social media and its effect on disinformation acceptability (Akbari & Pishghadam, 2022; Naji Meidani et al., 2022; Pishghadam et al., 2022; Pishghadam & Shayesteh, 2017). Social media can positivize individuals' emotions, making them trust in any information they provide (Al Badi & Khan, 2022; Bocar & Jocson, 2022; Pishghadam et al., 2019)

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