Congratulation! A Case Study of Social Media Users in Jordan

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Abstract: The current study aims at investigating congratulation methods by Jordanian users of social media. The study also investigates the influence of culture on speech acts of congratulation. The researchers compiled a corpus consisting of (400) messages and comments from two major social media, Facebook and WhatsApp. The data were obtained from friends' and relatives' comments regarding four occasions: religious events, graduation from (school/ university), having a baby, and getting married. They were decoded and analyzed according to Elwood's (2004) proposed taxonomy of congratulation strategies. The quantitative and qualitative approaches were employed in analyzing the data. The results of the study showed that the most frequently used strategies of congratulation were illocutionary force indicating device (IFID), the offer of good wishes, and expression of happiness combined with using the word "Allah" (God) and prayer for the benefit of the addressee due to cultural and religious background. Culture played a significant role in the results where the religious factor was evident in the majority of employed IFID.

1. Introduction

Social media has developed tremendously in the last decade, and people have become increasingly engaged in worldwide communication. For some individuals, social networking has become a daily activity. Social media, however, is not a novel idea; it has developed since human connection began. Social media has recently changed many facets of human interaction. The development of social media includes the major social networking sites that emerged in the twenty-first century, like Facebook, Twitter and YouTube. Moreover, social media facilitate communication with people with similar interests in music, education, movies, and other things where these networking sites started to appear in 2000. Without coming across the term "social networking," it is challenging to research social media (Simeon, Prakasan, Kouame, Watson and Seymour 2011).

The social networking site Facebook was introduced in February 2004. As Facebook had more than 500 million active users as of July 2010, it was named the most popular social network in the world in January 2009. Users can make personal profiles, add friends, and trade messages with them. These communications can also include automatic notifications, photos, and comments when users update their

profiles and can join user groups with similar interests categorized by places of employment, educational institutions, or other factors. Anyone who is at least 13 years old and wants to use Facebook can register as a user (Heiberger and Loken 2011; Mehri and Izadpanah 2017).

Social interaction is an essential aspect of our daily lives, and it has increased due to the growth of various mass media such as Facebook, Instagram, emails, and WhatsApp. Nowadays, it seems interesting how people use this mass media intensively to express their feelings and views about a specific topic or inquire about an issue or product. People write comments that are meant to be read by the public. Thus, Facebook and WhatsApp are rich pivotal platforms for researchers to obtain authentic data to analyze. Therefore, this data can be used without worry (Boyd 2007).

According to Ellison, Vitak, Gray and Lampe (2014), Facebook grants its users the ability to communicate online with their friends, family members, colleagues, and sometimes people they do not know to share ideas, pictures, and different resources such as videos, photos, music (Wohn Carr and Hayes 2016).

In the last decade, the number of Facebook users grew to more than 1.2 billion in 2018 (Smith and Anderson 2018). They highlighted that adults visit the site at least once per day and spend around an hour daily. Facebook users watch entertainment programs, read news, communicate with friends and family, and exchange social support (Li, Chen and Popiel 2015). After this tremendous increase in using Facebook, people tend to shift the community interaction in their daily life to posting comments and chatting on Facebook. In other words, they prefer computer-mediated communication (CMC), such as Facebook, more than face-to-face communication (Herring 2014). Nowadays, Facebook had 2.963 billion active users in January 2023 (Meta Platform 2023).

Surpassing more than two billion active users, WhatsApp is a leading social media as users can communicate easily and freely with each other. It is mainly used among the young generation due to its extensive facilities for sending photos, videos, audio, and short messages. Moreover, it could be uploaded by iPhone and Android phones (Lenhart, Madden, Smith, and Macgill 2007; Horwitz 2020). The interaction of individuals may cause some friction or a crash. Therefore, each society developed basic interaction rules to achieve successful verbal communication and maintain social harmony. Being eloquent to other help individuals to be kind and sympathetic to others when having a special event, such as graduating from high school or university, getting a promotion, or getting engaged (Byram and Feng 2005).

During the last few decades, the Interlanguage Pragmatics (ILP) field has gained significant attention for linguists concerned with language education and applied linguistics. Bardovi-Harlig (2013: 68) defines (ILP) briefly as "How-to-say-what-to-whom-when." Within this concept, speech acts began to be prominent among researchers who realized that contextual meaning produced by a speaker might imply meaning more than the actual words. In other words, pragmatics is the actions employed and performed through words and sentences (Yule 1996; Celaya Panelli and Barón 2019). Austin (1962) and later Searle (1976) developed the

theory of speech acts. They should be considered an illocutionary speech act, as the speakers intend to express their psychological attitude toward a specific situation. Accordingly, congratulations fall into the expressive category of speech acts. Regarding pragmatics, there are two types of producing and perceiving speech acts: pragmalinguistic and sociopragmatic (Leech 1983; Culpeper and Haugh 2014). When speakers of any language construct a speech act linguistically, this will help us understand sociocultural and sociolinguistic differences in language use.

Thus, understanding pragmatic knowledge, including pragmalinguistic and sociopragmatic aspects, helps speakers practice as it is a fundamental part of any language (Thomas 1983; Leech 1983; Soler and Flor 2008). There are comprehensive investigations on cross-cultural analyses of speech acts such as apology, condolence, request, compliment, etc. The corpus of this study was a number of congratulatory messages (comments) on Facebook and WhatsApp on four occasions, namely, weddings, having a baby, graduation, and religious celebration. Based on the above discussion, the current study primarily explores pragmalinguistic—and consequently sociopragmatic —realizations of the speech act of congratulating in Jordanian Arabic (JA). The impetus for this research was the increasing use of Facebook and WhatsApp in congratulating others several times. It is fitting to indicate that this study poses two research questions as follows;

1) What methods are used by Jordanian social media users in offering congratulation on four selected occasions?
2) To what extent does the culture influence offering congratulations?

