Research Article

The Role of Video Content in Shaping Public Perception of King Abdullah II's Speech at the European Parliament: A Comparative Study of Jordanian and International Digital News Platforms

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Abstract. Political speeches are essential for motivating, comforting, and unifying individuals. This study analyzes King Abdullah II's address to the European Parliament through the lenses of pragmatics and speech theory. This research examines the rhetorical methods and diction employed in King Abdullah's address to effectively convey his themes, advocating for global solidarity and collective action to halt the war in Gaza, as well as his vision for the future of regional conflicts. Information was sourced from the official website of King Abdullah II of Jordan. The findings demonstrate the speech's effectiveness in achieving its communication objectives and its ability to influence public opinion. The speech employs pragmatic components, including allusion, strategic tact, context, metaphor, expression, and assumption. The rhetorical analysis framework used demonstrates how speeches construct narratives that connect with the European Parliament and foster public involvement in concluding the conflict in Gaza. The research highlights the significant role of language in political

discourse, influencing conflicts and their impact on the political landscape in Jordan and the Middle East.

INTRODUCTION

The complex interplay between media and politics has long been a fundamental pillar of contemporary democratic states (Chahal, 2023). The role of media in influencing political discourse and public opinion is a crucial issue, encompassing the very essence of how information flows, ideas spread, and individuals interact with their governmental systems (Iqbal, 2023). The impact of media on political dynamics has reached new heights in an era where information is readily available and communication channels have become increasingly integrated (Ariel & Elishar, 2025). Media have been an integral part of the political landscape, from the earliest forms of communication to the digital age (Ahmet et al., 2023). Historically, campaigners, pamphleteers, and newspapers have served as conducive forms of political messages. The video has the power to shape narratives and direct audience attention towards specific issues. (Nurdiana & Lestanata, 2024).

The role of media and video in shaping public perception of political issues is multifaceted and complex, encompassing various forms of media, including traditional media, social media platforms, and alternative information sources (Hannan et al., 2023). This influence stems from the media's ability to control the flow of information, frame narratives, and set public discourse agendas (Jhunjhunwala & Verma, 2024). Furthermore, video is a medium that plays a pivotal role in shaping opinions, disseminating information, and influencing public perceptions of various issues. In the era of globalization and information technology, video is not limited to presenting news alone; it also shapes social views and values (Kreishan, 2024).

Short video content typically consists of videos ranging from a few seconds to a few minutes in length. These videos are created and posted on various social media platforms and apps, such as TikTok, Instagram Reels, Snapchat, and YouTube. These videos often encompass a diverse range of content, including entertainment, comedy, music, dance, tutorials, challenges, storytelling, news, and more (Chen, 2023).

Literature Review

In the context of King Abdullah II's speech at the European Parliament, the literature lacks targeted investigations into how video content—particularly short-form news clips—contributes to shaping national and international perceptions of Jordan's political stance. This study aims to fill that gap by linking the strategic use of audiovisual content with public discourse, particularly in politically sensitive contexts such as the war in Gaza. Unlike general explorations of video content in media, this research uniquely integrates speech act theory and pragmatic analysis within the video framing of political communication, thus offering a novel lens to assess how video presentation influences interpretation and reception across different cultural and media landscapes.

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Video Content

A brief video is a short video content used as a means of disseminating information on the Internet. It is primarily a video-transmitted medium over the Internet. Short news videos often consist of brief news clips accompanied by voice narration and text, transcending temporal and spatial constraints (Ma, 2020). Furthermore, short videos are a type of audiovisual content that typically lasts between 15 seconds and three minutes (Wang et al., 2021). This content format has surged in popularity on social networks owing to its capacity to disseminate information rapidly and engagingly, catering to mobile consumption and users' short attention spans (Shutsko, 2020). The success of platforms like social media underscores the significance of short videos in navigating communication within the social media sphere (Apasrawirote et al., 2022). Also, it encompasses diversity, immediacy, simplicity, mobility, and sociality (Wang, 2024). The narrative cadence of news is more succinct, often incorporating visual and aural components, such as animation and music, to enhance the content and present news in a varied format.

