

## Literary Techniques in Journalism Essay Writing (An Applied on the National Day “89” in Saudi Digital Journalism)

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### Abstract:

To what extent does the press article rely on Literary Techniques to direct content on the Saudi National Day? Applied study on Al-Yaum newspaper, from January – July 2020. The main objective of this study was identified that to what extent does the press article rely on Literary Techniques to direct content on the Saudi National Day?, The descriptive method is used to describe the situation and analyse the results. Observation and content analysis sheets were used as tools of this study. 27 opinion essays were represented an Intentional sample, from content analysis population. The results were:

All the articles published on the 89th National Day in the digital newspaper Al-Youm used literary methods except for the assonance style that was not used by the writers. The types of opinion essays that dealt with themes of patriotism are the most essays used the rhetorical methods. The published articles aimed to enhance the value of patriotism.

**Key Words:** literary article, Methods, Digital, Journalism.

### Introduction:

The journalism essay is a linguistic communication, the writer should concentrate on the language authenticity fluently to ensure that his message that contains goals reaches the audience, and he seeks at the same time to achieve the effect by using the appropriate linguistic tools and their combinations, and for the essay to obtain its goals, the writer

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must concentrate on the rhetoric of speech, in the other hand, That is, “focus on the essay includes stylistic features that fit the context of speech with its eloquence,” and rhetoric has a link to writing the press article because rhetoric is knowledge of language during its use<sup>(1)</sup>.

Rhetoric in the Arabic language has six aspects of the general implications: General linguistic use, ideological physiological use, and logical linguistic use of the tongue, all of them aiming at persuasion whereas (the communication process needs rhetoric of persuasion that requires linguistic and logical activity that affects the receiver and makes him arrange his ideas)<sup>(2)</sup>.

psychological use aimed at influencing, and stylistic use of speech. It is the usage that the research focuses on more than the rest of the other contents because it works to include distinctive features in a message to transform it from merely sending a message to an artistic subject.

The importance of this study return to discover the different types of literary methods on the essays of eighty-nine Saudi National Day sought to provide awareness of patriotism and the meaning of belonging to the homeland and adherence to the national identity. The articles of this study also dealt with topics of interest to Saudi readers such as love of patriotism and spreading science, talked about development projects, and provided information and opinion on the various aspects of the history of the Kingdom of Saudi Arabia, in addition to dealing with issues related to the state's foreign policy. Essays writers used different rhetorical methods to achieve an active role because readers have the right to read intelligible essays, thus the study attempted to discover the availability of literary styles in the article on the anniversary of Saudi National Day, (that celebrated on September 23 of each year, for commemorating the unification of the Kingdom by King

Abdelaziz Al Saud in 1932, after he issued a royal decree to change the name of this state from (the Kingdom of Hejaz, Najd and its annexes areas ), to the Kingdom of Saudi Arabia. The National Day represents a history of achievements that began to unify parts of the Arabian Peninsula with its regions and tribes under the banner of monotheism and the founding of the modern state)<sup>(3)</sup>.

-The main objective of this study is to find out the extent to which the press article relies on literary methods to direct the content of the Saudi National Day to the readers.

- The second objective of this study aims to know the type of press article on the Saudi National Day in which the use of literary methods increases.

- The third goal of this study seeks to know the objectives of the articles on the Saudi National Day.

Previous Arab studies explained the meaning of interpretation of old literary articles throughout analysing texts that using the textual interpretation method, in which it relied on selecting items and analysing them to reach their meaning and lexical concepts following the (Lisan Al Arab) dictionary.<sup>(4)</sup>

The differences between the current study and the previous one is this study used the descriptive method for analyzing essays, in addition to other approaches, additionally the subject of the analysis was related to the Saudi National Day celebrations.

Mubarak Adel Al-Maya studied Ahmed Al-Saqqaf's research on the art of the essay, creative objective study, in which he concluded that the essay article has three types; the self-article, the topic, and the journalist, and that the parts of the essay consist of: a title, introduction, and the theme of the article.<sup>(5)</sup>

The difference between the previous research and the current study is that this research studied the literary methods in the

press articles of several writers on determinedly topic, and the previous research focused on investigated various essays of a specific writer.

