



Media Representations of Trump's Attempted Assassination: A Cyberpragmatic Analysis

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ABSTRACT

This paper presents an examination of the media representation of former U.S. president Donald Trump's assassination attempt from a cyberpragmatic point of view. Utilizing Sperber and Wilson's Relevance Theory (2004), the analysis examined three sources: CNN, BBC, and X. In doing so, the study explores the ways in which each source shapes the public's perception of this event. Using Sperber and Wilson's cognitive environment, ostensive stimulus, explicature, implicature, and mutual manifestness — among other constructs of relevance — the study analyzed the manner in which media outlets constructed their reporting of the assassination attempt to produce the most relevant news coverage possible. Since the study employed a qualitative methodology, the study identified specific ways in which media outlets strategically managed the release of information to generate maximum relevance. The study analyzed how CNN and BBC, and X applied the principles of relevance theory. Furthermore, the findings of the study indicate that CNN attempted to evoke emotion in its viewers, whereas BBC sought to provide informative content and encourage thought among its audience. In contrast, X attempted to promote mobilization and inspiration. Overall, these results demonstrate the importance of the medium in which information is disseminated as well as how the medium impacts the public's perception of information.

Keywords: *cyberpragmatics, assassination, media representation, relevance theory, public perception*

1. INTRODUCTION

The media has long served as an important tool in altering the views and perspectives of individuals in relation to politics and issues that affect society at-large (April, 2024). Recently, due to former President Donald Trump being assassinated in an attempt, the media has been filled with coverage of this event and intense public debate surrounding it on various online platforms. Due to Mr. Trump's highly divisive personality, the way that the media represents his assassination attempt has greatly contributed to forming public opinion and developing narratives related to this issue. Because digital media dominates the dissemination of information, now more than ever before, researchers need to investigate how significant events are represented in today's media (Chadwick, 2017; Gillespie, 2018).

In addition to providing a lens through which to analyze media representations of significant events is the growing field of cyberpragmatics. Cyberpragmatics focuses upon studying how language use and interpretation are impacted by digital communications (Yus, 2011). There has been increasing focus placed upon the impact that media has on speech over recent years, especially from a pragmatic and critical discourse analysis viewpoint. Past studies have indicated that media sources generally utilize distinct framing techniques in order to shape the public's perceptions of events (Van Dijk, 2008; Cammaerts, 2015; Khosravi Nik, 2017). In conjunction with their own unique forms of communication, social media networks such as X play a vital role in spreading the narratives that these frames create. Social media can elevate some interpretations and suppress other ones (Tagg et al., 2017).

Although there exists an abundance of prior research concerning political discourse, there remains a great deal of uncertainty concerning how media representations of recent politically prominent events (such as Trump's assassination attempt) are developed across varying online media platforms. Additionally, much of this past work does not explore how media outlets such as CNN, X and BBC represent their reports of major political events in solely cyberpragmatic terms. Henceforth, this study serves to bridge this void by completing a cyberpragmatic analysis of media representations of the event using Relevance Theory (Sperber & Wilson, 2004) as a theoretical structure. The purpose of this study is to explore how language and underlining mechanisms utilized by traditional media outlets (CNN), social media outlets (X), and International Media Outlets (BBC News) are employed to sway public opinion and response. Consequently, this study attempts to answer the question:

- In what ways do media outlets develop and manipulate public perceptions of the attempted assassination of Donald Trump within a cyberpragmatic framework?

The study's findings will aid in a greater comprehension of how digital media influences contemporary political discourse by providing insight into how media outlet influence and modify public opinion during periods of extreme tension.

2. LITERATURE REVIEW

2.1 Cyberpragmatics

Yus' definition of cyberpragmatics — i.e., "the study of meaning formation and interpretation in digital communication contexts, including social media, websites, etc." — represents a contribution to this area of study (Yus, 2011). Cognitive Pragmatism Perspective — Cyberpragmatics Study on Internet-Mediated Communication When Francisco Yus coined cyberpragmatics — that is the study of communicative exchanges between Internet users via cybermedia (chat rooms, email, social networking sites), websites — he brought pragmatics into digital realms.

