

# A Sociolinguistic Study of Iraqi Parliamentary Electoral Campaign Slogans



دراسة اجتماعية لغوية لشعارات الحملة الانتخابية البرلمانية العراقية

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# A Sociolinguistic Study of Iraqi Parliamentary Electoral Campaign Slogans

## A Sociolinguistic Study of Iraqi Parliamentary Electoral Campaign Slogans

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### Abstract

Political slogan is one of the most essential means that political parties and candidates adopt to communicate with electorate, especially when party identification is in decline. The practice of political advertising in Iraq started with the use of posters, handbills and printed materials. This study aims to shed some light on how candidates and political parties communicate with their audience in Iraq .

The first aim of the current study is to investigate slogans used in Iraqi parliament election ( 2014) from a sociolinguistic perspective. The sample collected to the study comprises ninety slogans from different places in Iraqi provinces, to accomplish this objective approach. The



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investigation of the language functions that the slogans conveys is another aim of the study. Moreover, it shows the linguistic (semantic, phonological, and syntactical) characteristics that identify slogans. It also highlights the sociopolitical features that slogans represent.

## ملخص

يعتبر الشعار السياسي من أهم الوسائل التي تعتمد عليها الأحزاب السياسية والمرشحون للتواصل مع الناخبين خاصة عندما يكون تحديد الأحزاب في تراجع . و لقد بدأت ممارسة الدعاية السياسية في العراق باستخدام الملصقات والمطابع اليدوية والمواد المطبوعة. تهدف هذه الدراسة إلى تسليط الضوء على كيفية اتصال المرشحين والأحزاب السياسية مع جمهورهم في العراق. الهدف الأول من الدراسة الحالية هو التحقيق في الشعارات المستخدمة في انتخابات البرلمان العراقي (٢٠١٤) من منظور اجتماعي لغوي. تضمنت العينة التي تم جمعها للدراسة تسعين شعارات من أماكن مختلفة في المحافظات العراقية لتحقيق هذا الهدف. إن التحقيق في وظائف اللغة التي تنقلها الشعارات هو هدف آخر للدراسة. إضافة الى ما يدل عليه من خصائص لغوية (دلالية وصوتية ونحوية) والتي تحدد مثل هذه الشعارات. كذلك يتم تسليط الضوء على السمات الاجتماعية والسياسية التي تمثل تلك الشعارات.

## 1. Introduction

Undoubtedly, two implementation of slogans can be noticed in any electoral campaign . The first one is to communicate and secondly is to carry political messages to vast numbers of voters. Additionally, they also publicize the views of a candidate contesting an election. Their goal is to persuade voters and display their basic ideology and show that might be highly required at the time of elections. That is to say, slogans are to be used by candidates as a means to express their thought and their opinions concerning the change in which they desire to accomplish in their society (Nakate, 2011).The reasons behind the effectiveness of the electoral slogans socially are :

- 1- The character of the candidate and his or aims can be displayed through the slogans .
- 2- Voters can employ slogans as catchy phrases at the polling time to remember.



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- 3- Slogans can be considered as the key entrance to exhibitor's orientations and mentality.
- 4- The attraction of people's attention can be strongly driven by slogans regardless of being socially different their backgrounds are and economically and more significant politically. "A vast power can be handled by the device known as slogan," (Kohli, Suri & leuthesser 2007:415-422).

The major components of slogans are phrases, words, other parts of speech, and photos. They have various connotations to effectively reach the persuasive-central purpose. Billboards are also used as political texts to entertain certain factors to be successful, for instance, they have to draw peoples' attention .

### 2 . The aims

The study aims are:

1. to identify the language functions carried by the candidates' electoral campaign slogans of Iraqi parliament election ( 2014 ) .
2. to point out the linguistic features that characterize these slogans .
3. to demonstrate the sociopolitical features that characterize the Iraqi candidates' slogans.

### 3. Political System in Iraq:

On July 2012, the total population of Iraq is 30 million. Iraq has six neighboring countries; Jordan and Saudi Arabia to the southwest, Turkey and Syria to the north and Iran to the east across the Arabian Gulf. The National Assembly in Iraq elected in January had drafted a new constitution to be ratified in a national referendum on 15 October 2005 which is still unchanged until now. The constitution made Iraq a republic that has an elected parliament. The parliament selects president, who selects the prime minister. When the prime minister is assigned, he is to form his government by choosing the ministers and then he is to get parliament's approval. The parliament on the other hand is formed mainly by elected members. Until recently, Iraq was divided to 18 election districts.

Parliamentary elections are the highest level race in the country. According to the Iraqi constitution, elections are held every four years to elect the 375 members of parliament. Thus, it is important here to include the fields and terms that design the framework of the activity of elections.

### 3.1 Sociolinguistics



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Spolsky (1998: 3) affirms that, during the last forty years or so, sociolinguistics has been acknowledged as an independent scientific study that accounts for the relationship between language and society. In addition, he (ibid) asserts that it has become one of the most vital of the hyphenated fields of linguistics.