In summary, despite, considerable research: The Vocabulary and Rhetorical Structures in Literary Studies Articles about Molly Bloom: Adscription, and Applications for Information Science. Purposed to intensively study 11 literary studies articles about the fictional character from James Joyce's Ulysses, Molly Bloom. A typology was qualitatively developed for coding word types, and Rhetorical Structure Theory (RST) was used to code sentence roles, or functions, such as background, evidence, thesis, etc. A few sentence roles in addition to those found in RST were used. A goal of the study was to develop rules for selecting sentences from the articles to represent them. The quantitative results and qualitative observations were used to generate sentence extraction rules. Main result of this prior study is emphasized the articles were found to fall into evidential, source, and stylistically trendy types in their distributions of rhetorical roles. The followed by data showed more variety than the rhetorical role data.<sup>(6)</sup>

In this study aimed to discover the methods of literary article, but prior study theme was Rhetorical Structures in Literary Studies Articles.

#### **Literature Review:**

Saudi newspapers have pages for publishing essays, which are defined to be the creation of short prose that deals with a single topic, or according to the writer, who allows his personality to appear<sup>(7)</sup>The article is considered as a journalistic form closer to research or a scientific study that analyzes an event, phenomenon, issue, or idea to interpret its various dimensions. Mahmoud Allam al-Din and Laila Abdel-

Majid stated that a successful article must contain information and accurate documented data<sup>(8)</sup>.

The press essay divided into many types, including the following.<sup>(9)</sup>

1- Editorial essay; a constant article that appears daily on the newspaper, in which the newspaper comments on the events, interprets and explains them, presents its point of view and signs in its name, and it reflects the editorial orientation of the newspaper on current events, and issues.

2- Analytical essay; depends on choosing an event, issue, idea, phenomenon, and then provide analysis, interpretation, and comment about it.

3- The column essay: written by one person or several people, under a fixed title, bearing the writer's signature, and published in a fixed place, periodically, and presenting the views of the writers.

In newspaper, the columnist is something of privileged person. He can venture into fields that are forbidden territory to reporters. He can say his piece with little fear of being called on the coals by editor. But an editor may both write an editorial and column as well.<sup>(10)</sup>

Styles of writing journalism essays in the Saudi newspapers varied between journalism articles and literary essays like lyric poetry poems, which established thoughts that affect the author's mind till he completes the essay article.<sup>(11)</sup>

Researchers see that journalism essays aim to use literary style.

(Ab-Auarja) explicit that an art essay targets to achieve aesthetic purposes and investigate to use a high degree of beauty phrases, emotional words, photos, and compositions. Art essay includes valuable concepts and facts that deal with all kinds of social phenomena that the writer picked up from

society. Then he expresses them in persuasive rhetorical sentences, uses historical, factual evidence that the author uses to enrich the article, wisdom, and proverbs, poetic, numbers, statistics, and Quranic verses.

The most famous Arab literary essays are Mustafa Sadiq al-Rafi'i, Taha Hussein, Abbas Mahmoud al-Akkad, and Ibrahim Abdul Qadir al-Mazni.

Each writer has a different rhetorical style, depends on his culture, mood, mental talents, the degree of his emotion, and expressive abilities .

There are three types of essay writing styles: the scientific method, the rhetorical style, the literary style<sup>(12)</sup>, which is the method that this research is interested in studying.

Rhetorical is the tools and procedures for language rapprochement to discover its concepts and meanings<sup>(13)</sup>. Thus, researchers call for using its tools for writing journalism essays targeting audiences.

Because the rhetorical methods represent the concepts, and expression style, on the other hand, its verbal phrases that use for expressing organize speech that pattern is different following writer differentiate.<sup>(14)</sup>

Researchers see that writers use the rhetorical manner for elegantly presenting their creative writing without vulgarity, and they use elegant arts, emotion, and imagination, intellectual creativity.

The three approaches of rhetorical style in Arabic language:

The first one is Al-Pyian science divided to, simile, and metaphor.

A simile illustrates that one thing shared others in the same adjective.<sup>(15)</sup> The second style is a metaphor, has been defined by Jerjani in terms of "when you want to simile thing by thing, it is better to pronoun the simile and show it, then lend on one name the experience of the other, as you want to say: I

saw a man like a lion in his bravery, leave that and say: I saw a lion as Alsakaky saying<sup>(16)</sup>.