1.1 Statement of the problem

The Internet has become a crucial component of Jordanians' life for communication and transmitting emotions like congrats and condolences, among other things. According to recent studies (Shaari and Bataineh 2015), students use social networking sites in unique ways and with novel styles to express their emotional attitudes about certain situations. Rendering to high statistics, Jordanians choose Facebook and WhatsApp over other social networking platforms (Banikalef and Bataineh 2017; Banikalef, Al Bataineh and Atoum 2018). Facebook is a social media platform that allows users to communicate quickly and easily. Moreover, it permits limitless data exchange throughout all time and space (Bataineh and Tasnimi 2014).

In opposition to this, WhatsApp is a social networking tool frequently utilized as an endless communication field of location and time with information, news sharing, and opinions (Ha and Kim 2014). Within Jordanian context, the main interest of the present study, it has been noticed that social media platforms are used widely among users to exchange ideas, thoughts, condolences and congratulations rather than having face to face contact. Regarding offering congratulations, very scant studies have been carried out to investigate this area of research. Those studies selected their samples from respondents other than social media users, e.g. (Al-Shboul and Huwari's 2016). In addition, none of the previous studies conducted among Jordanians, connect the use of congratulatory acts with culture. Thereby the present study bridges a gap in literature by investigating the congratulatory methods

used by Facebook and WhatsApp users in Jordan. In addition, this study examines the extent to which culture influences offering congratulations in Jordan.

2. Literature review

Researchers have conducted comprehensive cross-cultural studies in diverse frameworks regarding various speech acts, such as the speech act of congratulations. The following studies are revealed in chronological order. Tannen and Ztek (1981) established a categorization method for politeness formulae, which was used to examine the data. This classification system includes the categories of rapport-building, joyful events, and anxiety-provoking events, as well as studies of congratulations within the category of "happy events," which has been divided into two main groups: "occasions" and "gains" (Tannen and Ztek 1981). Conversely, the researchers concentrate on marriages, the arrival of a (32) baby, and festival congrats (e.g., the beginning of Ramadan, people returning from Hajj) in their investigation of congratulation.

Another study was performed by Emery (2000), who examined (northern) Omani Arabic expressions of greeting, commiserating, and congratulating. He investigated the births, religious festivals, weddings, and the arrival of rain. The researcher used two methods to obtain the data: questionnaires and introspection. Interestingly, Omani Arabic displayed its unique linguistic patterns in daily activities. The findings showed that age and gender were the essential factors for the results. The elder, especially older women, tend to use traditional linguistic expressions such as *May God bless you*, unlike the younger generation, especially young women, who are more open to pan-Arabic words use /mabruːk/ (congrats).

Marki-Tsilipako (2001) explores the contrasts between Greek "congratulation" and "bravo" in a Greek context. According to her, the word "congratulation" is less frequent because the speaker is educated or lives in a city where the interlocutors have a distant relationship. To convey congratulation on the occasion of a wedding, educated/urban individuals may use "congratulation" coupled with expressions of wishes such as "May you live" or "An auspicious wedding." On the occasion of university graduation, people also utilize statements like "have a prosperous career." They use "to your next promotion" when referring to a work advancement.

Consequently, the Greek term "congratulation" illustrates the distance between the two. As a result, the phrase "congratulation" is used in formal settings and with a handshake rather than an embrace or a kiss, which signifies closeness in Greek culture. The author said males should only praise their moms if they are closely connected. Hence, men congratulate their dads exclusively with phrases that mean (May you raise him to be a fine boy). Greeks also wish each other well on certain occasions. On the occasion of the New Year, people commonly say, /haneɪtu: bɪ Baraka:t ʔil- ʕi:d / (congratulations on the blessing of Eid). The phrase \haj mabru:r wə dhanmb maghfu:r/ (congratulations on the Hajj and the visit) is the most widely used statement on the returning from Hajj. Finally, in the holy month

of Ramadan, the greeting /ʔla:h yubarık fi:kum/ (blessings on the advent of the holy month of Ramadan) is employed.

One of the most prominent cross-cultural studies was conducted by Elwood (2004). She collected the data by conducting a cross-cultural study on (135) American and Japanese students using the Written Discourse Completion Test (WDCT). The outcomes revealed the different congratulation strategies of the American and Japanese students. Interestingly, the American students asked for more information regarding the good news, while the Japanese response carried envy. Moreover, the "Illocutionary Force Indicating Device (IFID)" was the most often used form of reaction in situations of promotion, whereas "Expression of Happiness" was the most commonly used type of response in situations of grant and wedding.

Furthermore, in the circumstance of a grant, the two participating groups usually used the "Expression of validation," such as "you deserve it." Moreover, in the case of a wedding, requests for information such as "who's the fortunate man/ girl" were frequently made by the two groups, but more by the Americans. "Offer of good wishes," "A suggestion to celebrate," and "Offer of good wishes" were the other sorts of replies used by the groups in the three instances, such as the offering of good luck and encouragement. Elwood's (2004) study is noteworthy since it offered a classifying system for congratulation tactics, which was used as the basis for this research.

In the same vein, Allami and Nekouzadeh (2011) depend in their study on the categorization suggested by Elwood (2004) and Brown and Levinson's (1987) analysis of the positive politeness strategies of Persian speakers where they examined the speech act of congratulation. The data was gathered from 50 participants using a written DCT, including nine situations associated with good news. The outcomes highlighted that the most common strategies were expressing happiness and offering good wishes.

Velez (2011) explored the different strategies the Columbian Spanish respondents use when congratulating, depending on Brown and Levinson's politeness model. The outcomes identified in the congratulation strategies are expressed explicitly, and they would express gratitude, pride, approval, and support. Furthermore, Pishghadam and Morady Moghaddam's (2011) study highlighted a vital difference between English and Persian congratulation strategies after examining 50 English and 50 Persian movies. The results were examined according to Elwood's (2004) proposed categorization of six congratulation categories: (1) mentioning the occasion, (2) offering congratulations, (3) blessing, (4) expressing feelings, (5) divine statements, and (6) complimenting.

