

An Analytical Study of Iraqi Protestors' Slogans in 2019-2020

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ARTICLE INFO	ABSTRACT
Received: September 27, 2021 Accepted: October 25, 2021 Volume: 2 Issue: 3 DOI: 10.53906/ejlll.v2i3.49 KEYWORDS slogans, protest, rhyme, repetition, metaphor.	Slogans are used in many aspects of life and effective slogans can affect making decisions or achieving demands. The current study investigates the slogans employed by the Iraqi protestors in October's protest which took place on 25 October 2019 against Adil Abdulmahdi's government. The study aims to shed light on the linguistic features that characterize these slogans. The slogans are investigated according to the phonological, lexical, syntactic and function levels. It has been found that the language of these slogans is not an arbitrary language but it is a well formed language and the protestors utilize many linguistic features in the slogans' formation such as rhyme, alliteration, repetition, antonyms and metaphor. Furthermore, these slogans diagnose important issues in an ironic way in order to be solved. It is worth to mention that October's protest led to resignation of the government at that time.

1. Introduction

Slogans nowadays become a necessity in many aspects of life such in advertising, politics, religion, etc. This indicates that slogans are viral around the world and anyone who wants to initiate a company or start a business has to think of a slogan. Shareef (2017,10) states that the slogan plays an important and crucial role in demonstrations and the slogan is one of the most important components in politics. He emphasizes that a slogan should summarize a public common problem with a few simple words. He adds that a slogan should reflect a direct translation to a situation or a problem and it has to do that by an effective and clear method. Moreover, Foster (cited in Hosu and Pavelea, 2010,21) mentions some aspects that have to be avoided while composing a slogan. For example, it shouldn't be complex, it should not be meaningless, and it should not be negative. While, Hill (2018,3) points out that, songs, chants, prose or poems are often employed in the protest language in order to get as many as audience or supporters as possible. Nevertheless, the current study aims to: highlight the relationship between the Iraqi protestors' demands and one of the strongest means to meet them which is the use of slogans, investigate the linguistic features that are used in composing the language of protesting, particularly slogans, shed light on the criteria and requirements of slogans used in initiating the slogans, and finally to examine the functions utilized in the slogan's language to express the demands of the protestors.

1.1 Demonstrations in Iraq

Most of the Arab countries had and still have demonstrations and Iraq is one of them. As known to the majority of nations, Iraq is one of the richest countries in the world because of natural sources that it has such as petroleum and gas. After 2003, Iraqi

people wished to start a new era after the conflicts they witnessed in the last decades. Unfortunately, the opposite happened, i.e., things got worse day by day and people had enough from the miserable situation. As a result, they started to use one of the powerful means to change their situation which is the peaceful protesting. The term protest, as Hill (2018,4) defines it is a group of people (mass people) who are gathered in an organized demonstration in order to express their refusal or dissent usually against a legal decision, corruption, a policy of government, etc. Although, many demonstrations took place during the last decade in Iraq but the recent one (25 October 2019) is worthy to be focused on as well as to shed light on it. In this protest many Iraqis, particularly the young people started to gather in Al-Tahrir Square in Baghdad and that was the spark of the demonstration. Therefore, many Iraqi cities did the same and huge demonstrations were launched across the whole country. It is worth mentioning that this protest is led mainly by young people and college students. The Euro-Med Human Rights Monitor (2019,4) in their report point that the main reasons that lead the Iraqi people, specifically the young people to protest against the government are: the cut of electricity continuously and lack of water despite the millions of dollars spent on them, unemployment, lack of services, poverty, and corruption in which Iraq occupied number four in corruption among 180 countries. As a result, these reasons with other reasons as well, paved the way to people to explode and protest in many provinces.

As researchers, we believe that the Iraqi protestors use language to protest peacefully, particularly the language of slogans because they think it is the best means of communication in order to achieve their demands.

1.2 The Origin of Slogans

The term "slogan" is derived from the Gaelic word "slaugh-gharim" which means a war cry, but the application nowadays is different from its use in the past, for it is used just as catchphrase to get the attention or to deliver a message. (Crystal 1995,180)

While, Shankel (1941,5) says that this war cry is used as a sign for gathering the people at that time to discuss important issues such as war and the slogan is usually composed of the name of a particular place or the surname of a person. Finally, McLennan (2010,72) concludes that the cry of each clan is different from another and this cry is related to an important event took place in the history of the clan.

1.3 Definitions of Slogan

Definitions of slogans may vary from one writer to another for each one defines from his own perspective and the aspect that he/she deals with. Starting with the first definition by Shankel (1941,7) who says that "a slogan is some pointed term, phrase, expression, fittingly worded, which suggests action, locality, or which causes people to decide upon and to fight for the realization of some principle or decisive issue". While, Fowler (1965,563) defines them as those words or phrases which are used in many fields such as politics and advertisements to get our emotions and minds. A further definition is by Safire (1968,403) who defines it as a short message which expresses an idea or defines a particular case in ways that can show inspiration, thrill and exhortation.