Cognitive Pragmatics is concerned with communication over the Internet. Cognitive Pragmatics includes many types of Internet-related behavior including: chats and instant messaging; social network sites; blogs; 3D virtual world; video conferencing; e-mail; X; and web pages. In particular, since the quality of interpretation may be significantly influenced by linguistically-based features of the medium (i.e., how we communicate online), in all Internet-mediated communication — whether synchronous or asynchronous (as with literature) — cognitive pragmatics provides an effective explanation for both intentionality and interpretation.

The benefits of applying cognitive pragmatics — particularly relevance theory (Sperber & Wilson 1986; 1995) — to Internet-based communication interactions allow cyberpragmatics to account for many aspects associated with digital communication. According to Yus (2011) Digital communication entails certain constraints and affordances that are unlike face-to-face interaction. For example, links in hyper-links; multimedia capabilities; and fragmentary nature of online discourse. Understanding how users interpret meaning in contexts lacking or modified versions of usual speech cueing requires a sophisticated understanding of users' inference processes when interacting online.

Considering that a large percentage of the discussion about significant political events (e.g., Donald Trump's assassination attempt) occurs digitally and is subject to the properties and modalities of digital interaction — namely interactive multimodality — this method is especially appropriate for analyzing media portrayals.

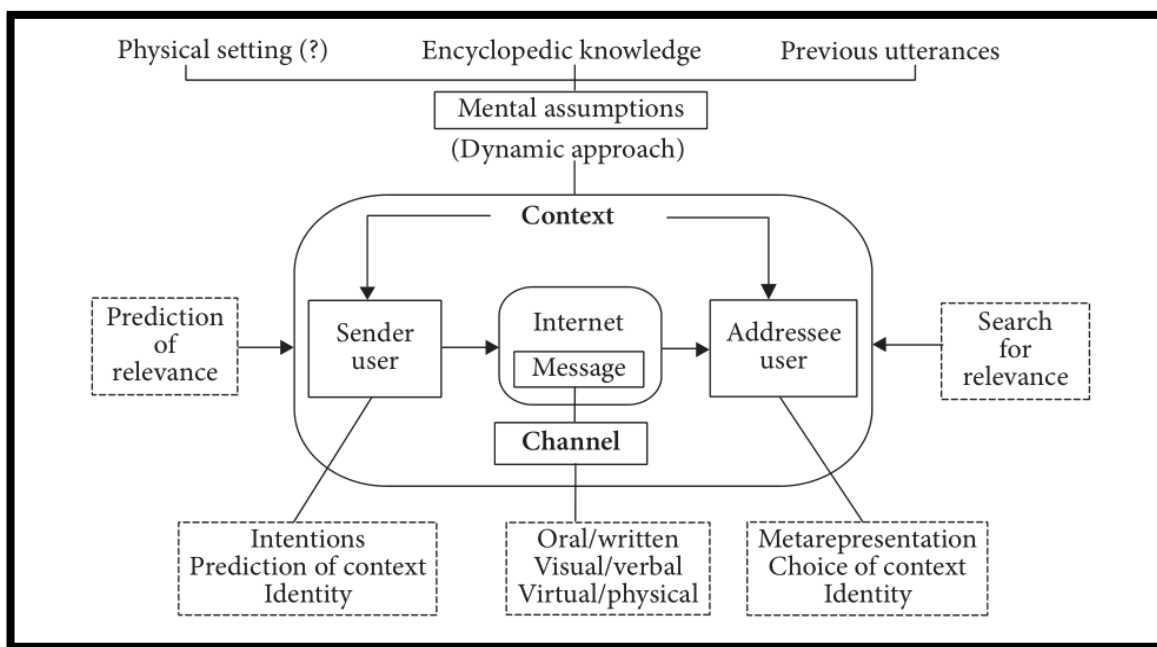
According to (Yus, 2011) the field of Cyberpragmatics has developed a number of hypotheses about how people communicate when using the Internet. These include:

1. The sender uses various coding techniques to direct their message so that they can achieve an intended outcome from the receiver. In addition, senders believe the receiver will interpret their message correctly, as well as find it relevant.
2. Senders will utilize inference for determining what receivers have interpreted from their messages; similarly to spoken conversation. We humans are wired to want to maximize relevance, no matter the situation or environment we may be in.
3. Because senders and receivers need to know some type of contextual information for proper interpretation of a message, they both believe this information should be easily available for them to determine whether a message is relevant.
4. In addition, characteristics associated with cyber media such as chat rooms, emails and social networking sites provide the level of access receivers have to contextual information received through a message, as well as the quantity of information received through a message, interpretation of a message, and the amount of cognitive processing and mental energy that will be needed.