Dastjerdi and Nasri (2012) conducted an extensive cross-cultural case study to detect the differences in the production of congratulation strategies among them. Based on a written DCT completed by (48) American native speakers of English, Iranian native speakers, (50) Persian, and (44) Syrian native speakers of Arabic. They scrutinized four situations in offering congratulations. The illocutionary force showing device (IFID) scored the highest frequency, and then the offer of good wishes.

With a particular focus on Saudi culture, Mahzari (2017) conducted a sociopragmatic study to detect the verbal and nonverbal types of congratulating others on happy news events to express happiness, especially by Saudi people on Facebook. The data were collected from sixty-one different occasions, with a total of 1,721 comments of congratulation. He investigated the data qualitatively and quantitatively to detect the structure of politeness of congratulation on Facebook. The results revealed 23 verbal types of responses and 100 patterns of oral compound strategies. Nevertheless, the most frequent system used for congratulations was praising and offering good wishes. Interestingly, 42 types of emojis were detected and classified into seven different functions, where the most used function was expressing endearment. In conclusion, the users of Facebook employ verbal and nonverbal strategies.

Similarly, Eshreteh (2019) submitted a research paper entitled" The Speech Act of Congratulation and Positive Politeness Strategies: A Study of Comments on Facebook Posts by Palestinians." He aimed to investigate the Palestinian Facebook patterns of the speech act of congratulation. The data was collected from his friends' Facebook posts regarding two authentic occasions that were posted. The results revealed that the most used strategies of congratulation are illocutionary forces such as the expression of happiness and the offer of good wishes. Besides, the most frequently positive politeness strategies were the most frequent for giving gifts to listeners, in-group identity markers, and exaggeration.

Recently, Celaya et al. (2019) examined the speech act of congratulating in an EFL context among young learners. They analyzed the influence of age and proficiency level of language pragmatics variables on (49) Spanish EFL Learners'. These students were not given any special instruction on the pragmatics speech act produced in any school setting. The data was collected by the (WDCT). The results highlighted that these young and less proficient learners used congratulation categories differently as they chiefly concentrated on themselves and did not involve the interlocutor. Conversely, older and experienced learners used more congratulation categories involving the interlocutor.

The categorization of tactics based on Elwood's (2004) paradigm is used in Alghazo, Zemmour, Al Salem, and Alrashdan's (2021) investigation of congratulation. The study seeks to understand the pragmalinguistic realizations of the speech act of congratulating in Arabic and Kabyle languages. Data was gathered from 30 Jordanian students at the University of Jordan and 30 Kabyle-speaking students from three different universities in the Algeria region of Kabyle using the (DCT) that included four situations of different social statuses. The findings reveal that the two participant groups used congratulatory techniques in somewhat different ways, examined regarding variational pragmatics' sociopragmatic and sociocultural components.

Al-Shboul and Huwari's (2016) study elucidated the congratulatory techniques employed by Jordanian postgraduate EFL students. Dastjerdi and Nasri's adopted version of the discourse completion test (DCT) was used to collect the data (2013). Elwood (2004)'s taxonomy of congratulatory methods of positive politeness strategies was used to analyze the data. The offer of good wishes,

expression of happiness, and illocutionary force indicating device (IFID) were the most often utilized methods of congratulation. Giving a gift to the listener, exaggerating, and using an ingroup identity signal were all effective politeness techniques.

Being polite in communication helps maintain excellent relationships and peace among people. People enjoy fast, immediate messaging and sending videos or pictures in seconds. Due to the massive technological change, people use Facebook and WhatsApp more frequently than other media. Having reviewed the conducted studies related to congratulations reveal that many of them examined the English language, comparing it to other languages such as Greek, Spanish Japanese, or they have examined the Gulf Arabic (Omani and Saudi).

In contrast, the research conducted on Jordanian Arabic concentrated on university students. To the best of the researchers' knowledge, this is the first study on the Jordanian Arabic language and culture and how they use social media to express their congratulation to provide new insights for culture analysis. Another point is that not all mentioned research tackled the Jordanian culture and language from the Facebook and WhatsApp points of view. Therefore, the importance of the current study stems from the fact that it analyses new methods of congratulation in Jordanian Arabic in four situations: having a baby, graduating, getting married, and religious celebrations.

3. Methodology

The researchers analyzed the obtained data from two major social media, Facebook and WhatsApp. The researchers used a mixed approach, including both quantitative and qualitative methods. The quantitative approach was used to answer the first question of the current study. It has been argued that using corpus methods enables researchers to provide a realistic description of language use especially using frequency analysis that explicitly presents linguistic patterns commonly or rarely used by speakers or writers of a given language (Ammari and Hussein 2019; Al Ahmad and Hussein 2020). It was a descriptive statistic where the researchers tabulated the frequencies and percentages of the words and phrases of congratulation. On the other hand, the qualitative method was used to answer the second question of the study.

The corpus of the study was compiled consisting of (400) Facebook and WhatsApp comments from both genders. These comments were posted on four occasions: 1. having a baby, 2. getting married, 3. graduating from (school/ university), and 4. religious events viz, Eid Al-Adha, Eid Al-Fitr, Christmas, and Easter. The data were collected between January 2021 and June 2022. The comments were written by friends, relatives, and acquaintances of the researchers. The majority of these comments appeared in Arabic for the public. There was a consensus to work systematically in dividing the data according to the related strategies independently. The examined comments were analyzed and saved in a particular file as a backup.