Western language “Metaphor” has been variously defined in terms of substituting one word for another word with an apparently different meaning, comparing one idea to another, or creating an implicit analogy or simile<sup>(17)</sup>.

The second style of rhetoric is Al-Badiascience; has verbal and moral approach aims to enhance texts, it contains these styles: contrast, and alliteration promote.<sup>(18)</sup> Badia science contains of multiple styles like; contrast, which is known as a combination between something and counter something.<sup>(19)</sup>

Alliteration, Al-medani has defined alliteration as two expressions have similar pronunciation and different meanings<sup>(20)</sup>. Alliteration has been variously defined “in prosody, the repetition of consonant sounds at the beginning of words or stressed syllables. Sometimes the repetition of initial vowel sounds (head rhyme) is also referred to as alliteration. As a poetic device, it is often discussed with assonance and consonance. In languages (such as Chinese) that emphasize tonality, the use of alliteration is rare or absent”<sup>(21)</sup>.

“Alliteration is found in many common phrases, such as “pretty as a picture” and “dead as a doornail,” and is a common poetic device in almost all languages. In its simplest form, it reinforces one or two consonantal sounds, as in William Shakespeare’s line”<sup>(22)</sup>

Embedding; the general meaning of embedding is the concealment, in the other hand “embedded is the hiding meaning promote us for searching it)<sup>(23)</sup>. Thus, researchers see that literal essay writers should avoid using embedded as he can, but they should interest knowing, and adopting it in terms of truth and metaphor as rhetoricians do. Embedded style is

less appeared in Saudi newspapers essays, because writers depend on obvious in their writing.

Despite Saudi, a columnist who signs his words may express himself with the utmost freedom so long as he steers clear of libel and obscenity. Newspaper publishers who take on columnists often give full freedom to them to express views.

This is particularly true of American newspapers which may give hospitality to columnists of various political shades of opinion<sup>(24)</sup>.

Another style of badia science which Saudi's writers use is the citations. The citation is defined as an element of confirming and citing the idea with which writers of the literary article reinforce their texts<sup>(25)</sup>. Writer may quote verses of poetry, or Q00uranic, or news information, to convince the reader of an opinion.

Researchers see that essay writer should not use too many quotes in one essay because that may weaken it; at the same time, they should not underestimate the importance of using quotations in writing a moral article.

Repetition is one of Badia's styles and a method of persuasion. Rhetorical repetition is original in Badia science is known to rhetoricians as the indication of the word on the meaning repeatedly<sup>(26)</sup>.

The last method of Badia science in this explanation is the assonance infinitive of speech has a tone like poetry, or when a man talks like poetry without weight, then every word becomes like the other<sup>(27)</sup>.

In classical poetry, assonances and rhymes are accidental or serve to produce a special effect. Classical verse without rhyme also existed in the Middle Ages, practiced by many writers who were closely inspired by the older models. It is not a question of pure monosyllabic rhyme. But only of assonance

that is the final syllables have the same vowels, while the resemblance between the consonant is unimportant<sup>(28)</sup>.

Researchers see badia science has efficiency in essay writing that aims to persuade audience, because the writer could edit the information creatively to increase the readability of an essay. That has approved by (Abd- alkarim. Lutfi)<sup>(29)</sup> when he defined the perfecting of literary essay as "Sentences and pronunciations become interconnected if some information in it relates to each other in a textual frame of sentences or a communication situation, with which the listeners or readers do not feel gaps or cuts in the information." (30). Thus, the scholars of the language of the text have been interested in perfection because it gives it a specific adaptation of the elements that make up the text with each other and making meaning.

While the news style moves away from imagination and addresses the mind and explains the facts, and characterize by clarity, ease of expressions, and soundness of taste in choosing its words. AS for the literature style, among its most prominent qualities, it contains imagination, depiction, and touching of the distant likeness between things, dressing the moral as the feel and showing the felt in the image of the intangible<sup>(31)</sup>.

The researchers observed that Saudi essay writers adopt the two methods of news and literature, which are two of the styles of semantics because the Saudi columnist is generally a specialist, like Mohammed Hamed Alghamdi, whose specialize of Arabic Language and environment.

