



Media and Communication Studies in the Digital Age: Integrating Technical and Humanistic Approaches

ECHIKR ANISSA ^{1*}

¹ University Blida2 Lounici Ali, Va.echikr@univ-blida2.dz

 <https://orcid.org/0009-0003-5174-7278>

Received: 11/01/2026

Accepted: 31/05/2026

Published: 30/06/2026

Doi: 10.53284/2120-013-002-002

Abstract:

The development of societies and the rapid spread of information and communication technologies have led to the emergence of a field of study concerned with examining the phenomena resulting from the impact of these technologies on individuals and society. In this context, media and communication studies have taken shape as a discipline focused on analyzing the communication process in its various technical, social, and cultural dimensions.

Media and communication studies is considered a multidisciplinary science due to its intersection with several related disciplines. It has benefited from the technical sciences in employing modern tools and technologies, and it has also drawn upon the humanities and social sciences in adopting research methodologies, approaches, and theories that contribute to explaining the media and communication phenomenon and understanding its dimensions and effects within society.

Keywords: Media and communication studies, technical sciences, humanities, sociology, psychology, linguistics, semiotics., Semiology.



1.Introduction:

Media and communication studies are situated within the humanities, alongside other disciplines. They arose from the need of contemporary societies for a field dedicated to studying the phenomena resulting from the impact of media and communication technologies on individuals and societies. This is emphasized by Bernard Miegé:

"Media and communication studies emerged as a result of society's need for a science that studies the processes of information and communication resulting from organized and purposeful activities, based on technology, and contributing to forms of social and cultural communication."

(1)

The concepts of media and communication have been linked in the literature dealing with this field, as they both involve the transfer of information and communication between two parties. Even when considering the name of this nascent science, they remained consistently intertwined.

In the 1960s, it was viewed as a branch encompassed by numerous disciplines, with few focusing solely on it, rather than an academic branch in the sense we understand physics or economics. (2)

In the 1970s, researchers and university professors convened to create a new scientific discipline that reflected this new trend. Thus, Media and Communication Studies emerged, building upon existing scientific knowledge, such as Shannon's then-modern proportional model, and the rise of Cybernetic engineering. Due to the multiplicity of theories and the absence of a shared intellectual foundation, this new field became multidisciplinary, requiring scientific interaction and knowledge exchange among researchers from different disciplines. (3)

This was accompanied by the emergence of phenomena and concepts such as advertising, print journalism, cinema, radio, and television, which attracted the attention of researchers. These phenomena did not fall under any of the adjacent sciences, nor did they belong entirely to their fields of specialization. Rather, they were related to their specializations but took on new dimensions. It established itself as a focus of scholarly attention, later forming the field of media and communication studies. Thus, its scientific study became a necessity. From this perspective, we ask:

What is the relationship between media and communication studies and the technical and human sciences? How do they intersect? And what is its place alongside these disciplines?

To begin, we acknowledge that media and communication studies have adopted technological tools from the technical sciences, while from the human sciences, they have adopted research methodologies, approaches, and theories that contribute to understanding the phenomenon of communication and media.



While acknowledging that communication has existed since the dawn of humanity, we also recognize that its earliest manifestations predate recorded history. Among the first to discuss it were Aristotle and Plato, through the art of rhetoric and eloquence, whereby a speaker aims to convey a message to others, according to the traditional model: sender - message - receiver. From this, we understand that communication is an ancient phenomenon, but a relatively recent field of study.

The Greek philosophers Socrates (469-399 BCE), Plato (347-427 BCE), and Aristotle (384-322 BCE) emphasized that the individual, in living a virtuous life, forms part of a comprehensive virtuous society (4). Within this society, the individual constantly interacts with others, embodying these virtues in their communication within Athenian society and in their ongoing interactions with others.

More recently, the field of media and communication has undergone several stages of development, ultimately crystallizing into a recognized and established discipline alongside other sciences. This distinction does not diminish its scientific value, and we acknowledge it as a multifaceted field. A multidisciplinary science.

In this context, **Michel Mathien** states:

The field of media and communication studies was established sequentially, alongside all other disciplines, to enable it to exist as a distinct discipline, and as an interdisciplinary interface. It became the place where scientific perspectives intersect regarding human communication and media systems, their technical capabilities, and their political, economic, industrial, and cultural conditions (5).