Concerning ethical implications, it is worth mentioning that the raw data that were examined and the illustrative examples were obtained from public pages. The

illustrative examples were anonymized to prevent privacy violations. Obtaining the posters' authorization to utilize their remarks for research purposes was not practicable nor viable. The fact that they kept these messages on the page for an unlimited period suggests that their content was not confidential and that anybody may view it at any moment. Even if we had been able to contact particular posters, we would have had to promise them that their information would be kept private. The current analysis follows the taxonomy proposed by Elwood (2004) that is divided into several categories as the following (adapted from Alghazo, Zemmour, Al Salem and Alrashdan 2021: 4).

Table 1. Elwood's (2004) taxonomy of congratulation strategies

Congratulating Strategy	Sub-Strategy	Example[a]
Illocutionary force indicating devices		Congratulations!
Expression of happiness		Excellent!
Request for information		Where is your new office?
Expression of validation		You really deserved this position
Self-related comment		Hopefully, I'll be next.
Other types which include the following:	A prediction regarding the promoted person's future	I think you will do an excellent job.
	A request for advice	Any advice for a slacker like me?
	An offer of good luck	You've waited a long time for this.
	A related comment	You wear marriage well.
	A suggestion to celebrate	Let's party!
	An expression of surprise	Amazing!
	An expression of pride	I'm proud of you.
	A joke	Once you get paid, you will buy a car for me, right?
	An offer of help	Do you need any research assistant?

[a] Some of these examples are not from Elwood (2004).

* Illocutionary force indicating device (IFID)

4. Results and discussion

This study examines different methods of congratulations on Facebook and WhatsApp among Jordanian social media users. To fulfill this end, 400 comments

for each occasion were analyzed prudently. The results' taxonomy of the four occasions is classified according to their frequency.

Results related to research question 1: What methods are used by Jordanian social media users in offering congratulation on four selected occasions?

Situation 1: Strategies of congratulation on religious occasions
Table 2. Strategies of congratulation on religious occasions used by Jordanians on Facebook and WhatsApp

Rank	Pattern		Percentage
	Taxonomy / English	Arabic Examples	
1	IFID+ numeral	كل عام و انتم بالف (الف) خير /kul ʿaːm wa ʔantum bɪ ʔalf khayr/ To be well one thousand times every year	34%
2	IFID	كل عام و انتم بخير / kul ʿaːm wa ʔantum bɪ khayr / To be well in every year	26%
3	IFID+ addressee (family and friends)	كل عام و انتم بخير+ العائلة و الأصدقاء / kul ʿaːm wa ʔantum bɪ ʔalf khayr wa ʿaːʔla wa ʿla ʔﻼdiqaːʔ/ To be well in every year and blessings to the family and friends	17%
4	Expression of good	تقبل الله طاعتكم /taqabala ʔlaːh taˤ.ʔˤtɪkum/ May God accept your obedience	15%
5	IFID (fixed expression)	اضحى مبارك /عيد مبارك /ʔiːd mubaːrak/ or /ʔdhɑː mubaːrak/	6%
6	IFID+ verse from Holy Quran	/ kul ʿaːm ww ʔˤntum bɪ khayr /+ holy verse To be well in every year + holy verse	2%
Total			100

Table 2 results show that the prominent strategy of congratulation IFID is /kul ʿaːm wa ʔantum bɪ ʔalf khayr/ which means to be well one thousand times yearly, as it

scored 34 percent. Using the phrase, for example, /kul ʕa:m wa ʔantum bɪ khayr/ without the number (1000) is the second most frequent method, around 26 percent. Some social media users express their feelings for family and friends by adding the addressee's or endearment names, which reflects the closeness of such relationships. The congratulating phrase and wishing blessings for the family and friends, for example, / kul ʕa:m wa ʔantum bɪ ʔalf khayr wa ʕa:ʔɪla wa ʕla ʔṣdiqɑ:ʔ/ is the third most frequent method in approximately 17 percent. The fourth most frequently used method is the wishing and hoping that God will accept your obedience, e.g., /taqabala ʔlɑ:h ṭa:ʔa:tɪkum/. On the other hand, the least two methods of the IFID expressions used by Jordanian social media users are /ʔi:d muba:rak/ or /ʔdhɑː   muba:rak/ ,which are considered fixed expressions for congratulating religious occasions affected by the religious background of the user.

The most conspicuous method among Jordanians tends to use a combination of two primary methods; /kul ʕa:m wa ʔantum bɪ khayr/ To be well every year, and the number "thousand" in congratulations. This indicates strong emotions among relatives and friends. Due to this intimacy, they want to wish others a good and prosperous coming year. Thus, the use of "1000" is to intensify their strong feelings. The second method that Jordanians tend to implement is a single strategy, /kul ʕa:m wa ʔantum bɪ khayr/. To be well every year. Another method is congratulating as well as some good wishes to the family and friends. It could be noticed that the use of religious phrases, e.g., /ʔi:d muba:rak/ and , /taqabala ʔlɑ:h ṭa:ʔa:tɪkum/. May God accept your obedience, and congratulating in a holy verse is the least occurring because the occasion is a religious one. Therefore, there is no need to mention the religious occasion again. *Chart 1* clarifies the significant difference in frequency of use between the two strategies used by Jordanians on social media, viz. Facebook and WhatsApp.