The media industry has used the short video format to innovate in information presentation and delivery, while also appealing to younger viewers who want rapid and dynamic content (Newman et al., 2023; Swart, 2023). News organisations may use short videos to provide news summaries, interviews, reports, and other formats that align with the language and style of social networks (Steensen & Westlund, 2020). Short videos in journalism can enhance audience engagement, simplify complex subjects, and attract a more diverse viewership (Kramp & Loosen, 2017; Vanegas et al., 2020). Audience creation and engagement are essential processes for managing newspaper communication on social networks, as they facilitate the establishment and maintenance of relationships with the public, drive traffic to their websites, and enhance brand visibility (Ferrucci, 2018; Yurder & Akdol, 2019; Jha & Verma, 2023).

Short videos have gained significant popularity due to their concise and user-friendly design, allowing users to engage with content and share their creations quickly. Videos are designed to capture attention and deliver engaging, entertaining content concisely and effectively (Kreishan et al., 2025). They are often characterized by visual storytelling, creative editing techniques, catchy music, and the ability to convey a message or evoke emotion quickly and effectively (Yang, 2022). These videos are produced by individuals, influencers, and content creators using smartphones or other devices with video recording capabilities. They can be filmed in a variety of settings, from everyday situations to theatrical performances (Shutsko, 2020; Xuehui et la, 2025; Ha, 2022). Short videos are typically shared on social media platforms, where users can like, comment, and share them with their followers or the wider public (Zhang, 2022).

RESEARCH METHODOLOGY

This study employs a qualitative methodology, utilizing speech act theory to analyze the king's speech and shape public perception of King Abdullah II's address at the European Parliament. To achieve pragmatic objectives beyond their literal meaning, pragmatics is used to examine how linguistic components function within

a specific context. Meanwhile, speech act theory is used to define the performative roles of utterances, exploring how language shapes social interactions and influences discourse dynamics. This is the primary analytical framework, focusing on speech acts, verbalizations, and actions, which reveal the intentions behind language and its impact on the Jordanian public and international audiences. More details on the data analysis are provided below.

Selection of speech

The speech delivered by King Abdullah II to the European Parliament on June 17, 2025, was selected as the primary text for analysis, given its significance in Jordanian political discourse and its potential to provide insights into leadership communication strategies. Both the English and Arabic versions were adopted to emphasize their shared pragmatics and speech act strategies.

Data collection

The primary text for this analysis was compiled from the official website of King Abdullah II of Jordan, available in both English and Arabic (https://kingabdullah.jo/en/speeches/address-by-his-majesty-king-abdullah-ii-the-european-parliament-1). The speech is presented in both languages. It can also be viewed as a video on the official YouTube channel of the Royal Hashemite Court (https://www.youtube.com/watch?v=YSH7g0DJ1v0-2). This choice of source ensures access to the original, official version of the speech, while preserving the accuracy of the content as delivered by the speaker, thus ensuring the authenticity and reliability of the text (Appendix).

Rhetorical model of data analysis

The examination of King Abdullah's speech is contextualised via John Searle's Speech Act Theory, focusing on the performative nature of language and the impact of context on meaning. The research utilizes Searle's categories (locutionary, illocutionary, and perlocutionary) and types—representatives, directives, commissives, expressives, and declaratives—to demonstrate how speech achieves its communication objectives and alters the audience's perception. The integration of Blending (SAT) with Pragmatics, emphasizing specific linguistic selections such as contextualization, implicature, politeness strategies, deixis, and presupposition (Abu-Rumman et al., 2024), elucidates how speech formulates a narrative that resonates with the audience, enhances national pride, and fosters social cohesion. Moreover, Critical Discourse Analysis, notably influenced by the contributions of Wodak and Van Dijk (2000), offers a critical framework for examining the socio-political ramifications of discourse. This method emphasises the interplay of language, power, and ideology.