But there could be generalists, whether he is a specialist or a generalist, a columnist who is reasonably aware of his limitations and does not stray beyond what is permissible, considering his talent Literary style has no difficulty being accepted.

McQuail discussed the significance of organizational influences on content. from a society- centric point of view, much of what media organizations do is determined by external social forces, including, of course, the information requirements of media audiences<sup>(32)</sup>.

Framing analysis theory is assumes that the events do not have a specific meaning in themselves but rather acquires their meaning by editing them in a framework that defines and organizes and gives them a measure of consistency by focusing on some aspects of the topic and neglecting others. The media framework is the central idea around which events related to a specific issue organized<sup>(33)</sup>.

The media framework for a particular essay means deliberately selecting some aspects of the event or issue and making it more prominent in the essay text and using a specific method to describe the event or problem issue and put forward suggested solutions regarding it.

### **Methodological Procedures:**

#### **1.1. Type of Research**

This is descriptive research designed to obtain pertinent and precise information concerning the status of the phenomena, and, whenever possible, to draw valid general conclusions from the facts discovered. They are restricted not only to fact finding but may often result in the formulation of important principles of knowledge and solution of significant problems concerning local, state, national and international issues. Descriptive studies are more than just a collection of data; they involve measurement, classification, analysis, comparison, and interpretation. They collect and provide three types of information: (1) of what exist with respect to variables or conditions in a situation; (2) of what we want by identifying standards or norms with which to compare the present conditions or what experts consider to be desirable, and (3) of

how to achieve goals by exploring possible ways and means based on the experience of others or the opinions of experts<sup>(34)</sup>.The researcher depended on the following methodologies:

3.Methodology of Content Analysis: It is one of the research methodologies on which the researcher depended, because it possesses a major position in the process of communication whereas everything said, written, or communications made by individual with others realizes a communicative purpose. The researcher depended on this methodology for many other reasons, which can be stated as follows<sup>(35)</sup>:

a. The content analysis Methodology used to describe the apparent tenor of the communication material.

b.It is characterized by regularity analyses that did according to categories to identify specific concepts. The researcher is not influenced by his emotions when he uses this method. Therefore, the researcher determined a group of essay content analysis in Saudi's journalism. The purpose is to identify Literary Techniques of the Journalism Essay writing in Saudi's journalism in the limitation of the study.

#### **Methodology of the Research:**

This is descriptive research aimed to discover the methods of the literary article on the National Day in Saudi Digital Journalism, this research depends on the content analysis method, (content analysis is a systematic, objective, and quantitative method for researching messages. It is appropriate for the analysis of documents, speeches, media releases, video content and scripts, interviews, and focus groups.)<sup>(36)</sup>

The research analyzed the published essays of AL -yaum Saudi daily newspaper was established at 1965, it consists of two kinds of issues; paper, and electronic, the main aspects of

this newspaper are its focus on opinion writers present their opinions on various issues of interest to the Saudi reader, (such as economics and industry)<sup>(37)</sup>.( www.alyaum.com)

**Research Questions:**

- 1-To what extent does the press article rely on Literary Techniques to direct content on the Saudi National Day?
- 2-What types of journalism essay on the Saudi National Day have used Literary Techniques increasingly than others?
- 3-What are the objectives of the articles on the Saudi National Day published in the Saudi digital newspapers?

**Content Analysis methodology and Procedures:**

Researchers used the content analysis methods in this research because the major advantages of content analysis are found in its ability to objectively to describe a message and its application to advanced statistical analysis. Content analysis also provides both logical and statistical bases for understanding how messages are created. It focuses on the messages or communications produced in practice, and in that regard, it may be considered a major methodological tool that bridges research methods<sup>(38)</sup>.

This research used Stacks two units of analysis for analyzing published essays content: the first one conducted with what researchers saw and count called manifest content. The seconds treated with latent: (latent content is more qualitative and deals with the underlying or deeper meanings or themes of the messages)<sup>(39)</sup>.The researcher selected the topic to be a measurement unit, when the essay contained more than information, or opinion it could be classified under more than one category of information, or opinions topics, according to its content. Researchers also used the cotemporary practice of David Michaelson and Toni L. griffin’s these approaches include simple clip counting<sup>(40)</sup>.