Studies conducted in this modern field of knowledge are situated within a framework that connects them to other sciences. Media and communication research can be categorized into three main directions:

The first direction lies at the intersection of neuroscience and cognitive science, addressing communication in its relationship to the brain, including perception, movement, and the decoding of images and language.

The second direction lies at the intersection of cognitive science and natural sciences, focusing on the obstacles to communication between humans and technological means.

The third direction focuses on the humanities and society, studying communication between individuals and groups, as well as the impact of communication technology on the course of society. (6)

Thus, media and communication research intersects with other fields of knowledge in complementary relationships to provide a scientific explanation of the media and communication phenomenon.

2. The Relationship Between Media and Communication Sciences and Technological Sciences:



Before the term "media and communication sciences" was agreed upon, there were communication and media practices that significantly influenced the emergence of this discipline and its separation from other sciences. The information and communication technologies that have swept through societies and impacted their audiences are the result of contributions from researchers and scientists in purely technical scientific disciplines. Samuel Morse (USA) invented the telegraph, or telegraphic code device, in 1838. A mathematician, his device used electrically transmitted signals, consisting of dots and dashes to represent letters (7). His design paved the way for the emergence of communication methods worldwide.

Alexander Bell (UK/USA) patented the first telephone in 1876. This invention allowed speech to be transmitted over wires, and the device contained the first microphone. Bell was a scientist and teacher of the deaf. (8)

While the inventor of the radio, Guglielmo Marconi (Italy), was interested in studying electromagnetic waves, he was the first to experiment with using radio waves for communication in 1894, relying on Hertz's research on waves traveling at speeds approaching the speed of light. (9)

Some attribute the invention of the radio to Thomas Edison (USA) in 1877, who was working on the talking machine at the time. Marconi's achievement was transmitting the first wireless signal across the Atlantic Ocean in 1901 (10), thus turning his 1894 experiment into a practical application. As for television, it was invented by John Logie Baird (Britain), an electrical engineer. He conducted the first experimental demonstration of a television in 1925 (11).

This was paved by Vladimir Sorokin's discovery in 1923 of the picture tube, which converts electronic signals into ordered images (12).

The scientific seed of the information technology revolution was sown in 1935, and it was born during World War II. It played a crucial role in intelligence and military strategy. However, the most significant step was the invention of the digital computer at the end of the 1940s. This was the fruit of the combined efforts and convergence of physics, logical mathematics, and electronic engineering. These were the beginnings that led to the information technology revolution of our time (13).

These are, in their entirety, purely technical sciences, their language the language of numbers. This technology has contributed to a qualitative leap in the world of communications, in work habits and schedules, and in the nature of communication between individuals and societies, saving time, effort, and cost.

3. The Relationship Between Media and Communication Studies and the Humanities:

When discussing media and communication studies epistemologically, that is, their critical study, the examination of how scientific knowledge is formed and its conditions, as well as their history, methodologies, and scientific principles (14), we find that they cannot be separated from other sciences. Media and communication studies are the product of techniques and methods



borrowed from neighboring disciplines, with which they intersect scientifically in an attempt to understand various phenomena, investigate their causes, predict their outcomes, and then apply them to similar phenomena under the same conditions.

If we turn to the research methods employed in media studies, we find diverse approaches that respond to the type and nature of the research, expressing the scope of the problem, such as observation, questionnaires, interviews, content analysis, and others.

Media and communication studies are unique in that they employ a single technique: content analysis. This technique originated within the field and has been adopted by other humanities disciplines. Content analysis refers to the study of media material presented by various media outlets to uncover the intended meaning for the audience, how this content is presented, its scope, and its style of addressing the audience, in an attempt to determine its degree of influence. (15)

This technique or methodology is closely linked to the development of media and communication studies and the expansion of its fields of study. Among its early pioneers were Harold Lasswell and others. Some trace its origins back to 1893, through research conducted by Speed, comparing changes in the Sunday editions of New York newspapers after the New York Times moved to increase its circulation by lowering its price, increasing its size, and using sensationalism. (16)

Interest in using content analysis in journalism research increased after the pioneering studies presented by Lasswell, Letts, and their colleagues after 1940, through their focus on propaganda. They presented a matrix of concepts, terms, and knowledge. The content analysis related to this topic was summarized in a collective work (17).