The above-mentioned concepts are summarized in Figure 1.1. The subject of Cyberpragmatics is focused on examining all types of communication exchanges between Internet users who make use of the many cyber-media technologies available today.

Figure.1

Internet-mediated Communication according to Cyberpragmatics (Yus, 2011)



The purpose of this study is to understand the way in which digital communications affect the way narratives about Trump's attempted assassination were created and consumed through the application of cyberpragmatics. Additionally, the study aims to develop further research into the relationship between digital media and pragmatics.

2.2 Media and Politics

Media, in both a direct and indirect sense, influences public opinion and discourse through its unique position within the political system. The interdependent relationship between the two, especially at times when there is a great deal of public interest, highlights the potential impact of media portrayal of events such as Trump's assassination attempt on public perception and ultimately, the political outcome.

Historically, media has been able to set agendas for political discussion and define the terms of debate. In fact, McCombs & Shaw's (1972) Agenda-Setting Theory suggests that mass media shapes people's perceptions of what issues should receive priority by emphasizing certain issues over others. Ultimately, the media selectively portrays aspects of reality; therefore, they have considerable ability to shape public perception and response to an event such as the assassination attempt against Trump. Additionally, according to Entman (1993), the manner in which news media organizations frame events supports specific interpretation(s) of those events. Furthermore, depending upon the ideological orientation of a given news organization, different segments of the public may interpret an event such as the assassination attempt on Trump from vastly different perspectives. For example, liberal leaning media outlets are likely to focus on broader implications of the event related to increasing levels of political violence and polarization; whereas conservative leaning media outlets will likely focus on portraying the event as an attack on democratic values and principles of America.

In addition to simply representing events, the media can reinforce existing power relations in political discourse. Through language, images and narrative, media outlet can either serve to maintain the status quo or provide a platform for social change. Therefore, media outlets play an active role in constructing social and political realities, as described by Fairclough (1995). Furthermore, media outlet choice of words can have a profound effect on political reaction and public dialogue surrounding events including Trump's attempted assassination. While digital media has opened up new avenues for political communication, it has also fragmented public dialogue. For instance, as reported by Groseclose & Milyo (2005), most media outlets exhibit inherent ideological biases. These biases have a significant effect on how a given public segment views an event. In the context of Trump's attempted assassination, one would expect to see differing narratives presented by liberal and conservative leaning media outlets that reflect the preconceived notions and ideologies of their respective audience bases. Therefore, understanding media bias is also important for examining how different outlets might report on the same political event in disparate manners.

Lastly, the relationship between media and politics is dynamic and continues to evolve at a rapid pace. Given that this study is focused on exploring the cyberpragmatic elements of media portrayals of Trump’s attempted assassination, it is critical to assess how the evolving nature of digital communication affects media framing, media bias and public discourse.

3. METHODOLOGY

The methodology used for this study utilizes a cyberpragmatic analytical approach to assess the representation of the media surrounding an attempted assassination of Donald Trump. This will examine the ways in which various media types present the event. The study utilizes a framework established by Sperber and Wilson (2012) known as Relevance Theory to provide a foundation for understanding how individuals interpret the messages provided by media and based upon their prior knowledge or context, and their belief that the message has some relevance. In addition, this study examines how these media forms create and distribute stories regarding the attempted assassination through the use of online media formats including news websites and social media. Data for this study are derived from three major primary source types; CNN, BBC News, and Twitter. These were selected because of their ability to reach large audiences and impact public opinion. Due to the fact that the focus of this study is on words rather than numbers, a qualitative analysis is utilized to complete this research. CNN and BBC News are both well-established media outlets representing traditional methods of reporting, but have different geopolitical viewpoints. Twitter represents real-time, user-generated content related to a larger variety of public responses and perceptions of the attempted assassination. Quotes and tweets from each of these platforms were analyzed. The quotes and tweets selected for analysis were those most prominent in the coverage of the attempted assassination, representative of the type of reporting done by the outlet, and potentially represented elements of Relevance Theory. Additionally, they were collected utilizing the terms "Trump assassination attempt", "Trump attacked", and "Trump political violence". The collection was limited to the two-week period after the event occurred to capture the initial reaction of media.