The researcher used the content analysis in this study essays of Saudi Electronic Newspaper. By using steps as follows:

**Firstly: Formulation of the Research Problem:**

According to the indicators under which the researcher used the content analysis methodology, the analysis process will seek to answer the following questions:

What are the Types of journalisms' essay in Saudi Newspapers?

What is the author name writing methods?

What are the persuasion methods?

What are the rhetorical techniques in essays published in Saudi's newspaper?

What are the aims of essays published in Saudi's newspaper?

What are the topics of essays published in Saudi's newspaper?

What are the stylistic features of essays published in Saudi's newspaper?

**Secondly: Identify Categories:**

Categories are the classifications set by the researcher according to the nature of the subject and the research problem, it is considered as a reliable facility in calculating the significant frequencies. Indicators are the concept or the definition that each category may mean and the framework that determine its use in measurement and shows the researcher the limits of this use. The more specified and apparent the categories, the more obvious and specified the research results <sup>(41)</sup>.

Through this study the researchers analyse the actual essays were published in the electronic newspaper of Al-yaum, essayscontent analyzed under consideration included several categories which are related to the research problem: (To what extent does the press article rely on rhetorical Techniques to direct content on the Saudi National Day), following is an

overview of the content analysis categories which was used by the researchers.

**First: Qualitative analysis category- How it was told?**

It represents the group of categories which classify the approach or style of introducing or presenting the content (42). It is as follows:

Category of the Subject: It aimed at identifying the types of journalism essay published in the Newspaper under study. This category is divided into several subcategories: including: The analytical article, the column article, the Editorial.

The author name writing method, this is one of the most important categories which reflect to how extent the essay is important, according to the writer. It includes the following subcategories: Author's name only, The writer's name and photo, the author's name, photo, and social media addresses

**Second: the quantitative analysis: what was told?**

They represent the group of the categories that describe meanings and ideas appearing in the content <sup>(43)</sup>. It is as follows:

Persuasion methods, this category aims to analyze persuasion methods, in the essays published in the newspaper of the study. This category includes other subcategories:

Religious, historical, and factual evidence

proverbs and wise sayings

Poetic evidence

Figures and Statistics

Quranic verses

The aim of the essay, this category aims to identify types of the essays published in the news newspaper under the study.

This category includes other subcategories: Ask questions, offer solutions and proposals, offer solutions and proposals, present the writer's point of view, provide information, Draw attention to a specific issue.

The rhetorical techniques, it is the category which distinguishes the rhetorical techniques concerned with essays writing of issues under consideration. This category is divided into subdivisions including: al-bayan science, badi science, semantics.

The topic of the essay, this category deals with essays published in the newspaper of the study to identify which essay type has published more than others. This category divided into subcategories including patriotism, development projects, history, cultural, and politics.

**Identification of content analysis units:** The researcher used the following units to analyse the content of the newspaper:

**Unity of the subject:** Media content can be analysed on several levels, ranging from single information elements within essays to a whole issue. The units of analysis are defined in respect to the research targets, they can relate to formal structures and content of the material <sup>(44)</sup>.

It is one of the basic subjects in analysing media items which is a sentence or phrase including the idea around which the analysis subject focuses. (Hussein, Samir Mohammed, Content Analysis., p100). The researchers selected the topic to be a measurement unit.

**Applying credibility and firmness tests:** The researchers prepared content analysis form on which they apply credibility and firmness tests. Following are the most important steps to be carried out by the researcher:

**Analysis credibility:** Credibility or verification means validity of the approach or method used to measure what is intended to be measured, and to how extent this approach can provide the needed information to achieve a degree of analysis credibility or verification. The researcher followed some steps to achieve credibility:

The researchers determined the categories and units of the analysis and clearly defined each category or unit.

The researchers studied views, data, and trends of some experts, to get acquainted with their dominant concept about this terminology, or the group of terms used in the analysis, to reach to the closest, most accurate, inclusive, and expressive concepts.

The researchers conducted the necessary modifications on the measurement.

**Analysis Stability:** it means to measure to what extent the information is independent from other measurement tools themselves<sup>(45)</sup>.