4. The Intersection of Media and Communication Studies with Sociology:

Sociology is one of the disciplines most closely connected to media and communication studies. It studies various social phenomena, which are the product of contributing factors and are generally specific to the society to which they belong, as each society possesses unique characteristics that distinguish it from other human societies.

A social phenomenon, which forms the cornerstone of social studies, is defined as a convergence in ways of thinking, feelings, and customs that leads to systems and rules suited to the nature of the society. (18)

Sociology has numerous branches, each concerned with studying specific social phenomena that share common features and characteristics, and have common causes that led to their emergence.

One such branch is the sociology of communication, or the sociology of media, which studies communication in social life and its impact on groups and societies. This study is characterized by its scientific nature and its reliance on a scientific methodology to synthesize, analyze, and interpret the relationship between dependent and independent variables.



It is defined as a social process essential for the continuation of social life, and communication is the true embodiment of interaction between individuals, groups, and society (19).

In another dimension, media and communication studies have also become partners in the socialization process, which is a crucial aspect of sociology. In addition to traditional socialization institutions such as the family, along with the school, peer groups, and the mosque, given that we belong to predominantly Arab and Islamic societies, and this role cannot be disregarded, the media is also classified alongside socialization institutions. This process aims to educate and equip individuals at all stages of life, from childhood to adolescence to adulthood and then to old age, with behaviors and attitudes that enable them to perform social roles and facilitate their integration into social life. It is a dynamic process characterized by interaction and change, as individuals, in their interactions and contact with others, exchange with them social norms, values, and psychological attitudes (20).

One of the earliest attempts to link the communicative and social phenomena was John Locke's analysis, published in 1690, of the importance of communication in human life and its direct connection to reason and language. He stated:

"God created man as a social being, not only desiring and needing companions of his own kind, but also endowing him with language, which is an important tool and a common bond in society." (21)

The sociologist Charles Cooley explored the relationship between communication and sociology in his book, **Social Organization**, published in 1909. He emphasized the crucial role of communication in social structures, giving this relationship its true significance. He considered communication a fundamental concept in social thought, the link and connection that determines the nature and continuity of social relationships. (22)

Research efforts have culminated in the crystallization of the scientific and theoretical foundations of the approaches initiated by Cooley, followed by Lazarsfeld, Harold Lasswell, Robert Park, Wilbur Schram, Daniel Lerner, Denis McQuail, and others, in establishing the principles of the sociology of media and communication. (23)

5. The Intersection of Media and Communication Sciences with Psychology:

Psychology studies individual behavior systematically and scientifically, including the thoughts, feelings, sensations, inclinations, desires, and emotions that this behavior encompasses, with the aim of ensuring the individual's psychological balance and well-being. (24)

This behavior does not occur in isolation from others, but rather in an interactive process with other parties. It involves the exchange of communicative messages, ideas, information, and roles with them.



This is evident in the following definition of psychology, which is also defined as the science that studies human behavior, including observable actions, words, and movements, and aspects of human activity during interaction with the environment.(25)

It also attempts to understand, analyze, and control behavior in order to enhance individuals' ability to adapt, be productive, and live well. Psychology's interest is not limited to the theoretical level; it extends to employing its principles and concepts in various fields, leading to the emergence of applied branches. (26)

As a science, it specializes in the study of the human psyche and holds significant importance alongside other sciences. Among these branches is Media psychology.

This branch connects the elements of the communication process and is concerned with the impact of this process on the psychology of individuals, and the impact of individuals on it. It focuses on three elements of the communication process: the message, the medium, and the receiving audience. In addition to the interest of communication scholars in the influence of individuals on the communication and media process, and their being influenced by it, they are also interested in the preferences and motivations that govern the communication process and the gratifications derived from it.(27)

Media psychology helps to identify the extent of the public's reliance on media outlets, which contribute significantly to shaping societal culture. It also enables the identification of the public's uses of media outlets that fulfill their needs, bearing in mind that this varies from one individual to another due to individual differences. In addition to recognizing the role of psychological factors in guiding an individual's communication choices, which act as a driving force in selecting one medium and content over another (28), this branch also focuses on methods of information representation in terms of perception, comprehension, and retrieval. It examines how media and their content influence the prioritization of issues and concerns of the individual. Furthermore, media shapes public interest, directing public thought and equipping communicators to engage with the audience and design appropriate messages. (29)

Psychology studies psychological phenomena in their complementary relationship with other sciences. Initially, it studied psychological topics using a philosophical methodology based on measurement, observation, and reflection. Scientifically, and until relatively recently, psychology was considered a branch of philosophy, until the late 19th and early 20th centuries, after which it became part of the humanities. Researchers employed the scientific method used in the natural sciences to study the phenomena and motivations underlying human behavior (30). Communication is inherently present, with the individual acting as both sender and receiver of the message, decoding it and awaiting the intended feedback.