4. DATA ANALYSIS

4.1 CNN Data

“The FBI said Friday that Donald Trump was hit by a bullet, or a fragment from one, fired by the would-be assassin at his Pennsylvania rally earlier this month. ‘What struck former President Trump in the ear was a bullet, whether whole or fragmented into smaller pieces, fired from the deceased subject’s rifle,’ the bureau said in a statement. The department’s confirmation Friday that the former president was struck in the ear by a bullet marks its latest attempt to quell a political uproar. The new statement is the most direct yet from federal law enforcement about Trump’s injury, though it changes little in practical terms.”

By Evan Perez, Alayna Treene, Hannah Rabinowitz and Holmes Lybrand, July 26, 2024

1. Cognitive Environment

A person's cognitive environment includes all aspects related to their perception of former U.S. President Donald Trump, Trump's political history, characteristics of his campaigns, and the historical background of politically motivated violence in the United States. Additionally, the FBI's reputation and authority in addressing issues deemed to be of concern to politicians contribute to a person's cognitive environment. People are aware of the current level of animosity present in today's political climate and how various forms of media shape people's opinions about contemporary politics.

2. Ostensive Stimulus

CNN provides the reader with a detailed stimulus when citing the FBI's announcement stating that Trump was shot by a bullet. The goal of the quote is to grab the reader's interest and to create awareness among the reader of the severity of the shooting. In addition, CNN employs expressions, such as "was hit by a bullet" and "political uproar", to evoke a particular response from the reader and to assure the reader of the seriousness of the incident.

3. Explicature

In this case, CNN provided the explicature through direct, simple information. Specifically, CNN states that Trump was shot by a bullet at one of his rallies and that this fact has now been confirmed by the FBI. The explication further implies that the purpose of this announcement is to help alleviate some of the political unrest associated with this event. The explicit nature of the content involves explaining to the reader exactly what happened to Trump as well as providing evidence that this has been confirmed by the FBI and what these types of incidents mean for the political landscape.

4. Implicature

An example of implicature is the secondary implications or conclusions that a reader derives from the data presented in the article. It establishes that there has been a violation of security and raises doubts about whether adequate security measures were available to protect a prominent individual such as Trump. Further, the type of language employed by CNN -- especially phrases similar to "marks its latest attempt to quell a political uproar", indicate that there is still considerable controversy surrounding this event and that it may produce broader political repercussions and possibly sway public opinion about Trump's vulnerability as well as the state of American politics.

5. Mutual Manifestness

Mutual manifestness involves communicators (i.e., CNN) sharing common knowledge or assumptions with their audience. The article assumes that readers are knowledgeable about the role of the FBI in politics and the relevance of politically-motivated violence in America. Similarly, the article assumes readers are knowledgeable about the degree of controversy surrounding Trump's career and broader ramifications of an assassination attempt against someone such as him.

6. Optimal Relevance

Optimal relevance is obtained through maximizing relevance by matching the amount of cognitive work required of each member of the audience with the cognitive effects or rewards derived from reading the communication. Information provided in this article is both accessible and relevant to readers' current interests and concerns. Therefore, readers can quickly grasp how severe the situation is and its broader implications. Through employing appropriate language and formats in presenting information, CNN allows this article to remain relevant to readers' current interests.

7. Contextual Effects

Contextually, this article has substantial implications for readers. The FBI's acknowledgment adds validity and credibility to the narrative, affecting readers' perspectives on what transpired. As a result, it affects readers' knowledge about the state of American politics, the safety of political personalities, and roles played by governmental agencies to support democracy. These contextual effects apply broadly to discussions about politically motivated violence and its implications for future generations.