Chart 1. Strategies of congratulation on religious occasions used by Jordanians on Facebook and WhatsApp

Strategies of congratulation on religious occasions
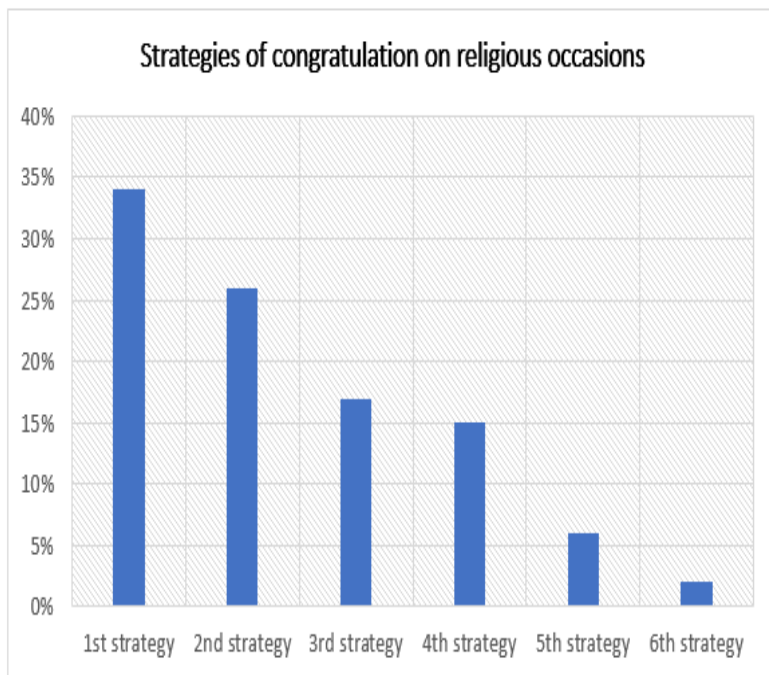
1ˢᵗ strategy: IFID +numeral (thousand) (religious expression)

2ⁿᵈ strategy: IFID

3ʳᵈ strategy: IFID + addressees (family and friends)

4ᵗʰ strategy: Expression of good wishes

5ᵗʰ strategy: IFID (fixed expression)
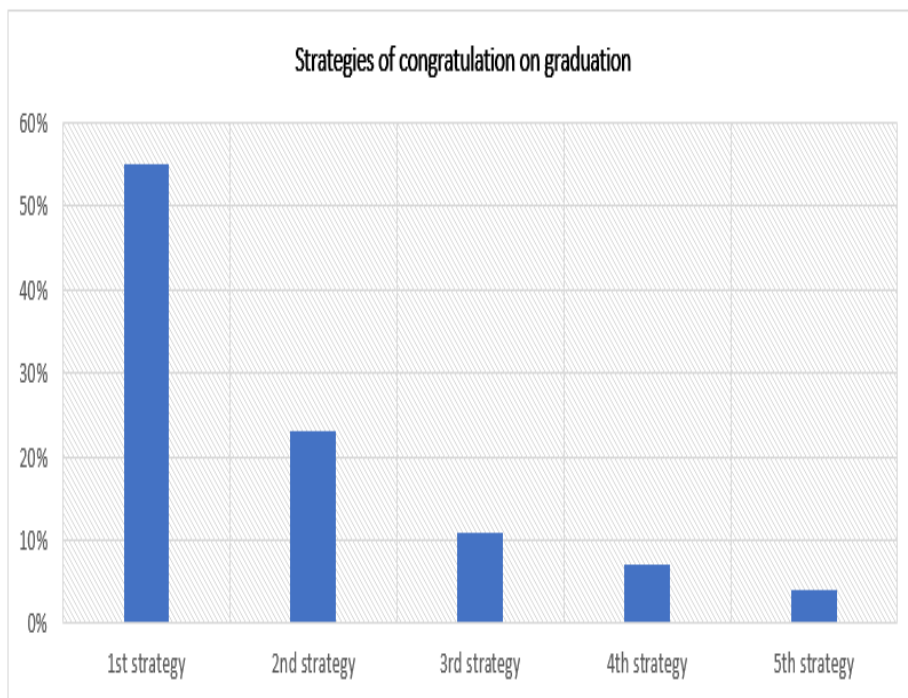
6ᵗʰ strategy: IFID+ verse from the Holy Quran

Situation 2: Congratulation on graduation
Table 3. Strategies of congratulation on graduation used by Jordanians on Facebook and WhatsApp

Rank	Pattern		
	Taxonomy/ English	**Arabic Examples**	**percentage**
1	IFID (endearment)	الاسم او تحيب(الف الف مبروك) /ʔalf ʔalf muba:rak/ + endearment One thousand congratulation and wishing for you success (dear/ sweetie/ the name's diminutive)	55%
2	IFID + Pray to God	دعاء الى الله(الف الف مبروك + منها للاعلى /ʔalf ʔalf muba:rak + minha: lil ʔˤla/ One thousand congratulation and wishing for you success and more promotion/ advancement	23%
3	Congratulation in English	Congratulation in English	11%
4	IFID + expression of good wishes	الف الف مبروك + التوفيق(التمني بالخير و النجاح) /ʔalf ʔalf muba:rak/+ /kul al tawfi:q/ One thousand congratulation and wishing for you success	7%
5	IFID + expression of validation	الف الف مبروك + نستاهل (تقدير) /ʔalf ʔalf muba:rak + btista:hal/ One thousand congratulation and wishing for you success- you deserve it	4%
Total			100

Table 3 results reveal that the most dominant strategy is the IFID (endearment (dear/ sweetie/ the name's diminutive). Most speakers use the numeral /ʔalf/, which means one thousand congratulations, to assure their happiness towards the addressee, having the highest frequency of 55 percent. Employing IFID with the expression of good wishes is the second method scoring 23 percent. The speakers again express

Strategies of congratulation on graduation

1ˢᵗ strategy: IFID (endearment)   2ⁿᵈ strategy: IFID + Pray to God
3ʳᵈ strategy: Congratulation in English   4ᵗʰ strategy: IFID + expression of good wishes
5ᵗʰ strategy: IFID + expression of validation

their joy by using the number /ʔalf / (one thousand) to congratulate and wish them a better future.