The role of media in influencing the psyche of the recipient and shaping their thinking and attitudes, which manifest in observable and measurable behaviors, cannot be overlooked. There is an integrated relationship between psychology and other fields of knowledge, such as philosophy, the natural sciences, and the humanities, including media and communication studies.



6. The intersection of media and communication studies with linguistics :

Linguistics is the science that takes human language as its subject of study, examining it scientifically through objective description and observation of linguistic phenomena, free from normative judgments. (31)

The beginnings of this science emerged in the early twentieth century at the hands of the Swiss scholar Ferdinand de Saussure (1857-1913), a pioneer of structural linguistics and the father of modern linguistics. He focused his studies on human language, which he saw as being comprised of tongues; thus, linguistics is the study of tongues. His fame spread after his students, Charles Bally and Albert Sechehaye, published his lectures at the University of Geneva in 1916 under the title: "**Cours de linguistique générale**" (**Lectures in General Linguistics**). (32)

In the relationship between linguistics and the fields of information and communication, the subject of communication is broader than that of human language. Individuals constantly communicate with each other using language, which encompasses two types: verbal and non-verbal. **Verbal language involves** using words that form meaningful and expressive sentences reflecting the context in which the two parties are communicating. These two elements are among the most important components of the communication process, and the absence of either signifies the absence of communication.

Nonverbal language comprises the set of shared signs and gestures used by the parties involved in the communication process. These signs and gestures are agreed upon by the communicating parties and are socially accepted within their communities. They have specific meanings within each society to which they belong because, with changes in social and cultural contexts, a message may be interpreted in ways unintended by its creator. This can even occur within a single society with diverse dialects and cultures.

The use of language here highlights the relationship between these two fields of study. A communication process cannot be conceived without language, whether spoken or unspoken. Furthermore, designing media and communication messages without language is impossible. Language is a crucial and fundamental pillar in conveying meaning and understanding, whether on a limited level between individuals in personal interactions or in disseminating them as widely as possible through various media outlets.

Modern information and communication technologies (ICTs) have introduced new communication practices, in which users and internet users have employed a new language that aligns with the nature of these modern technologies. Language has acquired new symbols; for example, when sending a text message or posting a comment on social media, numbers now appear within written words and are read as letters within those words. For instance, the number (3) represents the letter 'ayn, the number (7) represents the letter haa, and the number (9) represents the letter qaf.

Thus, language represents the foundation of human communication, being a constantly evolving behavior and an essential element in the communication process (33).



Roland Barthes considers language an institution, and speech merely a part of this institution. Humans use it out of necessity for communication (34).

Language is a social institution, carrying meanings that embody social, economic, political, cultural, and religious life. It has evolved from speech to nunation and branched out with the diversification of human groups (35).

7. The Intersection of Media and Communication Sciences with Semiotics:

Semiotics, or the science of signs, emerged in the late 19th and early 20th centuries. Scholars point out that thinking about signs is ancient, and the term "semiology" was used by the Greeks to refer to the medical study concerned with identifying diseases through their symptoms (36), that is, their signs and indications.

Researchers and scholars have approached semiotics from their epistemological perspectives, including the communicative perspective. According to Eric Buyssens (Belgium), in his book **Languages and Discourse**, published in 1943, the semiotics of communication is:

The science that studies the procedures we use to convey our states of consciousness to others, through which the messages directed to us are interpreted. (37)

These procedures refer to linguistic (speech) or non-linguistic signals, encompassing all movements and gestures used to communicate with others. Here, the semiotics of communication intersects with linguistics.

Buissens considers every communicative act a semiological act, and the primary criterion for the existence of semiotics is the existence of communication (38), due to the presence of signs and symbols that both parties resort to in order to convey the message.