1.4 Qualities of Slogans

According to Brierley (2002, 213) a good slogan has to meet some requirements. For example, it has to be funny, simple and a witty wisdom. On the other hand, Hosu and Paveale (2010,22-23) mention five qualities that a slogan has to meet in order to be an effective slogan. These qualities are:

1. Memorability

This quality depends on the length of the slogan. According to that, the slogan has to be short in order to achieve this quality. Thy type of words that are used in the structure of the slogan facilitates the process of keeping the slogan memorable. For instance, words like nouns, verbs, adjectives, adverbs and some pronouns can facilitate the recollection of the slogan while words such as articles, conjunctions, prepositions or numerals don't achieve that purpose. Additionally, the use of puns and proverbs can also make a slogan memorable.

2. Brevity

The longer slogan will be inappropriate and a slogan should be brief. A slogan shouldn't contain more than ten words in order to deliver its message.

3. Clarity

A slogan has to be clear and easy to be understood without any further explanations. So, it is necessary to use simple words rather than complex words to fulfill this quality.

4. Representativeness

The essence of the message that the slogan wants to convey must be mentioned directly. In other words, the slogan should be focused on the direct point of the situation without mentioning any irrelevant topics or points.

1.5 Characteristics of Slogans

Like any other language, the language of slogans has to meet some characteristics which strengthen the slogans. Thus, Muench (1989:3-5) identifies four basic characteristics of slogans. These characteristics are listed below:

1. Identity

Throughout the slogan, the identity of the case or the community which the slogan talks about can be recognized and then the people generally will understand the slogan through its identity. In other words, this slogan will be recognized by other communities, i.e. outside its community.

2. Pride

The slogan reflects the pride of the communities of the things that they are familiar with or famous with.

3. The unity of the Community

Slogans reflect the unity of people. Slogans strengthen the unity of the residences and their efforts to support each other.

4. Getting the attention

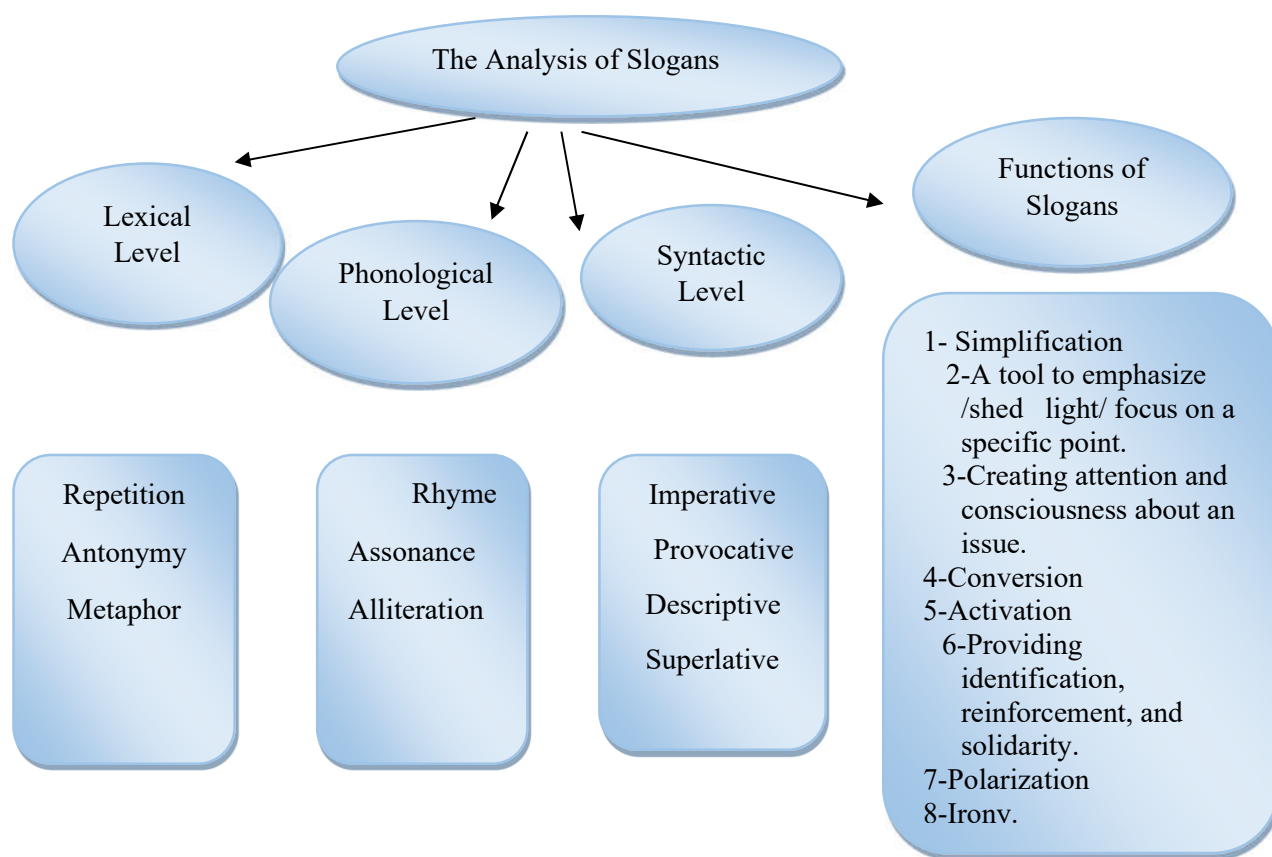
It is so clear that each slogan should try to attract the audience attention to the case it represents to achieve its goals.