Coding scheme

A coding scheme grounded on Speech Act Theory and Pragmatics was used to analyse the talks. This program included the following categories:

Speech act categories
Locutionary Acts: The actual words spoken.
Illocutionary Acts: The intended function of the speech (e.g., assertive, directive, commissive, expressive, and declarative).
 Assertives: Statements that convey information or beliefs.
Directives: Commands, requests, or suggestions that aim to prompt the audience to take action.
Commissives: Commitments to future actions.
 Expressives: Expressions of the speaker's attitudes or emotions.
Declarations: Statements that change the external situation through their utterance.
Perlocutionary Acts: The effect of the speech on the audience.
Pragmatic strategies
Politeness Strategies: Methods of showing respect and building rapport.
Deictic Expressions: Words or phrases that point to the time, place, or person (e.g., 'we, 'here, and 'now').
Contextualization Cues: Elements that provide context to the speech (e.g., historical references, cultural allusions).
Implicature: Implied meanings that are not explicitly stated.
Presuppositions: Assumptions that are taken for granted within the speech.

Pragmatics and the correlation with political discourse analysis

Pragmatics is a branch of linguistics that examines how context influences meaning in language and how implications between individuals can alter comprehension and impact subsequent interactions. It analyses the interrelationship between language and its users regarding meaning, which arises not solely from the spoken words but also from the manner of their articulation and the contextual elements that influence the speaker's intentions during social interactions. Pragmatics examines the interplay of common information, cultural norms, social dynamics, and contextual factors that influence language usage (Yule, 1996). This differentiates it from semantics, the examination of literal meaning or phrase structure.

Components of pragmatics: Categories of Speech Acts: A speech act is a communication action executed by the speaker, including supplementary nonverbal activity during verbal expression. The concept, first popularised by the English philosopher J.L. Austin in his seminal essay 'How to Do Things with Words' (1975), posits that language has purposes beyond just conveying information between individuals. Speech actions are classified into three primary types.

Locutionary Acts: Pertains to the spoken words and their direct meaning. An example of a locutionary act is a literal speech act, such as clearly stating what is universally acknowledged, as in the phrase 'The cat sat on the mat' (without delving into meanings or intentions) (Austin, 1975).

Assertives: Statements that articulate beliefs or provide information about the world, exemplified as 'It is raining,' which affirms a verifiable fact (Searle, 1979).

Directives: Instructions, commands, or recommendations intended to motivate the audience to take action. The phrase 'Shut the door' functions as a courteous request to do the action of closing (Searle, 1979).

Commissives: Assertions that obligate the speaker by a commitment to do an action in the future. For example, 'I promise to attend your party' is an assertion of the speaker's intentions for future conduct (Searle, 1979).

Expressives (Searle, 1979): Utterances that convey the speaker's emotions or sentiments (e.g., 'I extend my deepest condolences for your loss).

Declarations: Utterances that effectuate changes in the external world, such as a judge proclaiming, 'I declare you husband and wife,' which legally establishes their status as a married pair (Austin, 1975).

Perlocutionary Acts: The impact on the listener, or the outcomes generated by a speaker's utterances (responses; elicited emotions). Language serves not just to express communicative goals but also to affect the listener's behaviour and emotions, a phenomenon referred to as the perlocutionary effect (Searle, 1979). For example, when individuals state, 'It is quite chilly outdoors,' they imply a desire for the listener to put on a warm jacket.

Pragmatic tactics emphasise the conveyance and comprehension of meaning in communication, using many techniques:

Politeness: These methods are used to express respect and goodwill in social interactions by using more indirect language (e.g., hedging), as opposed to stark on-record requests or assertions, which, according to some, place excessive demands on the listener. For example, instead of stating "Close the window," one can articulate: "Could you perhaps slightly close the window?" (Brown, 1987).

Deictic Expressions: These are terms or phrases that need contextual information to communicate their meaning precisely. They may denote temporal, locational, or conversational participants. For instance, terms like 'here,' 'there,' 'now,' and 'you' might differ in significance based on the speaker and the conversational situation (Fillmore, 1975).

Contextualisation Cues: Components that provide further context to a statement, helping listeners decipher the speaker's intended meaning. This may occur via cultural connections, historical allusions, or situational aspects that inform comprehension (Gumperz, 1982).

Implicature: The suggestion or implicit significance that is not explicitly articulated in the discourse. When someone states, 'It is beginning to get late,' they may be suggesting that Annie is fatigued and it is time to go (Grice, 1990).