The field of sociolinguistics, Llamas et al (2007: xv) maintain, in the early twenty-first century has become a mature, definitive and vigorous discipline. In essence, it is concerned with the observable facts of language variation and systematic thinking about the reasons and consequences of this variation and change. Indeed, the task of precisely and comprehensively defining any field of study is not an easy one. What confuses matters more is when the field which is intended to be defined is a bi-disciplinary one carrying a "hyphenated" title like sociolinguistics. Hudson (1996: 4) propounds sociolinguistics as 'the study of language in relation to society' .

## 3.2 Slogan

Hosu and Pavelea (2009: 21-22) propose the following definitions for slogans:

- 1- A slogan is a phrase that can be easily memorized. It is heavily employed in, advertising, marketing or political speeches. A key idea might be expressed by these phrases in a political campaign.
- 2- A slogan is a brief statement to show the reasons why a voter should elect this candidate. This definition concerns only election. It is evident that a successful slogan has the power to motivate the electors and affects them in driving their vote towards a certain candidate.
- 3- It can be understood as a motto or phrase in which it has the ability to express certain goal or aim that used politically. consequently it is a general definition. A slogan in this definition is identified by two features:
  - i- Its purpose is clear .
  - ii- It must express a goal inside.

## 4. METHODS

The data of the current study comprising of 90 slogans gathered from different places in Iraqi provinces employing TV channels, the Internet, and newspapers.

This study is a qualitative one to investigate slogans in real life situations as used in Iraqi parliament election ( 2014). The categorization of slogans in terms of language functions and they are analyzed in perspective of their linguistic( semantic , syntactic and phonological)