Chart. 2 Strategies of congratulation on graduation used by Jordanians on Facebook and WhatsApp
Interestingly, the third strategy scored 11 percent using the IFID "congratulations" but in English. It may be easier and faster to people to choose an emoji or picture of the word "congratulations." Another reason is that the younger generation prefers to employ modern ways to express themselves on Facebook and WhatsApp to show how cool they are. The last two methods expressing happiness and expressing validation, scored 7 percent and 4 percent, respectively. The speaker is thrilled and describes how the person who graduated deserves all the best.

Situation 3: Congratulation for marriage
Table 4. Strategies of Congratulation of marriage used by Jordanians on Facebook and WhatsApp

NO.	Taxonomy / English	Examples	Percentage
1.	IFID+ pray to God (endearment) (in God's will) (expression of validation- the situation is warranted) (good wishes)	ألف ألف مبروك بالذريه الصالحه ان شاءالله ʔalf ʔalf maḅru:k bi dhuria: aṣa:liha inshaʔ ʔlah الف الف الف مبروك ربي يسعدهوم انشاءاللـ ʔalf ʔalf mabru:k rabi: yesʔidhum inshaʔ ʔlah الف الف الف مبروك لعقوبة لذريه الصالحه نشاالله يارب ʔalf ʔalf mabru:k ʔilʕuqba bi dhuria: aṣa:liha inshaʔ ʔlah/ One thousand congratulation + "In God's will" or "May God make you happy" or "having blessed children"	51%
2.	IFID (endearment) (in God's will)	الف مبروك (ان شاءلله) ʔalf ʔalf mabru:k inshaʔ ʔlah/ (Congratulations) in God's will الف الف مبروك خويا محمد Congratulations brother Mohammad	25%
3.	Pray to God for happiness	الله يهنيكم ʔalah yihani:kum/ ربنا يسعدكم و يهيكم /rabna: yisʔid-hum wi yhani:-hum "May God make you happy"	13%
4.	Pray to God+ IFID+ (expression of validation) + (my brother)	ربي يهنيك ويسعدك يارب العالمين الف مبروك ويرزقك بالذريه الصالحه تستاهل كل خير ياخوي /rabi: yihani:k wa yisʔidak ya: rab al ʕa:lami:n, ʔalf mabruk wa yirziqak bi dhuri:ạ aṣa:lha/ May God make you happy, and a thousand congratulation, and may God give you blessed time and children	3%

5.	Expression of surprise+ IFID (the name of the person) + pray to God (expression of validation- the situation is warranted)	ماشاء الله ألف ألف مبروك خليل 'ابن منطقة الليثى بالرفاه والبنين تستحق كل خير /mash?ala:h ?alf ?alf maɣbru:k khalil 'abn mintaqah alliythaa bialrafah walbanin tastahiqu kula khayr/ Mashallah congratulations May God bless you and give you blessed time and children	2%
6.	Pray to God (fixed text)- religious	اللهم بارك له و بارك عليه و أجمع بيتهما في خير اللهم أمين يا رب العالمين /?allahuma barak lah w barak ?alayh w ?jmaʿ baynahuma fi khayr allahima amin ya rabi alʿalamin/ بارك الله لكما و بارك عليكما و جمع بينكما في خير,مبارك إن شاء الله /barak allah lakʊma w barak ʿalaykʊma w jamaʿ baynakʊma fi khaɪr ,mʊbarak ?in sha'?allah/ اللهم أجعله زفافا ميمونا إن شاء الله /?allahuma ?ajʿealh zifafan memʊnan ?in sha? allah/	2%
7.	Expression of good wishes	تهانينا الحارة و الرفاه و البنين ان شاء اللة /tahanina alharat w alrafah w albanin an sha? alla/ اتمنى لكم التوفيق في حياتكم الزوجية السعيدة /?aitamanaa lakʊm altawfiq fi hayatikʊm alzawjiat alsʿaeida/ Warm congratulations + (may you have blessed children) + (in God's will)	2%
Total			100

According to the obtained results from Table 4 above, Jordanians employ mixed strategies to express their feelings of happiness by congratulating someone's marriage. Based on Elwood's taxonomy, those strategies are categorized into seven groups. The most common method is IFID+ pray to God + (the addressee's name), in God's will. Sometimes Jordanians use the expression of validation strategy plus good wishes, along with the aforementioned mixed category, recording 51 percent. The data analysis shows how Jordanians exaggerate when expressing their feelings to indicate their strong relationship with the addressee.

A new approach is displayed in these results; praying to God (in God's will) is often used, which is not mentioned in Elwood's taxonomy. This method reflects the religious background of the speaker and denotes their belief in God. Furthermore, using the expression / insha? ?ala:h/ which means in God's will, is expected due to the cultural and religious background of the speaker. Moreover, the degree of formality depends on the closeness between the addresser and the addressee. For more clarification, look at chart 3 below.

Chart 3. Strategies of congratulation on getting married

Strategies of congratulation of marriage
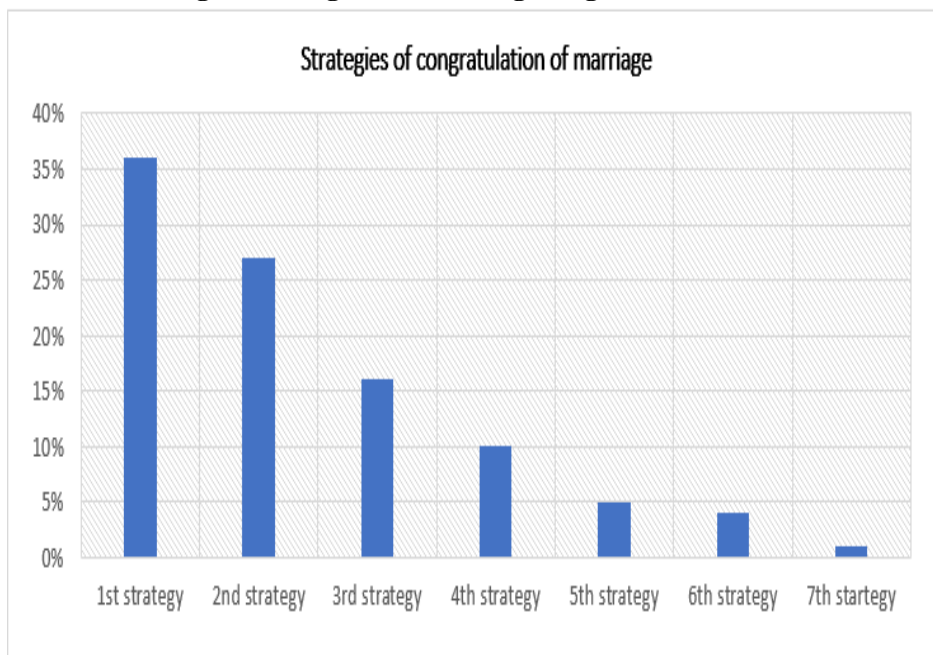
1ˢᵗ strategy: IFID+ pray to God (endearment) (in God's will) (expression of validation- the situation is warranted) (good wishes)