The stability process seeks to assure that there is a high level of compatibility as to the following:

Compatibility among the analyses, the more degrees of compatibility achieved by the content on these two dimensions the more it is accredited as a scientific tool. To that end the researcher conducted the firmness test with another person than herself (Alno, Eklass Hassan, journalist at Al- Ahram Alyoum newspaper.). Then the researchers and the external analyst reached the same results when applied the categories and units of the analysis on the same content of the newspaper under studied and to identify the firmness of the analysis on the overall level. The researcher carried out the (Holsti Method)<sup>(46)</sup>. On a sample of the Research population.

**Reliability:**

Researchers used the Holst i's reliability formula to measure the content analysis reliability:

$$\text{Reliability} = \frac{2m}{N1+N2}$$

Two coders, each coded 29 essays, the two coders agree on 27 of the 29 essays

$$\text{Reliability} = \frac{2(27)}{29+29}$$

**Sampling:**

Researchers used purposive sampling because they tracked a set of essay messages, planned to content analyze them, and they accessed to electronic newspaper where the messages rote. A purposive means that researchers have read and analysed all essays on National Saudis Day were published in the period from August –December 1019,and it is 29 essays was written by different writers.

**Results:**

Table 1. Types of journalisms' essay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The analytical article	2	6.9	6.9	6.9
	The column article	23	79.3	79.3	86.2
	The Editorial	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

Table 1. What are the Types of journalisms' essay in Saudi Newspapers?

The researchers limited the articles published in the Al-Youm newspaper on National Day during the period from 9/23/2019 to 10/17/2019, and the results of the content analysis showed that the number of essays reached 29 articles.

Table 1.Presents most of the published essay about National Saudi Day issue, in the newspapers under the study, during the study period, is the signed editorial column. This type achieved a ratio of 79.3%. Next comes the editorial at the rate of (13.8%), In the last rank, there comes the standard columns at the rate of 6.9%.

This is one of the most important categories which reflect to how extent the essay is important, according to the writer. It

includes the following subcategories: the author's name, photo, and social media addresses do not apply.

Table 2. The author name writing method

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The author's name, photo, and social media addresses	25	86.2	86.2	86.2
	Author's name only				
	Author's name, and photo				
	do not apply	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

Table 2. What is the author name writing methods?

It is clear, from the data of table2, That most of the essays published with the author's name, photo, and social media addresses, by a ratio of 86.2% while the frequencies of the do not apply were decreased to a ratio of 13.8%.

The study of the essay writing is important to understand the process of selection and the publication of essays and knowing the editorial policy of the Saudis press, and the efficacy of the published essays and their effective force. This research endeavours to uncover ways of essay writing, which the published Saudis national day essays reflect.

Table 3. Persuasion Methods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Religious, historical, and factual evidence	24	82.8	82.8	82.8
	proverbs and wise sayings	1	3.4	3.4	86.2
	Poetic evidence	1	3.4	3.4	89.7
	Figures and Statistics	2	6.9	6.9	96.6

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Quranic verses	1	3.4	3.4	100.0
Total	29	100.0	100.0	

Table 3. What are the persuasion methods?

Table 3. Reflects that the method of the Religious, historical, and factual evidence is more than the Persuasion Methods around which the published news rotates in the newspaper under study. This method achieved a ratio of 82.8% of the total frequency of the Persuasion Methods in the published Saudis National Day essays. This means that the main reason for publication of the essays was because of their association with a political incidence that distinguished dispute. This proves that the Saudi press care to reflect on the achievements of the government. Next to the methods of the Religious, historical, and factual evidence.

1. Cross tabulation table 1. shows the relation between the Persuasion methods and types of Journalism essay

Count		Types of Journalism Essay			Total
		The standard column	The signed editorial column	Editorial	
Persuasion methods	Religious, historical, and factual evidence	2	18	4	24
	proverbs and wise sayings	0	1	0	1
	Poetic evidence	0	1	0	1
	Figures and Statistics	0	2	0	2
	Quranic verses	0	1	0	1
Total		2	23	4	29

The researchers view that; the knowledge about the Persuasion methods is need for this study, to know the method by which the essay writers choose their writing methods about Saudis National Day.

The data on cross tabulation 1; indicated that 18 of a The signed editorial column, 4 of editorial, and 2 of a the standard column in the Saudis newspapers, during the period of the study, were used Religious, historical, and factual evidence method as the persuasion methods, It followed by the figures and statistics that used on a The signed editorial column in 2 articles, while the user of proverbs and wise sayings, poetics evidence, and Quranic verses weakened used in the signed editorial column.