2. The data

The present research takes the language of slogans that the Iraqi protestors use against corruption and corrupted politicians as its data. The study chooses fifteen slogans which are in the form of written phrases or sentences on papers or any writeable surface. The young male and female protestors carry these slogans and chant with them with loud voices in Al-Tahreer Square in Baghdad as well as in other cities in Iraq, because many Iraqis also protested in their own cities supporting those in Baghdad. These slogans are documented in the shape of photos taken by press photographers. Most of these photos with slogans are posted in local and international electronic newspapers such as "BAGHDAD TODA YNEWS" and "Elaf News". In short, the data of this study is collected from websites of electronic newspapers and famous websites of photos.

3. The Methodology and Models of the Analysis

The study chooses fifteen slogans from the Iraqi demonstrations that happened in all over Iraq in 2019-2020 against corruption. Mainly these slogans are taken from Al-Tahrir Square in Baghdad. The study tries to analyze each slogan according to phonological, lexical, syntactic and function levels. Concerning the models of the study, two models are adopted. The first one is the model of Hosu & Pavelea of analyzing the slogans of the Romanian candidates' slogans in 2009; while the second one is the model of Robert Denton (1980) that deals with the functions of slogans. However, the analysis of the data will be clarified in the following diagram:

Figure 1: The analysis of slogans

4. Literature Review

4.1 The Lexical Level

From the lexical level, repetition, antonymy and metaphor are tackled in the current study.

1. Repetition

Repetition as defined by Alkafaji (2005, 6) means the repeated word for a previous mentioned item either with the same form or with some changes, and this is called lexical repetition. He adds that repetition can also be achieved by other ways such as parallelism and repeating a structure but with new elements. In addition to that, Halliday & Hassan (1976,318) name repetition as reiteration and define it as duplication of a lexical item in a text and the repetition might not be by using the same lexical word.

It might be by using a synonymy or near-synonymy, sometimes as when a writer uses the word "boy" in a phrase or a sentence and in the next phrase uses "lad", etc.

"Change first, then reformation; don't wait the reformation from corruptors for flies cannot make honey"

"التغيير ثم الإصلاح. لا تنتظر الإصلاح من الفاسدين فالذباب لا يصنع العسل"

Repetition is one of the means or devices that have been employed by the protestors in the slogans they are using in order to get the attention to their cost as well as to emphasize what they have to say as in the above mentioned example.

2. Antonymy

Palmer (1981,94) defines antonymy as those words which are opposite in meaning such as the pair "young/old". While Kreidler (1998,100) divides antonyms into binary and non-binary antonyms. Pairs like "on/off" and "open/shut" are binary antonyms for there is no middle and they can't be modified. On the other hand, pairs like "young/old" and "big/small" are non-binary because they accept modification as in "very old, older".

3. Metaphor

Metaphor exists in all the languages of the world not just in English language and it can be found in everyday life. Most people portray metaphor as a poetic device and it's a matter of words rather than thoughts and actions. In fact, it is just the opposite of that, for metaphor is not a matter of language only but also of thoughts and actions for it can be found in everyday social life.

(Lakoff and Hudson 1979,3)

Metaphor is defined by Trask (1999,169) as the use of non-literal forms of linguistic ones to pay attention to a specific thing. Saeed (2009,359) illustrates that metaphor has two concepts, the target concept and the source concept. For example, in the metaphor "Life is a journey", the target is life while the comparison with journey is the source.

4.2 The phonological Level

Phonology is the investigation of the sound patterns and processes that humans employ in order to find out or explore the unconscious systems in human speech (Denham and Lobeck, 2013,103-104). Shareef (2017,18) points that in order to increase the effectiveness of the slogan on the audience; it should be direct, concise and easy to be repeated to achieve its goals. Therefore, the devices which are used in producing the slogans are rhyme, alliteration and assonance.

1. Rhyme

For Abrams and Harpham (2012,348) rhyme is the repetition of the stressed vowels whether in the middle or at the end of the rhyming words as in "lie-die, follow-hollow. Whereas Childs and Fowler (2006, 207) compare rhyme to music because it is so delight to the ear and the mind. Accordingly, rhyme is one of the ways that the protestors utilize in their slogans.