The most prominent condition of the semiotics of communication is intentionality. That is, the sender or speaker must have the intention to communicate, and the receiver must acknowledge this intention. The intention to communicate also means that there can never be a semiological process without the knowledge of one of the parties: the sender and the receiver, as they are the foundation of the communicative process (39).

From a communicative and media perspective, semiotic analysis requires the essential elements of the communication process: a sender, a receiver, and the intention and purpose behind the design of the communication or media message, in anticipation of its desired effect on the recipient or audience.

Furthermore, communication between individuals, regardless of the method, necessitates common ground. There is a natural agreement stemming from their shared social background. What concerns the semiologist is the agreement achieved for or through communication, requiring shared experiences related to the means used and the social context in which these means are employed. The meaning that semiotics focuses on is primarily psychological in nature, but it is conventional, achieved by discovering what is common among the individuals communicating (40).



Semiotics studies the meaning inherent in human behavior that produces the meanings contained in the communication or media message. Communication is a dynamic process present in all human behavior.

8.Conclusion :

Communication has attracted the attention of researchers from diverse fields of knowledge. This term has been a subject of debate, with each researcher approaching it from the perspective of their own interest and specialization, resulting in numerous and varied definitions.

The linguist defines it in terms of the language of communication, the psychologist views it from the perspective of the communicating individual, the sociologist focuses on the group of communicators, and the technologist relies on the communication channel. (41)

The field of media and communication, and various scientific fields in general, experience continuous renewal and development in knowledge, thanks to the efforts of researchers and scholars, which ensure the continuity and enrichment of these disciplines.

Media and communication studies are considered a relatively recent scientific discipline compared to other fields. They have drawn upon fundamental principles from these other disciplines, forming a scientific mosaic that blends various branches of human knowledge.

They have adopted theories, methodologies, and research approaches from the humanities, and the tools and technologies from the technical sciences that enable them to deliver their message in a way that meets the expectations of those interested.

Despite the tremendous development witnessed in the field of media and communication, revisiting the origins of this field of knowledge and its place alongside other sciences seems like a well-worn topic. However, it continues to attract the attention of researchers, and the debate surrounding it remains ongoing, particularly in the societies that gave rise to it. In contrast, in our context, it appears to be a settled matter, with research and discussion on it having concluded. (42)

We have reviewed here some of the sciences, by way of example and not limitation, that intersect with it and complement it. In our view, this is an advantage, not a disadvantage, and does not diminish its scientific value, just as with other fields of knowledge, until it crystallizes and establishes its foundational principles.



Bibliography List:

1. Hassan Muzaffar Al-Razzou et al.: The same reference, the same page.
2. Belkacem Slatania et al.: Media Sociology, First Edition, Dar Al-Fajr for Publishing and Distribution, Algeria, 2012, pp47,48.



3. Hassan Muzaffar Al-Razou et al.: The Image Revolution: The Media Landscape and the Space of Reality, First Edition, Center for Arab Unity Studies, Lebanon, 2008, p. 76
4. Jean Foreman, trans.: Muhammad Hassan, Journalism Ethics, First Edition, Dar Al-Fajr for Publishing and Distribution, Egypt, Algerian House for Publishing, Printing and Distribution, Algeria, 2012, pp. 47, 48.
5. Aziz Laaban, on the idea of a multidisciplinary approach in media and communication studies, Algerian Journal of Communication, Issue 22, University of Algiers 3, Algeria, 2014, p. 46
6. Hassan Muzaffar Al-Razou et al.: Previous reference, p. 78.
7. A group of researchers: Encyclopedia of Discoveries and Inventions, First Edition, Dar Subh Lebanon, 2008, p. 85.
8. A group of researchers: Encyclopedia of Discoveries and Inventions, same reference, same page.
9. a group of researchers: Encyclopedia of Discoveries and Inventions, same reference, p. 87
10. A group of researchers, The Arab Encyclopedia of Knowledge for Sustainable Development, Azzi Abdel Rahman, Language and Communication, Volume Three: The Social Dimension, First Edition, Arab Academy of Sciences, the United Nations Educational, Scientific and Cultural Organization (UNESCO), Eolss Publishers, and the Arab House for Sciences - Publishers, Lebanon, 2006, p. 250
11. A group of researchers: Encyclopedia of Discoveries and Inventions, same reference, p. 90
12. A group of researchers: The Arab Encyclopedia of Knowledge for Sustainable Development, previous reference, p. 251
13. Hamid Jaed Al-Dulaimi: Sociology of Media: A Future Sociological Vision, First Edition, Dar Al-Shorouk for Publishing and Distribution, Jordan-Palestine, 2006, p. 39.
- 14- Mai Al-Abdullah, Research in Media and Communication Sciences: From Cognitive Frameworks to Research Problems, First Edition, Dar Al-Nahda Arabic, Lebanon, 2011, p. 138
15. Hamid Musan Al-Dulaimi Al-Laqi Abdul Qadir, Fundamentals of Methodological Research in Media Studies, First Edition, Publications of Garyounis University, Libya, 2008, p. 102.
16. Muhammad Abdul Hamid, Content Analysis in Media Research: From Quantitative Analysis to Qualitative Analysis in Media Studies and the Analysis of Media Website Content, First Edition, Alam Al-Kutub, Egypt, 2010, pp. 19, 20, 35
17. Ali Abdul Hamid: The same reference, p. 36
18. Muammar Daoud, Introduction to Sociology, First Edition, Dar Toledo, Algeria, 2010, p. 51.
19. Zaidan Abdul-Baqi, Communication Methods and Techniques in Social, Educational, Administrative, and Media Fields, 2nd ed., Egypt, 1979, p. 127.
20. Muhammad Muhammad Na'ima, Socialization and Personality Traits, 1st ed., Dar al-Thaqafa al-'Ilmiyya, Egypt, 2002, p. 20.
21. Hamid al-Dulaimi, Sociology of Media: A Future Sociological Vision, 1st ed., Dar al-Shorouk, Jordan, 2006, p. 45.