2ⁿᵈ strategy: IFID (endearment) (in God's will)

3ʳᵈ strategy: Pray to God for happiness

4ᵗʰ strategy: Pray to God+ IFID+ (expression of validation) + (my brother)

5ᵗʰ strategy: Expression of surprise+ IFID (the name of the person) + pray to God (expression of validation- the situation is warranted)

6ᵗʰ strategy: Pray to God (fixed text) - religious

7th strategy: Expression of good wishes

With 25 percent, IFID + (the addressee's name) + (in God's will) strategy comes second. According to corpus analysis, the illocutionary force indicating device used by Jordanians is /muba:rak / /mabru:k/ meaning "congratulations." Jordanians use the numeral /ʔalf/ (thousand) in most examples examined. The expression /ʔalf mabru:k / (thousand congratulations) is a fixed one, and adding the word /ʔalf / twice or three times reflects the speakers' feelings of happiness towards the addressee.Then, praying to God and wishing the best for the addressee, recorded 13 percent. Again, invoking Allah's (God's) name in Jordanian Arabic is a typical conversation feature in most speech acts in general and congratulations, in particular.

A close look at table 3 shows that the rest of the categories were about 2 percent for each, such as using the expression "mashʔala:h," meaning "Oh my God," to reflect their surprise at the event, followed by several strategies such as IFID, expression of validation which mainly was expressed by using the phrase "tastahiqu kula khayr" meaning "you deserve all the best," and self-related indication and express good wishes such as "alᶜiquba

liya" meaning "hopefully my turn next time" wishing and praying to be in such situation like the addressee scored 3 percent.

Situation 4: Congratulation on having a baby
Table 5. Strategies of congratulation on having a baby used by Jordanians on Facebook and WhatsApp

NO.	Strategies of Congrats of New baby	Examples	Percentage
1	Thank God (IFID) (in God's will)	الحمد لله على سلامتها وتربى في عزكم وردلالكم والعقبه عندك /ʔal-hamdulila:h ʕala: salamatuha: wa tataraba: fi ʕizikum wa dalalikum wa ʕuqbah ʕindak/	36%
2	IFID+ thank God (name of the addressee) + (in God's will)	الف مبروك الحمدلله لى طمنا على الحلوه وطلعت طيبه /ʔalf mabru:k alhamdu-lila:h li ṭamna: ʕala: alħuweh wa ṭalʕat ṭaybah/ الف الف مبروك الحمدلله على سلامتها والعقبة لسلامتك /ʔalf ʔalf mabru:k alhamdu-lila:h ʕala: sala:matuha we al-ʕuqba li sala:mtik/	27%
3	IFID+ pray to God (name of the addressee) (in God's will)	ألف مبروك ومن حملة كتاب الله أن شاء الله مبارك يتربى في عزهم وردلالهم /ʔalf mabru:k wa-min hamlati kitabi ʔala:h ʔinshaʔala:h/	16%
4	Expression of surprise+ IFID (name of the addressee) + (may God bless you)	يا احمد الف الف مبروك مشاء الله الله يبارك /ma:shaʔa-ʔala:h ʔala:h yuba:rik ya ahmad ʔalf ʔalf mabru:k/	10%
5	IFID	ألف مبروك ألف ألف مبروك /ʔalf ʔalf mabru:k/	5%
6	Pray to God (IFID) + (in God's will) + (may God bless you)	ان شالله تربيه في عزك ياربى /ʔinshaʔala:h tatraba:h fi ʕizik ya:rabi" تبارك الله الف مبروك /taba:rak ʔala:h ʔalf mabru:k/	4%
7	Expression of good wishes	تحياتي و تمنياتي لك و الاسرة بدوام الصحة و السعادة /tahi-ya:ti: wa tamaniya:ti: laka walil-ʔusra bi-dawa:m aṣiha wa- saʕa:da/	1%
8	English	It is a girl	1%
Total			100

Table 5 reveals that Jordanians use mixed strategies to congratulate a new baby. The highest method used is Thank God+ (IFID)+ (in God's will), about 36 percent, where they used the expression / al-hamdulila:h /, meaning "thank God," to express a feeling of gratitude for such a gift, followed by an /ʔalf mabru:k / "a thousand congratulations" followed by prayers for God to keep that child safe and happy. Table 5 reveals that Jordanians employ IFID+ thank God (name of the addressee) (pray to God) strategy, scoring 27 percent. The third method is IFID +pray to God + (name of the addressee) +(in God's will) which is about 16 percent.