2. Assonance

It is the reiteration of the same vowel sounds or the identical vowels, particularly in the syllables which are stressed and they occur in the ordering words or nearby words as in "Go and mow the lawn".

(ibid. :10)

3. Alliteration

Alliteration is also the repetition of the same sound in two or more words but this sound is unlike the repeated sound in assonance for this one is a consonant. The repeated consonant sound usually comes initially as in 'Landscape lover, lord of language'.

(Baldick 2001,:6)

4.3 The Syntactic Level

Syntactically, Slogans are classified into four types by Hosu and Pavelea (2009,22) and this classification is shaped according to the forms of the slogans. In fact, this classification is called by Quirk et al. (1985) the classification of sentence types. Therefore, the current study concerning the syntactic study will deal with the four types of slogans, i.e. the four types of sentences.

- 1- The imperative slogans (Imperatives) are those slogans which ask or command people to do things.
- 2- The provocative slogans (interrogatives) are those slogans which make the viewers or the listeners consider or guess at a case.
- 3- The descriptive slogans (declaratives) are those slogans which describe a case or an event.
- 4-The superlative slogans (exclamatives) are those slogans which exaggerate a case or something in a way that looks true.

4. 4 Functions of Slogans

Normally the slogans that common people or companies use in politics, advertisement, or demonstrations have functions. Denton (1980,13-18) in his article "The rhetorical functions of slogans: Classifications and characteristics" has identified a number of functions.

- 1- The first function is simplification of complicated situations. This term is used to make the issue look simple, no matter how big it is. Political leaders sometimes just simplify the case or the situation they face by giving a meaningless speech which is sometimes not enough to calm down the protestors. This function can also be used by the common people or the protestors to simplify what they want to say or what they think. An example of this function is when the Iraqi protestors say "I protest to get back my rights" (نازل اخذ حقّي) and by this saying they simplify the case of their stolen rights by the corrupted politicians without saying how they will get back their rights. In other words, that slogan simplifies the stolen rights issue.

2- Another function is that slogans are used as a tool to shed light on an issue or to emphasize a specific point. For instance the slogan "صوت المرأة ثورة وليس عورة" which means that "the voice of women is a revolution not a shame" is shedding light on the situation of women in Iraq.

3- Creating attention and interest as well as consciousness about a particular issue or group. The Iraqi protestors during their demonstration try to raise consciousness of the common people about a particular case. This is so clear in the slogan "يا مواطن يا مسكين ضحكوا عليك باسم الدين" which means "Oh poor citizen, they cheated on by religion."

4- Conversion of other members of the society to sympathize with them and to accept their case. This case is obvious when the young protestors say to a soldier "Soldier, don't shoot me, I'm your brother, our mothers are shedding the same tears, you fight for me and I protest for you" "ايها الجندي لاتطلق النار فانا اخوك امك وامي تبكيان بنفس الدموع انت تقاتل من اجلي وانا اظاهر من اجلك" ((

5- Activation which means the protestors use slogans to inspire other people to join them. Here, there is a high degree of excitement or enthusiasm that activates the person. An example of this function is which the slogan says "Change then reform, don't wait reform from the corruptors because flies don't make honey" (التغير ثم الاصلاح لا تنتظر الاصلاح من الفاسدين فالذباب لا يصنع العسل).

6- Providing identification, reinforcement, and solidarity. The use of slogans can unite people with each other and stick with each other to defend a specific case especially in political demonstrations as in the slogan "WOMEN AGAINST MILITARY MADNESS". It is obvious that women are showing solidarity against a case in this slogan.

7- A final function is polarization which means that there are two completely opposite cases or situations by using alternatives such as "Make love not war" or "adoption not abortion". An example from the Iraqi slogans: "There are political parties...there are demonstrations / there aren't political parties... there aren't demonstrations" (ماكو احزاب ... ماكو احزاب / ماكو احزاب ... ماكو احزاب).

It is worthy to mention that there are also many other functions that protestors usually employ in their slogans like irony, expressing demands, expressing refusal, anger, sarcasm, etc.

5. Data Analysis

The fifteen slogans will be analyzed according to four levels and they are documented in the form of real photos taken during the protests. The source of each photo is mentioned below the slogan.

1. Slogan No. 1

ايها الشرطي ان كنت عراقيا /ayihu alshurti in kunt eiraqian

عانقني ولا تضربني فاني اخاك aanaqni wla tadribni faana ikhak

ولا اريد اذيتك لماذا تأذيني؟/ wala areed athitak falimada tuthiney/

"Dear policeman, if u are Iraqi, give me a hug and don't beat me, I am your brother and I don't want to hurt you, why do you hurt me?"