Presuppositions: These are assumptions that speakers hold to be true throughout a discussion or conversation. They function as data files for an utterance. The line 'My brother is coming to the party' may only be comprehended in such a manner if one is aware of, or can readily deduce, that I own a brother who will also be present at the event.

Pragmatics is crucial for successful communication, as it emphasizes how speakers express meaning in practical contexts. It underscores the need to comprehend not just the spoken words but also the social dynamics, cultural contexts, and situational aspects that influence interactions. By examining

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pragmatics, linguists gain insights into the functional aspects of language, the influence of social norms on communication, and the ways people interpret meaning in various conversational contexts. This understanding is essential for those involved in intercultural communication, as it enhances the ability to comprehend and respond to the significance of language in various contexts (Yule, 1996).

Pragmatics and speech act theory are essential for analysing political discourses. They elucidate how language functions beyond its literal significance by emphasising the speaker's aim, the listener's interpretation, and the contextual framework of the communication. It facilitates the revelation of the underlying meanings, ideologies, and purposes inherent in political language, which, while never explicitly articulated, significantly influence public perception and opinion. Political speeches may employ several euphemisms, rhetorical tactics, or oblique language that convey implicit meanings, thereby preventing people from discerning the speaker's stance on their actions. Fairclough (2013) asserts that pragmatic analysis provides a perspective for understanding strategic language usage in politics, as context significantly influences interpretation and discursive effect.

Speech act theory is a fundamental concept in pragmatics, equally significant in political discourse due to its examination of how language may perform aggressive, commissive, and other functions. These speech actions are not only communicative; they also signify the power to command, articulate policies, or justify oneself in political discourse. This indicates that when a politician asserts, 'We will win this war,' the speech act is fulfilled by a declaration of purpose and the execution of a performative speech act. Political actors employ illocutionary actions to manipulate speech acts for persuasion or shaping public opinion, as their contextual implications are crucial for understanding power in political discourse.

The convergence of pragmatics, speech actions, and political discourse analysis facilitates a nuanced understanding of the role of language in politics, which serves not just to educate but also to act and influence.

Analyze King Abdullah II of Jordan's speeches specifically

King Abdullah II of Jordan's speeches are recognized for their distinctive language framework, marked by distinctiveness, intertextuality, and meticulous use of pronouns (Al-Khawaldeh et al., 2024). Through the use of metaphors and analogies to depict current events and their consequences, his talks effectively captivate the audience and elucidate complex political matters (Almahasees & Mahmoud, 2022). His audience is successfully engaged and enlightened on complex political issues through the use of analogies and parallels to illustrate current events and potential outcomes (Almahasees & Mahmoud, 2022). These speeches align his majesty's vision with universally acknowledged ideals and bolster the efficacy of his arguments, particularly in an international setting, by citing renowned books or speeches by other prominent leaders (Al-Haq & Al-Sleibi, 2015).

By using inclusive pronouns, his lectures convey a sense of intimacy and emphasize cooperation and shared responsibility in addressing global crises, thereby fostering unity and a sense of communal obligation (Al-Haq & Al-Sleibi, 2015; Almahasees & Mahmoud, 2022). This moderate approach, which harmonizes respect

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for cultural heritage with an optimistic viewpoint, resonates with both traditional and contemporary perspectives, thereby increasing the importance and variety of his assertions. Numerous studies have examined King Abdullah's speeches throughout time; however, none have used the present theoretical framework to assess his address to the European Parliament, which is the primary objective of this research. These studies have mainly employed critical discourse analysis, rather than focusing on the language structures present in His Majesty's speeches (Khater et al., 2024).

FUNDINGS & RESULT

In this paper, the researcher examines Al-Mamlaka TV and Roya TV, as well as BBC and CNN, in terms of video content and their influence on shaping public perception of King Abdullah II's speech at the European Parliament, as well as on Jordanian and international digital news platforms.

Speech act categories
Opening and greeting
Locutionary: n the name of God, the Compassionate, the Merciful. Madam President, Honourable Members, Your Excellencies.
llocutionary: Invocation of divine name to establish solemnity and spiritual authority; greeting the audience with respect and diplomacy.
Perlocutionary: Establishing a respectful, formal, and inclusive tone; inviting the audience to listen with trust and attentiveness.

