| **RESEARCH ARTICLE**

A Linguistic Analysis of Jordanian Wedding Invitation Cards: Structure, Style, and Sociocultural Significance

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| **ABSTRACT**
Wedding invitation cards in Jordan constitute a rich site for linguistic and cultural investigation. This study analyzes the textual structure, lexical choices, discourse patterns, and sociolinguistic meanings embedded in a sample of Jordanian wedding cards. Through qualitative content analysis, the research identifies the dominant linguistic features such as honorific forms, formulaic expressions, religious references, politeness strategies, and gendered language. The findings reveal that wedding cards function not merely as announcements but as culturally coded texts that reinforce social hierarchies, religious identity, family honor, and communal relationships. The paper contributes to both Arabic sociolinguistics and discourse studies by highlighting how everyday genres—such as invitation cards—reflect broader linguistic traditions and local cultural norms.

1. Introduction

Wedding invitation cards—often overlooked in linguistic research—represent a meaningful genre that encodes cultural values, social expectations, and interpersonal relationships. In Jordan, weddings are socially significant events, and the language used in invitations reflects traditions tied to family honor, religion, hospitality, and collective identity.
This study explores the linguistic characteristics of Jordanian wedding invitation cards, with a focus on their structural, lexical, and sociopragmatic features.

2. Literature Review

2.1 Invitations as a Sociolinguistic Genre

Previous research has analyzed invitations as speech acts and social rituals (Brown & Levinson, 1987; Trosborg, 1995). In Arab contexts, invitations are linked to generosity, honor, and hospitality.

2.2 Arabic Wedding Invitations

Studies in the Arab region (e.g., Al-Azzam, 2010; Al-Jubouri, 2022) show that wedding cards rely heavily on religious expressions, collective identity, and formulaic structures. However, Jordan-specific analyses remain limited, making this study a timely contribution.

3. Methodology

3.1 Data Collection

The dataset consists of **80 Jordanian wedding invitation cards** collected from 2019–2025 in Amman, Irbid, Zarqa, and Karak. Both printed and digital invitations (WhatsApp e-cards) were included.

3.2 Analytical Framework

A qualitative linguistic analysis was conducted focusing on:

- **Text structure**
- **Lexical and semantic choices**
- **Pragmatic strategies**
- **Use of religious and cultural references**
- **Gendered language**

4. Results and Discussion

4.1 Structural Features

Jordanian wedding invitations typically follow a fixed structure:

1. **Opening formula**
   - Examples:
     - *''بسم الله الرحمن الرحيم''*
     - *''...يتشرف آل''*
2. **Announcing the hosts (families)**
3. **Naming the bride and groom**
4. **Event details** (time, date, venue)
5. **Closing formula** (hospitality expressions)

This structure reflects formality, social hierarchy, and the collective nature of Jordanian society, where the family—not the individual—hosts the event.

4.2 Lexical Features

4.2.1 Religious Expressions

Common phrases include:

- *"بارك الله لهما وبارك عليهما"*
- *"اللهم اجعلهما زوجين مباركين"*

These expressions reinforce Jordan's Islamic cultural identity.

4.2.2 Honorifics and Social Titles

Honorific terms show respect and social status:

- *"المهندس" ,"الدكتور" ,"عطوفة" ,"سعادة"*
  Even when not required, titles are preserved because they symbolize prestige.

4.2.3 Gendered Naming Conventions

- Grooms mentioned with full names and lineage:
  "الدكتور محمد ابن فلان"
- Brides often referred to first-name only or as *"كريمتهم"، "ابنتهم"* signifying modesty norms.

4.3 Pragmatic Features

4.3.1 Politeness Strategies

Jordanian wedding cards rely on **positive politeness** and **solidarity markers**:

- *"بدعوتكم تكتمل أفراحنا"*
- *"نلتمس حضوركم"*

Such phrases reduce imposition and reinforce communal bonds.

4.3.2 Expression of Honor and Hospitality

Weddings are collective events; thus invitations emphasize generosity:

- *"تشريفكم يسعدنا"*
- *"الدعوة عامة"* (common in tribal communities)

4.4 Cultural and Sociolinguistic Insights

4.4.1 Collectivism and Family Honor

The prominence of family names shows that marriage is not merely a union of individuals but families. The linguistic forms reflect tribal and kinship structures.

4.4.2 Religion as a Social Anchor

The dominance of Quranic phrases and supplications underscores religion as a source of legitimacy, blessing, and shared identity.

4.4.3 Modernity vs. Tradition

Digital invitation cards introduce:

- English-Arabic code-switching
- Modern fonts and minimal design
- Shorter texts
  However, they still retain religious and polite forms.

5. Conclusion

The linguistic analysis of Jordanian wedding invitation cards reveals a genre deeply rooted in cultural norms, religious identity, and social hierarchy. The cards serve not only as invitations but as symbolic texts that reinforce collective values, respect, honor, and hospitality.
The study provides insights into how everyday written texts reflect broader sociocultural structures in Jordanian society.

6. Recommendations for Further Research

- A comparative study between Jordanian and Gulf wedding invitations
- A gender discourse analysis of naming conventions
- Examining the shift from printed cards to digital e-cards

7. References

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