Table 4. The Rhetorical Techniques

Rhetorical Techniques		Frequency	Percent	Valid Percent	Cumulative Percent
Albayan science	Simile	19	17.2	17.2	17.2
	Metaphor	14	12.7	12.7	29.9
	Metonymy	8	7.3	7.3	37.2
Badi science	counterpoint	16	14.5	14.5	51.7
	Alliteration	3	2.7	2.7	54.4
	Embedding	3	2.7	2.7	57.1
	the quote	6	5.4	5.4	62.5
	Repetition	2	2.0	2.0	64.5
	Assonance	0	0.0	0.0	64.5
	Contrast	10	9.0	9.0	73.5
Semantics	News	2	2.0	2.0	75.5

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	Expression	27	24.5	24.5	100.0
	Total	110	100.0	100.0	

Table 4. What are the rhetorical techniques in essays published in Saudi's newspaper?

The analysis of table 4. Revealed that the most rhetorical methods of the science statement were used by essays writers was the expression of semantics with a ratio of 27%, followed by simile with a ratio of 19%, pursue by counterpoint method of Badi science with the rate of 16%, other rhetorical styles were used, including metaphor by 14%, contrast 10%, metonymy 8%, the quote 6%. Badi science alliteration rate was decreased and associated with an embedding ratio with 3%, a finding that the semantics method news was used rarely by writers. Badi science assonance disappeared from the essays of National Saudi Day.

Table 5. The aim of the essay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ask questions	5	17.2	17.2	17.2
	Offer solutions and proposals	1	3.4	3.4	20.7
	present the writer's point of view	12	41.4	41.4	62.1
	Provide information	6	20.7	20.7	82.8
	Draw attention to a specific issue	5	17.2	17.2	100.0
	Total	29	100.0	100.0	

Table 5. What are the aims of essays published in Saudi's newspaper?

Table 5. Shows the rise of the ratio of the essays aimed to present the writer's point of view. Data indicated that 41.4% of the article of the aggregate essays published in the Saudis Newspapers went to preshow the writer's point of view. Meanwhile, 20.7% aimed to provide information. While 17.2% of that pursued to ask questions were equal to the sought to draw attention to a specific issue.; and 3.4% pieces aimed to offer solutions and proposal.

Table 6. The topic of the essay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Patriotism	13	44.8	44.8	44.8
	Development projects	9	31.0	31.0	75.9
	History	1	3.4	3.4	79.3
	cultural	4	13.8	13.8	93.1
	Politics	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

Table 6. What are the topics of essays published in Saudi's newspaper? The data in table 6.Indicated that a major part of essay topics published in the Saudis newspapers was mostly patriotism with a ratio of 44.8%. while the frequencies of the topics of development projects were decreased to a ratio of 31.0%. The ratio of the articles about culture was reduced in the newspapers to a ratio of 13.8%. The politics topics ratio was weakened to a ratio of 6.9% and reached the frequencies of the history topics to a ratio of 3.4%.

The researchers see that the articles about patriotism are the articles which the writers of the National Saudi Day wish to project so as to attract the attention of the reader convince him of importance, and, hence reading them.

Table 7. Stylistic features

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brevity	8	27.6	28.6	28.6
	Redundancy	6	20.7	21.4	50.0
	Mediate	14	48.3	50.0	100.0
	Total	28	96.6	100.0	
Missing	System	1	3.4		
Total		29	100.0		

Table 7. What are the stylistic features of essays published in Saudi's newspaper?

Table 7. Reflects that the Stylistic feature of the mediate more used in the writing of the published essays in the newspapers under study. This value achieved a ratio of 48.3% of the total frequency of the Stylistic Features in the published articles. Thus, the main reason for publishing the articles was because of their association with topics and stylistic. It proves that the Saudi newspaper's care for the writing style. The next one is brevity scored a ratio of 27.6%. The use of redundancy style weakened in the articles writing with a percentage of 20.7%.

#### Results:

1. All the essays published on the 89th National Day in the Al-Yaum digital newspaper were used literary rhetorical methods except for the assonance was not used.
2. The most common types of articles about the Saudi National Day 89 that used rhetorical methods are those that wrote about patriotism.
3. All the articles published about the 89th Saudi National Day aimed to enhance the value of patriotism.