Acknowledging service and praising citizens
Locutionary: Five years ago, I stood at this podium and spoke of the urgent need to find a political solution.
Illocutionary: Recalling past calls for peace to demonstrate consistency and moral clarity.
Perlocutionary: Reinforcing credibility; encouraging reflection on unheeded warnings and the consequences of inaction.

Sharing accomplishments and difficulties
Locutionary: We are living through wave after wave of disruption, without pause.
Illocutionary: Diagnosing global disorder and loss of moral clarity.
Perlocutionary: Instilling urgency and concern; setting the stage for a call to commitment to values.

Commitment to the future
Locutionary: But it is precisely at these junctures of history that we must commit to our values.
Illocutionary: Directive urging moral and ethical recalibration.
Perlocutionary: Inspiring introspection and a return to universal human values.
Performative Type:
Commissive: Commits Jordan to future cooperation.
"You can count on Jordan…"

Assertive: Declares a broader moral struggle.
"This is not just about Gaza..."
Expressive: Shows gratitude and respect.
"I thank you..."
Directive: Calls the audience to action and reflection.
"We must recommit..."
Declaration: Establishes a vision and urges resolution.
"Ultimately, this conflict must end..."

Pragmatic strategies
Contextualization cues
References to "five years ago," "Eighty years ago," "2023," and "twenty months" contextualize moral decline within historical patterns, framing the speech as part of a long-standing commitment to peace and justice.

Implicature
"What version of our humanity..." implies that global inaction is morally unacceptable and reflects a departure from ethical norms.
"You chose a better Europe" implies that today's leaders must also make morally courageous choices.

Politeness Strategies
The use of inclusive language, such as "my friends" and "you can count on Jordan," along with respectful diplomatic openings, reinforces solidarity and goodwill.

Deixis
"We," "our," "you" create a shared speaker-audience identity, particularly in framing the challenges as "our" global responsibility.

Presupposition
Statements like "Gaza defies international law..." presuppose that international law is commonly accepted and that current actions violate these norms.

Metaphors
Communication tactics rich in metaphor and capable of producing emotion are prevalent in political speech (Cabot et al., 2020).
Life is a Journey: "The path to our better selves..." implies development is progressive, and moral evolution is a continuous path.
Moral Gravity: "The world has lost its moral gravity..." uses a physics metaphor to describe the collapse of shared ethical standards.
Turning Corners: "There is always a better version of us around every corner..." is a metaphor for choice and potential transformation.
The analysis of the video content from Jordanian platforms (Al-Mamlaka, Roya TV) and international ones (BBC, CNN) demonstrates significant differences in

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narrative framing, editing style, and thematic emphasis. These differences echo Wang et al. (2021) and Kreishan (2024), who emphasized how short-form video content, through selective framing and visual cues, can either simplify or dramatize complex political messages. Jordanian platforms framed King Abdullah II's speech as a national call for justice and international solidarity, highlighting emotionally charged segments and using patriotic visuals, which aligns with Yurder & Akdol's (2019) view of social media's role in reinforcing cultural identity.

On the other hand, the speech is often situated within broader geopolitical narratives, aligning with Jhunjhunwala & Verma's (2024) argument that global media frequently recontextualize content in response to international policy interests. The performative and illocutionary acts embedded in the speech (as identified in the findings) were more prominently highlighted by Jordanian media. At the same time, international platforms tended to focus on declarative and assertive elements, presenting the King's statements as diplomatic assertions rather than emotive appeals. This divergence supports Swart (2021) and Steensen & Westlund (2020), who note that short video framing can profoundly impact interpretation by controlling narrative focus and emotional resonance. Thus, the visual presentation and editing choices reinforce or dilute the pragmatic power of the speech, thereby shaping how audiences construct meaning from political communication.