8. Cognitive Effort

Finally, through using language and structuring information clearly and directly, CNN minimizes cognitive effort required for readers to process this information. The structure of the article enables readers to quickly develop an understanding of key points with minimal intellectual effort. Thus, given its minimal cognitive effort requirements, it is reasonable to assume that readers will consume this information efficiently and potentially influence readers' perceptions of major news developments.

4.2 BBC Data

“The flinch was instinctive as the first crack sounded around Butler's showgrounds. Donald Trump's hand darted to his ear as more cracks came in. Screams welled up from the crowd as he ducked, and as Secret Service agents buried him in the mass of their bodies. It had just gone 18:12 on Saturday, 13 July, and Thomas Matthew Crooks, having already been flagged by police as suspicious, had managed to climb onto a warehouse roof, line up his AR-15 style rifle, and fire a volley of bullets towards the former president. What happened in just a few moments at Butler Farm Show grounds would shake American politics, and leave many asking how a man was able

to enter the grounds with a powerful gun, climb to a firing spot unchallenged, and get within an inch of Trump's life. Using witness accounts, original reporting and statements from law enforcement, the BBC has pieced together a picture of the events that chaotic day.”

By Graeme Baker, 21 July 2024

1. Cognitive Environment

BBC's article relies upon readers knowing prior to reading about: 1) Current political climate surrounding Donald Trump; 2) Frequency of violent gun crimes in America; 3) Role of Police to protect prominent Americans; 4) History surrounding Trump's controversial political career; and 5) Potential Consequences resulting from an Assassination Attempt on a Figure such as Former US President Donald Trump.

2. Ostensive Stimulus

BBC utilizes "Ostensive Stimulus" beginning with "It was an instinctive flinch...". By doing so, BBC initially captures attention of reader regarding sudden danger/seriousness that existed at Butler Farm Show Grounds at time of shooting. Utilization of adjectives ("instinctive flinch", "first crack", etc.) intensifies immediate threat/drama surrounding event.

3. Explicature

Explicature simply provides surface-level detail regarding what occurred: i.e., Donald Trump was attacked via an assassination attempt at a Butler Farm Show Grounds Rally; The assailant (Thomas Matthew Crooks) reached within inches of Donald Trump while armed with an AR-15 rifle; Details include exact timing & location regarding event.

4. Implicature

Additional interpretations/more than surface-level inference can be made based upon information contained within article (i.e., implication). Such implications suggest that impact of event will be long lasting; Broader Ramifications may exist beyond mere physical harm suffered by Donald Trump; Questions exist regarding why Security failed to prevent assailant(s) from reaching proximity to Donald Trump; Possible Criticism exists regarding security measures used at rally (implications).

5. Mutual Manifestness

Mutual Manifestness assumes that both parties (BBC & Audience Members) are aware of implications/repercussions resulting from an assassination attempt on a former U.S. President. Both parties acknowledge that an assassination attempt is not merely an attack on an individual

but rather is also an assault on democracy itself. Article assumes Audience members recognize how such an event may affect National Security & Public Debates.

6. Optimal Relevance

The article attempts to establish Optimal Relevance by providing engaging stories/narratives along with factual information, thus requiring less cognitive work from readers in order to understand gravity of issue. Narrative & Storytelling combined provide an enjoyable experience for readers while keeping them informed.

7. Contextual Effects

Article has significant Contextual Effects as it aids readers in comprehending Political Figures Susceptibility & Instability generated by such Events as described above. Not only informative but creates urgency/anxiety among readers concerning Safety of Political Leaders & Competency of Agencies Providing Security for Them; Also causes readers to reflect on current State of American Politics & Risks Associated with That State.

8. Cognitive Effort

To lower Cognitive Workload for Readers, BBC utilized plain/simple language & organized narrative format throughout article. Dramatic Descriptions & Organization enable readers to quickly comprehend Gravity Of Situation Without Exerting Much Mental Energy To Understand Issue. Lower Cognitive Workload guarantees articles successfully convey Message To Readers & Influence Their Perceptions.