## 2. Discussion:

Since all the essays published on the 89th National Day in the Al-Yaum digital newspaper used rhetorical methods except for the assonance was not used. The most common types of articles about the Saudi National Day 89 that used rhetorical styles are those that wrote about patriotism. All the articles published about the 89th Saudi National Day aimed to enhance the value of patriotism.

Essays writers varied in use methods in editing 89th Saudi National Day essays, some of them used one style, and some of them used more than one from the different sciences of rhetoric, for example:

Albayan science; simile, metaphor, metonym .

Simile appeared in most essays; one of them is “The Saudi mettle us like Tuwaiq Mount”<sup>(47)</sup>. The writer simile the Saudi mettle with the Tuwaiq Mount stability. She quoted the sentence from the speech of Crown Prince Mohammed bin Salman when he said: “The Saudis’ mettle is like the Tuwaiq summit, ”and the writer started from it; To express the national unity between the leadership and the Saudi people.

But metaphor appeared obviously in the essay of “National Day is the birth of a nation”<sup>(48)</sup>. The writer likened the nation to a person who reciprocates the citizens with love, giving, loyalty, and devotion. As in his saying: "They give him their love and devotion, and he gives them a warm embrace. They give him honesty to work and production, and he gives them something of the secret of existence."

The metaphor is evident in the essay titled " the great cohesion between the leadership and the people". (“The great cohesion between the leadership and the people, Tuesday”2019.) the writer said: “The founder struck with an iron hand on the images of crimes that prevailed before the launch of his great

heroic epics". A metaphor for the strength and courage of the founder, may God have mercy on him.

**Badia Science:**

The contrast appeared in the essay "The Day of the Fatherland, the Unity of a Nation"; He combined two contradictory words in meaning, such as: "Therefore, the Saudi National Day must be a national day for the people of this country, which the founding king - may God have mercy on his soul - took them from division to meeting, and from fragmentation to unity, and from few to many." ("The Day of the Fatherland, the Unity of a Nation" 2019)

The alliteration was evident in the article: "National Day... Love and Belonging" in the writer's saying: "All this leads us in the end to a general good and a glaringly bright future" ("The Day of the Fatherland, the Unity of a Nation" 2019) anagram is between the general and a glaring.

The repetition, which means repeating the idea, was evident in the article "The Day of the Nation, the Unity of a Nation. 2019" He took the meaning and presented it in a variety of methods. As he said: "The National Day here in the Kingdom has its flavor, special color, and special flavor.

And the assonance demonstrated in the article:<sup>(49)</sup> in the writer said: "He may make the roof and the wall out of it, and eat the seeds and fruits," assonance is between the wall and the fruits in the Arabic language.

Some essays used the method of implying. In which the writer can include poetic verses from other poetry in his speech, including the feature: "Poetic Tweets"<sup>(50)</sup> the author involved his piece patriotic song of the Saudi poet Yahya Tawfiq, and he concluded his article with it, and the verses are:

On my homeland, I light my soul a candle  
And I watered it with love that shines and glittery

The quotation appeared in several articles, and the quote from the Noble Quran was manifested in the article: "A timeless occasion in the souls." <sup>(51)</sup> Allah will certainly help those who stand up for Him. Allah is truly All-Powerful, Almighty".

**Semantics science: (News and expression)**

The writing style of the press article varied between the news and the expression styles. Among the essay that adopted the news method, the article: "An important visit to the Al-Ahsa Literary Club,"<sup>(52)</sup> in which the writer relays the news of the visit of the Deputy Governor of the Eastern Province to the Al-Ahsa Club, in the presence of His Highness Prince Badr bin Jalawi, Governor of Al-Ahsa, and receiving The club president has: "As part of the inspection tour made by His Royal Highness Prince Ahmed bin Fahd bin Salman bin Abdulaziz, Deputy Governor of the Eastern Province of Al-Ahsa Governorate.

As for the interrogative style, it appeared in these essays "What is the importance of Jeddah Airport?"; and "National Day, how do we celebrate it?" Where the writers relied on the interrogation in the essay title<sup>(53)</sup>.

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