Another method used by Jordanians is the expression of surprise + IFID (name of the addressee) + (in God's will) + (thank God), about 10 percent. Expression of good wishes and using an English term of congratulation recorded the least among the strategies revealed from the sample corpus, about 1 percent for each. Chart 4 below displays the ranking of the mixed strategies used by Jordanians to congratulate them on having a baby. Apparently, Jordanians use mixed methods to express their feelings of happiness. One could assume that Jordanians exaggerate when congratulating on different occasions due to some cultural beliefs that repeating such expression is related to the honesty of the addressers' wishes and feelings towards the addressee. Such exaggeration can be noticed in the Jordanian community when inviting someone for a drink or a meal. Jordanians usually insist on and encourage their guests to have more as a reflection of their generosity which is a central cultural behavior one could notice in Jordanian society.

Chart 4. Strategies of congratulation on having a baby
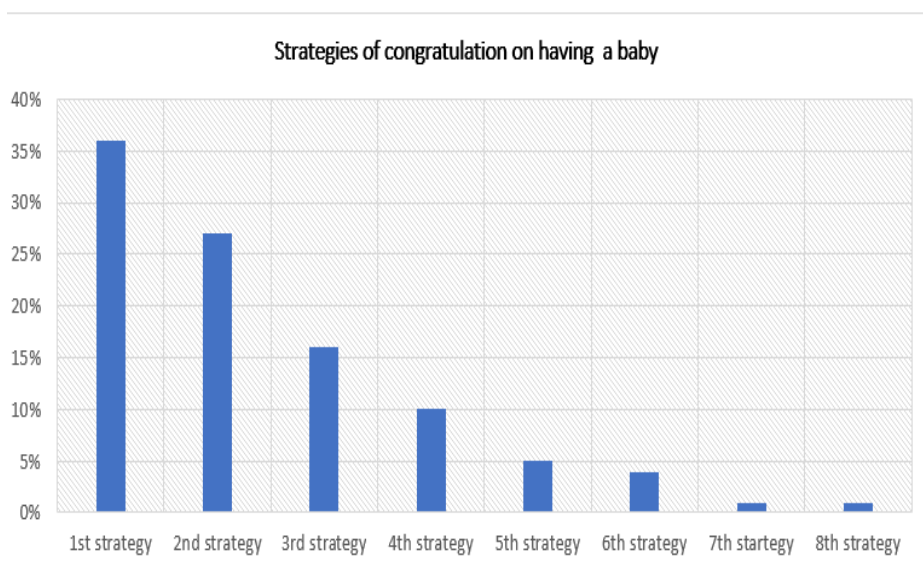
1st strategy: Thank God (IFID) (in God's will)

2nd strategy: IFID+ thank God (name of the addressee) + (in God's will)

3rd strategy: IFID+ pray to God (name of the addressee) (in God's will)

4th strategy: Expression of surprise+ IFID (name of the addressee) + (may God bless you)

5th strategy: IFID

6th strategy: Pray to God (IFID) + (in God's will) + (may God bless you)

7th strategy: Expression of good wishes

8th strategy: congratulation in English

B) Results related to research question 2
2) To what extent does the culture influence offering congratulations?

The corpus analysis revealed that Jordanians prefer combining more than one strategy, as seen in the results of the four occasions; the religious occasion showed that Jordanians tend to use the IFID "congratulation" and pray to God to bless the addressee act of obedience to God. This is obvious how the Islamic foundation is apparent in their language. The outcomes were parallel to Banikalef and Bataineh (2017) that the religious background and cultural norms strongly influence the participants' linguistic choices in their mother tongue. Moreover, Marki-Tsilipako (2001) highlighted that the main greeting for a religious event is the IFID with God's blessing.

Similarly, the second situation is congratulation on graduation, expressed by the illocutionary force and the English language. Using English reflects the perspective of the life of the younger generation, teens, and university students. They feel more comfortable using English as they can express their thoughts easily according to their age group. The results are compatible with Emery's (2000), Marki-Tsilipako's (2001), Al-Shboul and Huwari's (2016), and Alghazo et al. (2021) studies where the cultural background and formality played a significant role in the style of congratulating.

Hence, the third situation, congratulations for marriage, indicates the combination of methods where mainly they employ the IFID + "the name of the addressee" and the other method is the expression of validation + (In God's will). It seems that the religious and cultural factors influence the Jordanians to wish all the luck to the newly wed couples and God bless them. This outcome is amicable with Elwood's (2004), Allami and Nekouzadeh's (2011), and Dastjerdi and Nasri's (2012) studies, where the most prominent strategies were IFID and expression of validation. It could be noted that the religious and Arabic culture is significant as they ask God to bless the addressee or ask for God's will in everything regarding life issues and wish them happiness.

The final occasion is congratulation on having a baby. Jordanians were affected by the Arabic culture when congratulated for having a baby. This is exhibited in many cases, such as using phrases or holy verses borrowed from a religious background. Moreover, the most prevailing supplication is wishing the blessing of God to have good children. The results are similar to Marki-Tsilipako's (2001) study asking for God's consent and blessing in all things, especially in raising decent and respectful children.

4. Conclusion and recommendations
This study investigates the use of the speech act of congratulating in Jordanian Arabic. The study has demonstrated various strategies similar to Elwood's (2004) framework in analyzing the corpus data. Accordingly, the IFID and offering good wishes continued to be the most frequently used strategies in all situations. What is also interesting about the findings of this study is that Jordanians seem to combine more than one method in one sentence for congratulations. The researchers detected

a new approach: using the name of God "Allah" or "God's blessing" in congratulating due to the tremendous influence of culture and religion.

Nevertheless, some of the strategies listed in Elwood's (2004) framework were not seen in this study, which necessitates more studies concerning this field to verify a universal framework that could exemplify the reasons for variation. Based on the analysis of the corpus data, the researchers suggest having several studies be conducted to discover the numeral implications of different cultures and languages to reduce any misunderstanding caused by using the wrong speech act of congratulation among people from different cultural backgrounds in contact with each other. Other studies could explore the intercultural and language comparisons in other related situations and more variables.

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