Phonologically speaking, the protestors employ assonance and alliteration in this slogan. It is important to mention that the Arabic language has only three vowels which are /ا, ي, و/, while the rest are consonants. Repeating the sound /ي/ in the words "الشرطي- تأذيني- عانقتي- لا تضربني- عانقتي" is assonance while repeating the sound "ع" in the words "عراقيا- عانقتي" is alliteration. Syntactically, the type of slogan is provocative, i.e. it is interrogative. Finally the function it uses is conversion because the protestors speak to the policeman and tries to convert his situation and ask to sympathize with them.



<https://almanassa.com/ar/story/13041>

2. Slogan No. 2

"نموت واحد نموت مية" /inmut wahid inmut mia

تبقى للموت نفس القضية/ tabqaa nafs alqadia/

"One or hundreds die, we will have the same case to defend until death"

The insertion of rhyme is obvious at the end of the words "مية" and "القضية". From the lexical point of view there is a clear repetition by repeating the word "نموت". The type of slogan is descriptive for the female protestors here are just making a statement about what they believe in while the function is a tool to emphasize that death will not stop them from achieving their demands or case.



<https://www.bbc.com/arabic/middleeast-50325142>

3- Slogan No. 3

"لمن تشنكي حبة القمح" / liman tashtaki habit alqamah

إذا كان القاضي دجاجة / idha kan alqadi dajaja /

"To who may the grain of wheat complain if the judge is a chicken"

The slogan uses metaphor to deliver a message in the form of provocative slogan (interrogative). The function of the slogan is irony because the protestors try to make fun of the political system by making similarity between the grain of wheat which stands for the poor citizen and the chicken which stands for the corrupted politicians.



<https://twitter.com/azheraltace2291/status/1020364860171878400/photo/1>

4- Slogan No. 4

إخوان سنة وشيعة / ikhwan suna wa shiea

هذا الوطن مانبيعة hada alwatan maa nbiea

"Brothers, Sunnis and Shiites We will not sell this country"

Rhyme is clearly noticed at the end of the words "شيعة" and "مانبيعة", while antonymy is verified by the pair "Sunnis" and "Shiites". The form of the slogan is descriptive (declarative) while the function that the slogan conveys is providing reinforcement and solidarity of the people to defend their country and live peacefully together.



<https://www.elbalad.news/2153231>

5- Slogan No. 5

"القلم سلاحنا / alqalam silahuna

الكتاب درعنا alkitab dirona

الفكر قوتنا / alfikr quatuna /

"The pen is our weapon, the book is our shield, and thought is our strength"

Rhyme is clearly observed at the end of the phrases while metaphor is used in this slogan to denote that this protest is peaceful and the protestors are using their pens, books and thought, not weapons, to change the political situation. The type of slogan is descriptive while the function is a tool to emphasize that their protest is peaceful.



<https://www.hrw.org/modal/53383>

6- Slogan No. 6

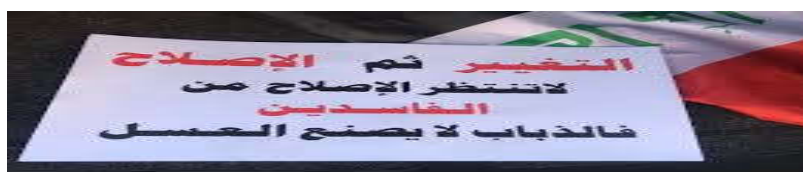
"التغيير ثم الإصلاح" / altaqeer thuma aleslah

لا تنتظر الإصلاح من الفاسدين la tantazer aleslah min alfasedeen

فالذباب لا يصنع العسل fa aldubab la yasnea alasal/

" Change then reformation, don't expect reformation from corruptors for flies can't make honey"

The reappearance of the initial consonant sound "ا" in the words "التغيير", "الفاسدين" and "العسل" means the slogan has alliteration. Lexically, there is repetition in the slogan by repeating the word "الإصلاح". Besides that there is metaphor because of the comparison between corruptors and flies. The protestors portray the corrupted politicians like flies and they can't make things better but only worse. Syntactically, the type of slogan is descriptive (declarative) while the function is activation because the slogan is trying to inform the people not to expect good things from those politicians and they should join the protest.



<https://yesiraq.com/%D8%A8%D8%A7%D9%84%D8%B5%D9%88%D8%B1-%D8%A7%D9%86%D9%81%D9%88%D8%BA%D8%B1%D8%A7%D9%81%D9%8A%D9%83-%D9%88%D8%B4%D8%B9%D8%A7%D8%B1%D8%A7%D8%AA-%D8%AA%D8%B8%D8%A7%D9%87%D8%B1%D8%A7%D8%AA-25-%D8%A3/>

7- Slogan No. 7

"أكو أحزاب ... أكو مظاهرات" /aku ahzab...aku muzaharat

"ماكو أحزاب... ماكو مظاهرات/ maku ahzab... maku muzaharat/

" If there are political parties, there will be demonstrations.