4.3 X Data

“This is a defining moment in history. An assassination attempt on President Trump’s life is truly a horrific moment that represents the worst of us and yet I believe it will be a catalyst to wake up the American Spirit that brings out the best in us.”

By Jon Gordon, Jul 14, 2024

1. Cognitive Environment

Trump has been at the center of controversy for years, so his supporters and detractors have already developed a specific mindset about him. Therefore, when people hear about an assassination attempt on his life, many will immediately assume this is a historic event.

2. Ostensive Stimulus

The phrase “Defining Moment in History,” grabs the viewer's attention. The second portion of the quote – “an assassination attempt”– is interesting to the viewer. The third section — “the American Spirit” – causes the viewer to wonder what the author means by that.

3. Explicature

This tweet states that the assassination attempt is a “Horrific moment” and refers to it as a representation of some of the worse parts of America. The quote goes on to say that the assassination attempt could lead to the revival of some of the better parts of America due to “the American Spirit”

4. Implicature

The overall implication of this tweet appears to be that there are large-scale social forces at play here. It is implied that there may be a resurgence of patriotic values. Additionally, it implies that the President and the problems he faces are far more important in determining the direction of our country than anything else.

5. Mutual Manifestness

Mutual manifestness in this tweet is high. Viewers are expected to know that the President was tried to be assassinated and that something big happens after someone tries to kill a sitting head of State. Additionally, we expect the average person to agree upon what makes up “the American Spirit.” Things such as courage, patriotism, and coming together.

6. Optimal Relevance

Optimal relevance is at a high level with this tweet. The amount of information included in the tweet is just enough for viewers to take away a powerful message and develop some serious cognitive processes. Some examples of those cognitive processes would be questions surrounding where we stand today, and how do we begin to heal from the devastating effects of violence.

7. Contextual Effects

There are several contextual effects related to this tweet. First, the tweet provides evidence supporting that the assassination attempt was a turning point in American history. Second, the tweet attempts to stimulate feelings of patriotism and unification among viewers. Finally, the tweet encourages viewers to unite and grow stronger during hard times.

8. Cognitive Effort

The primary goal of this tweet is to require minimal cognitive effort from the viewer. In order to accomplish this, Jon Gordon uses simple words and phrases that provide instant gratification to readers. Examples include using common phrases such as "a defining moment", "horrible moment", and "the American Spirit." Using phrases like these allows readers to quickly comprehend what is happening and what Mr. Gordon is trying to express.

5. DATA DISCUSSION

Quotes from CNN, BBC and X will be analyzed via Relevance Theory. Results illustrate how each outlet develops a historical account consistent with their target audience's cognitive environment, the perceived ostensive stimulus offered within their narrative, and the projected contextual effect(s).

1. CNN's Account: CNN emphasizes the drama and chaos associated with the assassination attempt through sensationalized language, highlighting the shock value inherent in this violent act. The graphic details combined with Trump's defiant gestures make for a tragic tale of fear and resilience. The intended contextual effects focus on revealing possible shortcomings in U.S. security measures.

2. BBC Account: BBC frames the assassination attempt through a more methodical and fact-based lens. Through reconstruction based on eyewitnesses and police reports, BBC emphasizes procedural aspects involved in the assassination attempt. Use of neutral language and focus on the facts encourage critical thinking in their audience. Although there are many factors that contribute to a story being told in a certain manner by a media source, BBC's focus on detail contributes to its reputation for providing balanced coverage of current events, and encourages reflection rather than reaction from their audience members.

3. X Account: X's account is short-term oriented and emotion driven. Jon Gordon's tweet frames the assassination attempt as a pivotal moment in U.S. history and an opportunity for nationalistic rebirth. The explicit stimuli consist of references to "a defining moment" and "the American Spirit" as ways to evoke a positive response from Trump supporters. X's intended contextual effects are immediate in nature, aiming to evoke an emotional response from followers to rally behind Trump.