22. Hamid al-Dulaimi, *ibid.*, p. 46.
23. Hamid al-Dulaimi, *Sociology of Media: A Future Sociological Vision*, *op. cit.*, p. 46.
24. Professor Ibtisam, *General Psychology*, University of Babylon, Iraq, 2012-2013, pp. 65-66.
25. Imad al-Zaghoul and Ali al-Hindawi, *Introduction to Psychology*, 8th ed., Dar al-Kitab al-Jami'i, United Arab Emirates, 2014, p. 28
26. Imad Al-Zaghoul Ali Al-Hindawi: The same reference, p. 21
27. Fathi Hussein Amer: *Media Psychology*, First Edition, Dar Al-Arabi Publishing, Egypt, 2012, p. 18.
28. Fathi Hussein Amer: The same reference, p. 19.
29. Fathi Hussein Amer: *Ibid.*, pp. 19, 20
30. Imad Al-Zaghoul Ali Al-Hindawi: The same reference, p. 27
31. Hayam Kreidieh: *Insights into Linguistics*, First Edition, Lebanon, 2008, p. 11.
32. Hayam Kreidieh: The same reference, p. 11.
33. Ali Kanaan: *Media and Society*, Dar Al-Yazouri Scientific Publishing and Distribution, Jordan, 2014, p. 121.
34. Nassim Khoury: *Media Writing: Principles and Foundations*, 2nd ed., Dar Al-Manhal Al-Lubnani, Lebanon, 2009, p. 22
35. A group of researchers, *The Arab Encyclopedia of Knowledge for Sustainable Development*, Azzi Abdel Rahman, Language and Communication, Volume Three: The Social Dimension, 1st ed., Arab Academy of Sciences, the United Nations Educational, Scientific and Cultural Organization (UNESCO), Eolss Publishers, and the Arab House for Sciences - Publishers, Lebanon, 2006, p. 237.
36. Eric Buysens, trans. Jawad Bennis: *"Semiology and Communication,"* 2nd ed., Ru'ya Publishing and Distribution, Egypt, 2017, p. 6.
37. Eric Buysens, trans. Jawad Bennis: *op. cit.*, p. 11.
38. Eric Buysens, trans. Jawad Bennis: *ibid.*, pp. 14, 87.
39. Faisal Al-Ahmar: *Dictionary of Semiotics*, 1st ed., Arab House for Sciences Publishers and Publications Al-Ikhtilaf, Lebanon - Algeria, 2010, pp. 86-87.
40. Eric Boistes, trans. Jawad Bennis, *ibid.*, book cover.
41. Hayam Kreidieh, *Lights on Linguistics*, 1st ed., Lebanon, 2008, p. 98.
42. Aziz Laaban, *op. cit.*, p. 43.