If there aren't political parties, there won't be demonstrations.

Speaking of the lexical level, antonymy and repetition are utilized in the slogan. The pair "ماكو/اكو" is antonymy in Arabic language, while repetition is achieved by words "ماكو/ماكو/مظاهرات". Although the slogan takes the form of conditional sentence, it is just a statement which expresses the protestors' points of view. Therefore, the type of slogan is descriptive. The function that the slogan carries is polarization of the opposite cases or the alternatives "ماكو/اكو" which means "there is / there isn't".



<https://www.aljazeera.net/news/politics/2019/11/27/%D8%A7%D9%84%D8%B9%D8%B1%D8%A7%D9%82-%D9%85%D8%B8%D8%A7%D9%87%D8%B1%D8%A7%D8%AA-%D8%A7%D9%84%D8%B3%D8%AE%D8%B1%D9%8A%D8%A9-%D8%A7%D9%84%D9%86%D9%83%D8%AA%D8%A9>

8- Slogan No. 8

"أبعدوا صراعاتكم- عن- العراق" /abaedu siraeatikum an aleiraq/

"Keep your (political) conflicts away from Iraq"

The slogan employs nothing from the phonological and lexical levels, while syntactically it is imperative because of the ordering. The final aspect to be dealt with is the function which is creating attention and consciousness about keeping conflicts away from Iraq.



<https://glgamesh.com/127484--.html>

9- Slogan No. 9

عادل عبد المهدي انت مثل فالفيدي لاتحل ولا تربط الشغلة كله بيد ميسي الارجنتيني"

/ Adel Abdul-Mahdi anta mathl Valverde la tahl w la tirbt al shaqla kulha beed Messi Al-Argentini/

" Adel Abdul-Mahdi, you are like Valverde (Couch of Barcelona football club) , you can't do anything because all things are in the hands of the Argentinean player, Messi."

This slogan is considered one of the richest slogans for all the aspects of the study are almost employed by the protestors. Rhyme is observed by the rhyming words which are "الارجنتيني/الفيردي/المهدي" while alliteration is also observed by repeating the initial sound "ع" in the words "عبد المهدي, عادل". Moreover, the pair "تحل/تربط" is antonymy in Arabic language which means "tie/untie". The type of slogan is descriptive while the function is irony for the protestors are saying that the Prime Minister controls nothing in the country and they are making ironical similarity between him and the couch of Barcelona football club.



<https://www.febrayer.com/676807.html>

10- Slogan No. 10

"ايها الجندي لا تطلق النار فانا اخوك امك وامي تكيان بنفس الدموع انت تقاتل من اجلي وانا اتظاهر من اجلك"

/ ayha aljundi la tattlqalna fanna akhuk, amak w ami tabkian binafs aldamue, ant tuqatil min ajili wana atazahar min ajilik/

"Dear soldier, do not shoot me, I am your brother, your mother and mine are shedding the same tears, you are fighting for me and I am protesting for you."

The slogan utilizes both rhyme and alliteration. Rhyme is fulfilled by repeating the sound "ك" in the words "اجلك, اخوك", while alliteration by the initial consonant "ا" sound. The type of slogan that is used is imperative for the protestors order the soldier not to shoot them and try to convince him of the case they are protesting for. Therefore, the function is conversion.



<https://www.almirbad.com/Details/23443>

11- Slogan No. 11

"مو حكومة انتم عصابة" / mu hkuma antum aesaba

علي بابا .. علي بابا / ali baba .. ali baba /

"You are not a government, you're a gang, your are Ali Baba.. Ali Baba."

The protestor accuses the government of a group of thieves and uses rhyme at the end of the words "عصابة" and "حكومة". Also he uses repetition (علي بابا) to deliver his message in the form of descriptive statement. The function in this slogan is simplification because the protestor simplified the whole political process of the government by saying "you are a gang". In other words, he summarized all the things that could be said about the government in detail within few words.



<http://kirkuknow.com/ar/news/62119>

12- Slogan No. 12

"صوت المرأة العراقية ثورة" / sawt almaraa aleiraqia thawra

وليس عورة" / walays aewraa /

"The

voice of the Iraqi woman is a revolution, not a shame"

Starting with phonology the slogan uses rhyme while lexically uses metaphor. The metaphor exists because of the similarity between the voice of the Iraqi woman and the revolution. The type of slogan is descriptive for it is just a statement while the function is a tool to emphasize the role of women in society and in the demonstration against corruption.