The following is an evaluation of the differences in the three media outlet approaches:

1. Cognitive Environment: The BBC focuses primarily on providing information and data for analysis while CNN and X focus on immediate reaction with emotional involvement.
2. While the BBC provides factual, objective reporting, CNN and X report with emotionality to attract a large audience.
3. Contextual Impact: A viewer may have a thoughtful evaluation based on the information provided by the BBC; or be emotionally driven to act (X); or be fearful of President Trump and/or fearful that he will continue as president after his attempted assassination (CNN).

6. CONCLUSION

This study evaluated Donald Trump's assassination attempt through the lens of Cyber Pragmatics utilizing Relevance Theory to assess how CNN, BBC & X shaped public perception of this event. Each platform utilized differing approaches resulting in different cognitive environments influencing audience interpretation.

CNN employed an emotive/sensationalist approach attempting to draw their audience into an emotional response to their version of the assassination attempt. Language including words like "Miracle," "Historic," & "Crowd Response" emphasize Trump's defiance against all odds creating an emotional experience for their audience. Their approach did not simply capture the magnitude of the event but created an image of Trump as a resilient leader who prevailed under extreme pressure minimizing cognitive effort from their audience.

On the contrary, BBC took a more measured/neutral approach toward covering the assassination attempt. By creating a chronology of events via witness testimony & official records, BBC placed greater emphasis on procedure & factual elements that appealed directly to their audience's desire for detail rather than emotional connection. With a higher cognitive load than CNN's approach, BBC engaged their audience encouraging them to reflect on security shortcomings & broader implications for U.S. Politics reinforcing their reputation for fair reporting.

Lastly, X created an emotional connection with their audience by leveraging their platform's ability for rapid dissemination & engagement. Utilizing emotive language like "Horror," "Definition Moment," & "American Spirit" creates an immediate association for their audience; however, it also creates an expectation that their audience will respond accordingly by displaying similar levels of enthusiasm & loyalty toward Trump.

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APPENDECES

Appendix A: CNN

<https://edition.cnn.com/2024/07/26/politics/fbi-trump-interview-assassination-attempt/index.html>

Appendix B: BBC

<https://www.bbc.com/news/articles/cw5yrv2kwexo>

Appendix C: X (X)

<https://x.com/JonGordon11/status/1812270606571671731>

مستخلص

تقدم هذه الورقة البحثية دراسةً لتغطية وسائل الإعلام لمحاولة اغتيال الرئيس الأمريكي السابق دونالد ترامب من منظور براغماتي إلكتروني. وباستخدام نظرية الصلة لسبيربر وويلسون (2004)، فحص التحليل ثلاثة مصادر CNN و BBC ومنصة X. ومن خلال ذلك، تستكشف الدراسة الطرق التي يشكل بها كل مصدر تصور الجمهور لهذا الحدث. وباستخدام البيئة المعرفية، والمحفز الإشاري، والتوضيح، والتضمين، والظهور المتبادل - من بين مفاهيم أخرى للصلة - حللت الدراسة الطريقة التي صاغت بها وسائل الإعلام تقاريرها عن محاولة الاغتيال لإنتاج تغطية إخبارية ذات صلة قدر الإمكان. ولأن الدراسة استخدمت منهجية نوعية، فقد حددت طرقاً محددةً أدارت بها وسائل الإعلام نشر المعلومات استراتيجياً لتحقيق أقصى قدر من الصلة. كما حللت الدراسة كيفية تطبيق CNN و BBC والمصدر الآخر لمبادئ نظرية الصلة. علاوة على ذلك، تشير نتائج الدراسة إلى أن شبكة CNN سعت إلى إثارة المشاعر لدى مشاهديها، بينما سعت BBC إلى تقديم محتوى إعلامي وتحفيز التفكير لدى جمهورها. في المقابل، حاولت X تعزيز التعبئة والإلهام. وبشكل عام، تُظهر هذه النتائج أهمية الوسيلة التي تُنشر من خلالها المعلومات، وكيف تؤثر هذه الوسيلة على تصور الجمهور للمعلومات.

الكلمات المفتاحية: البراغماتية الإلكترونية، الاغتيال، التمثيل الإعلامي، نظرية الملاءمة، التصور العام