These results demonstrate how King Abdullah II used pragmatic strategies and speech actions to convey implicit messages and shape audience interpretation in his talks. By using locutionary actions such as 'In the Name of God, the Compassionate, the Merciful,' he elicits a religious and grandiloquent tone, establishing a formal backdrop for his discourse. King Abdullah II's speech utilises advanced rhetorical and pragmatic techniques to advocate for the reinstatement of moral clarity and ethical accountability amidst global turmoil. The King used powerful words to denounce the normalisation of injustice, especially in Gaza, while reaffirming Jordan's dedication to pluralism, human dignity, and international collaboration. The address amalgamates historical contemplation, emotional resonance, and strategic insight to implore the audience to function not only as politicians but also as custodians of universal principles. By referencing a common history and identity, notably with Europe, the speech establishes a moral framework in which the pursuit of justice, peace, and law is seen not just as desirable but as imperative.

Discussion

This study examined how short-form video content on Jordanian and international digital platforms framed and influenced the public perception of King Abdullah II's speech at the European Parliament. Applying speech act theory and pragmatics, the analysis demonstrated how strategic rhetorical choices in the speech were amplified or recontextualized by media through editing, narration, and platform-specific styles. Jordanian media emphasized emotional appeals and national unity, while international platforms situated the speech within broader political discourse. This divergence highlights the dual role of video content—as both a conveyor of message and a constructor of meaning. The findings underscore the necessity of understanding how media frameworks mediate political communication

and how public perception is actively shaped not only by what is said, but also by how it is visually and narratively presented. This intersection between rhetoric and media framing advances our understanding of political discourse in the digital era, offering a novel contribution to both media studies and discourse analysis.

The findings presented in this study are directly consistent with the methodology employed. By applying speech act theory and pragmatic strategies, each element of King Abdullah II's speech was analyzed in terms of its performative function and contextual significance. Specific speech acts—such as directives, expressions, and declarations—were extracted based on the analytical coding scheme outlined in the methodology. Similarly, pragmatic tools from literature, including metaphor and verbal expression, were systematically applied to specific excerpts from the speech. Furthermore, the comparative media analysis of video content across Jordanian and international platforms was based on an adopted qualitative approach, ensuring that framing patterns, tone, and editing styles were interpreted within the parameters set by the theoretical framework. This alignment between methodology and findings enhances the internal coherence of the study and strengthens the validity of its conclusions.

CONCLUSION

King Abdullah II's speech demonstrates how language can be used strategically and purposefully to accurately convey intended messages and achieve specific goals in the European Parliament. The speech used carefully selected words and rhetorical strategies to instill a sense of self-respect, commitment, and self-confidence in the audience. By grounding the speech in shared cultural values and experiences, it aimed to resonate with its audience and promote unity and solidarity in the effort to halt the war in Gaza. The purpose of this speech was to mobilize support and shape perceptions of issues such as national and international resilience, steadfastness in the face of adversity, and collective responsibility, particularly in halting the war in Gaza. It sought to foster pride in Jordanian belonging as well as commitment to national and humanitarian progress in Gaza. Like all of His Majesty's previous speeches, this speech not only serves the function of individual communication but also creates a sense of collectivity among the listeners. By emphasizing deep-rooted feelings and shared values, King Abdullah II sought to convey a sense of understanding between his people and himself, as well as the need for the world to unite and join forces to halt the war in Gaza. The paper focuses on the role of video content in shaping public perception of King Abdullah II's speech at the European Parliament, particularly the role of language in Jordanian political discourse. Furthermore, it provides examples of how linguistic approaches work.

Research Recommendations

Based on the findings of this study, several directions for future research are recommended. First, researchers should consider conducting comparative analyses of other speeches delivered by King Abdullah II at various international forums to determine whether media framing patterns vary across contexts. Second, audience-focused studies—such as surveys or interviews—are needed to examine how viewers

interpret video-framed speeches and whether these interpretations vary by demographic or cultural background. Furthermore, analyzing social media engagement and user comments can provide valuable insights into public sentiment and reception. It is also recommended to explore how the use of different language versions (Arabic vs. English) and nuanced translation details affect perception and interpretation. Future studies could benefit from applying multimodal discourse analysis to examine how visual, auditory, and textual elements interact to shape meaning. Finally, including a broader range of digital news platforms and examining the role of algorithms in promoting or suppressing political video content could deepen our understanding of media influence in the digital age.

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