[https://kitabab.com/news/%D8%B3%D8%AE%D8%B1%D9%86-%D9%85%D9%86-](https://kitabab.com/news/%D8%B3%D8%AE%D8%B1%D9%86-%D9%85%D9%86-%D8%A7%D8%AA%D9%87%D8%A7%D9%85%D8%A7%D8%AA-%D8%A7%D9%84%D8%B5%D8%AF%D8%B1-%D9%86%D8%B3%D8%A7%D8%A1-%D8%A7%D9%84%D8%B9%D8%B1%D8%A7%D9%82-%D9%8A%D9%8F%D8%B3/)

[%D8%A7%D8%AA%D9%87%D8%A7%D9%85%D8%A7%D8%AA-%D8%A7%D9%84%D8%B5%D8%AF%D8%B1-%D9%86%D8%B3%D8%A7%D8%A1-%D8%A7%D9%84%D8%B9%D8%B1%D8%A7%D9%82-%D9%8A%D9%8F%D8%B3/](https://kitabab.com/news/%D8%B3%D8%AE%D8%B1%D9%86-%D9%85%D9%86-%D8%A7%D8%AA%D9%87%D8%A7%D9%85%D8%A7%D8%AA-%D8%A7%D9%84%D8%B5%D8%AF%D8%B1-%D9%86%D8%B3%D8%A7%D8%A1-%D8%A7%D9%84%D8%B9%D8%B1%D8%A7%D9%82-%D9%8A%D9%8F%D8%B3/)

13. Slogan No.13

"الشعب يريد وطناً مهاباً" / alshab yurid wtanaan

"ولا يريد وطناً مهاناً" muhaban wla yurid wtanaan muhanan /

"The people are requesting a respected country, not a humiliated country."

The following photo shows that an old man holding a slogan and it uses rhyme at the end of each line to add some melody to his demands. He also utilizes repetition to emphasize what the people demand. The type of slogan used is descriptive for it is a request in the form of a statement. Since the old man is focusing on having a respected country that offers dignity to all people, the function is focusing or emphasizing on a specific point which is a respected country.



<https://al-ain.com/article/iraq-protests-demonstrations>

14. Slogan No. 14

"يا مواطن يا مسكين" / ya mawatan ya maskeen

"ضحكوا عليك باسم الدين" dihaku alik bi asm aldeen/

"Oh poor citizen, they cheated you by the name of religion."

A group of protestors use rhyme and alliteration concerning the phonological aspect. Rhyme is achieved at the end of the words "مسكين" and "الدين" while alliteration is accomplished by the reappearance of the consonant letter "م" at the beginning of the words "مواطن" and "مسكين". Lexically, repetition is applied by the reiteration of the word "يا". Syntactically, the type is descriptive and the purpose that the slogan carries is activation for the protestors talk to the citizens and they try to evoke them to join them because of the cheating.



<https://elaph.com/Web/News/2015/8/1034293.html>

15- Slogan No. 15

"فصل الدين عن الدولة هو افضل بكثير من فصل الذكور عن الاناث"

/fasl aldeen an aldawla hu afdal bakatheer min fasl althkooor an alinath/

"Separating religion from politics is much better than separating males from females."

A woman is carrying a slogan which makes use of alliteration by the reuse of the sound "ا" in the words "الدين" and "الدولة". While lexically, the slogan contains repetition and antonymy. Repetition is fulfilled by reoccurrence of the word "فصل" while antonymy by the pair "male/female". The type of slogan is descriptive. Finally, the function is focusing on a specific point: the separating of religion from politics.



<https://iranfreedom.org/ar/%D8%A7%D9%84%D8%B9%D8%B1%D8%A7%D9%82-%D9%85%D8%B8%D8%A7%D9%87%D8%B1%D8%A7%D8%AA-%D9%86%D8%B3%D8%A7%D8%A6%D9%8A%D8%A9-%D8%AD%D8%A7%D8%B4%D8%AF%D8%A9-%D9%81%D9%8A-%D8%A8%D8%BA%D8%AF%D8%A7%D8%AF/>

6. Percentage of Use

The percentage of use of each level that the study has dealt with will be presented in the following figures:

Figure 2: Percentage of phonological level

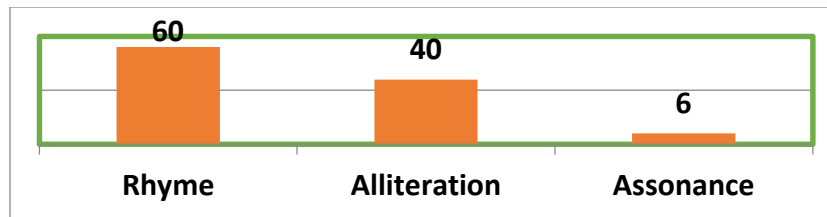


Figure 3: Percentage of lexical level

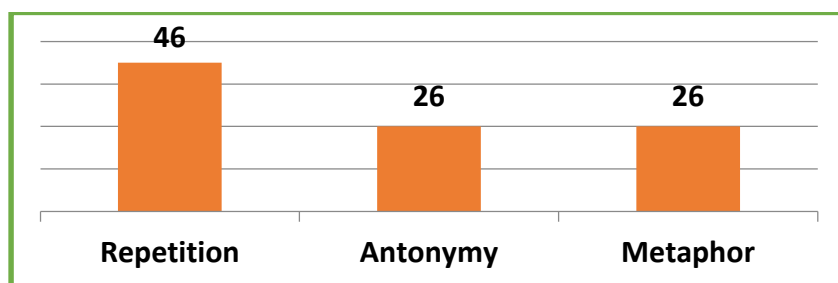


Figure 4: Percentage of syntactic level

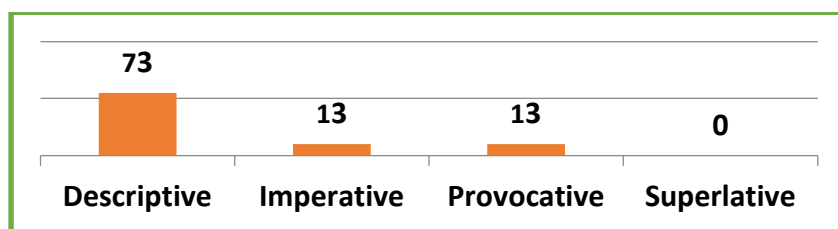


Figure 5: Percentage of functions

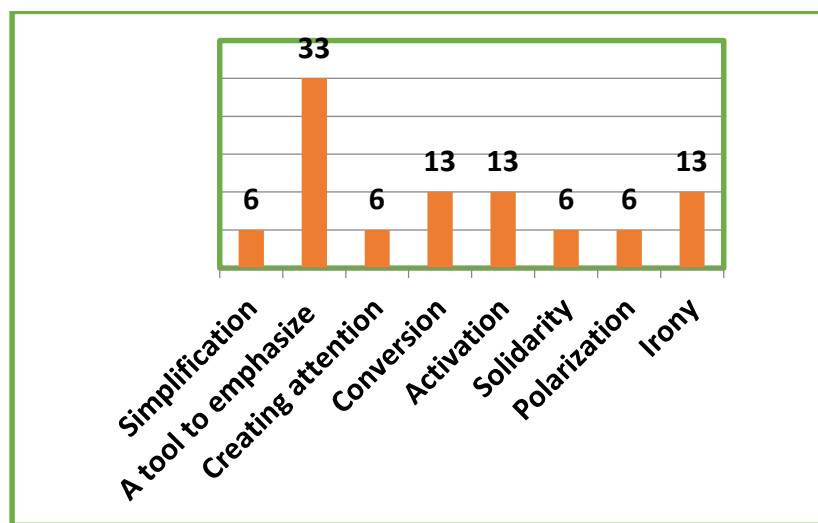


Figure 2 shows that rhyme scores the highest percentage from the phonological point of view, while figure 3 indicates that repetition is the most frequent lexical item in the chosen slogans. Syntactically, Figure 4 indicates that descriptive slogans have the highest degree among other types of slogans. Figure 4 also indicates that the superlative type of slogans scores zero degree. Finally, Figure 5 points that all the functions of slogans are found but the most employed one is a tool to emphasize

7. Conclusion

The Iraqi protestors use one of the powerful means in their demonstrations; particularly the one took place in 2019- 2020 to reflect their dissatisfaction with the political and social situations in the country because of the lack of the simplest necessities of life. This means is the language of slogans. The study has found that the slogans that the young protestors use to achieve their demands are not composed randomly. In fact, these slogans are written with many linguistic features in mind. Starting with the phonological level, all the phonological devices that have been dealt with in the study are found in the slogans' structure. These devices play an important role in achieving the demands of the protestors. For example, the employment of rhyme makes the slogans look like music to the addressee's ear. Moreover, the phonological devices make the slogans easy to remember and chant with them.

Lexically, repetition, metaphor and antonyms have been also identified in the structure of slogans. Although metaphor and antonymy have been employed in slogans, the most frequent one is repetition. The use of repetition reflects the extra emphasis that the protectors put on particular issues such as the reformation of the political system in the country and increasing the role of women in the society.

From the syntactic level, all the types of slogans (sentences) are used except the superlative one, but the dominant one is the descriptive slogan. The protestors use the descriptive type of slogans to indicate that their protest in a peaceful one and they are protesting to express their opinions about the political system in a peaceful method. In addition to that, they are giving the impression to the whole world as well as to the government that are demanding better chances for living like any other civilized country and they are out to make things right not to destroy their own country.

Finally, each slogan from the selected data of the study carries a function or purpose, i.e. the slogans are not organized without a specific goal, for each one has its own function. It is worthy to mention that all the eight functions of the study are identified within the slogans but the function a tool to emphasize or focus on a specific point is the most recurrent one. This means that the protestors are diagnosing the issues that the country suffers from and offering solutions to these issues. However, the study has reached a conclusion that the language of slogans is not a language which is composed randomly, but it is a very well organized language and very rich in linguistic properties.

8. References

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