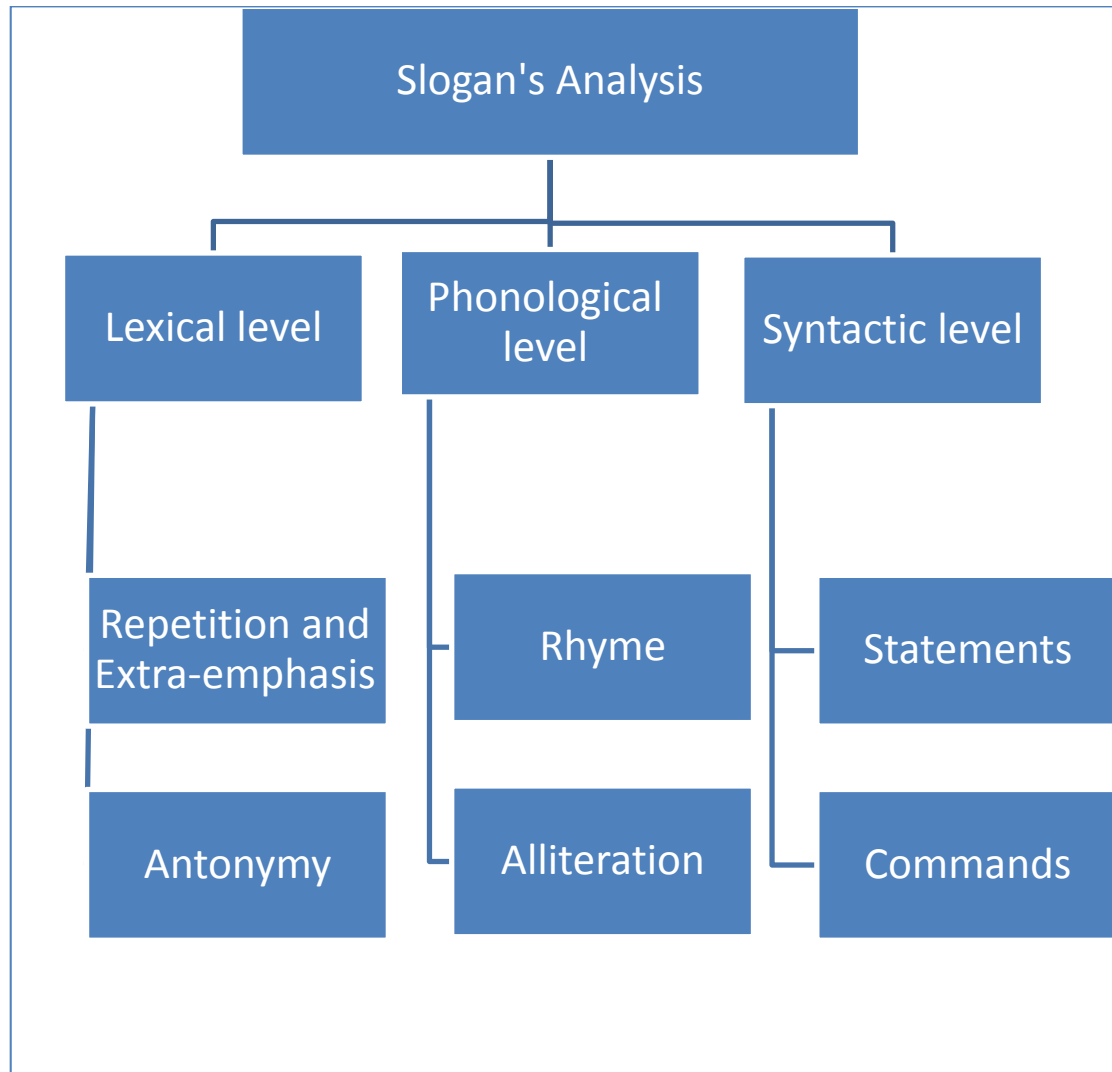


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features. Besides, the objective of the study is to investigate the language functions they convey such as: praise , Warning etc.

### 5 .The model of the analysis

Slogans express the effect of politics, religion, culture and identity on the behaviour of community members. The following is a summary of the model of slogan by Hosu and Pavelea (2009: 22) which will be adopted in this study. It is categorized into three levels:



### 6. RESULTS AND DISCUSSION

Socially speaking , slogans are expressions that may show the effect of politics, culture, religion and identity on the behaviour of community individuals. The 90 slogans reflect eight various ways of using

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language: expressing solidarity, a religious nature, promise , human rights, patriotism, persistence expressing public denial .

The order of the results of the current study is presented as in the following :

1. The presentation of Language Functions
2. Language Functions analysis
3. The Linguistic Features of Slogans
4. The Study of The Sociopolitical Features of Slogans
5. Conclusions

## 6.1 Language Functions

### 6.1.1 Expressing Solidarity

Constructing sociability and cooperation with others can be accomplished by performing solidarity in language. Solidarity, the demonstration of involvement and concern (Scollon, Scollon and Jones, 2011), affirms what interlocutors share in common and is enacted by positive politeness strategies such as having the same concerns with a hearer, showing a compatible stance, or reflecting appreciation for others' character and accomplishments (Brown and Levinson, 1987).

The following extracts show the description of the examples which are encountered by the researchers concerning this function.

Extract 1

"انا معكم لكشف زيف الفساد والمفسدين"

*I am with you to reveal the falsity of corruption and spoilers.*

The candidate tries to show his cooperation with people to discover the corruption in the government.

Extract2

"منكم واليكم معا نمضي من اجل العراق"

*I am from yours and for your sake . Together , we go on for sake of Iraq.*

The candidate in the above slogan uses expressions that show solidarity such as : together, we .

Extract3

"كنا و سنبقى معكم"

*We were ..... and we will stay with you .*

The candidate also uses the pronoun we to show solidarity .

Extract4

"لاجلكم ارشح... معكم لبناء دولة مدنيه"

*For you ..... I will nominate .... with you to build a civil state .*

Extract5

"معا معا نبني العراق"





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*Together , Together. we build Iraq.*

The inclusive of we in ***we build Iraq*** , ***we will stay*** refers to the candidate (the addresser), the audience (the addressee). Therefore, the use of inclusive we is a marker of solidarity, in that it assimilates the leader to the people.

Actually, the distinction of the first person plural pronoun can be applied to Arabic as well. The pronoun نحن /nahnu/ (**we**) may also have two types of usage, i.e., inclusive and exclusive first person plural pronoun, which can be applied to both forms of the pronoun, i.e., the isolated form نحن /nahnu/ (**we**) and the suffixed form, e.g., نا /na/ in the word دورنا /dawruna/ (our role).

*For you ..... I will nominate .... with you to build a civil state*

In this symmetrical kind of relations, reciprocal linguistic forms are used to express, create and reflect solidarity. These linguistic forms express intimacy and familiarity.

It is pertinent to focus on the role of language as a marker of social identity. People establish their identities by rigorous selection of the suitable linguistic features that carry the particular social information which characterizes them as members of a certain group.

In any language community, each interlocutor may be identified with several groups at any certain time. Saville-Troike (1989:20) indicates to this as a person's "repertoire of social identities", and that each identity is "associated with a number of approximate verbal and non-verbal forms of expression" (ibid :21). There are specific linguistic forms that convey each identity. People use language to indicate social allegiances, i.e., associating with or disassociating from social groups through expressing alignment with in various forms, one of which is 'talking like' other members of that group (Wolfram and Schilling-Estes, 1998:33).

Therefore, language is used by Iraqi candidates to create and preserve role relationships between individuals and between groups in such a way that the linguistic varieties employed by a community form a system that corresponds to the structure of the society, as Sterling (2000:1) remarks that "within a society or a culture, speech patterns become tools that speakers manipulate to group themselves and categorize others with whom they are interacting".

The notion of group membership is of a crucial importance in discussing the nature of Power and Solidarity because communities designate social values to certain linguistic forms and codes in





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corresponding with which groups employ those forms or codes (ibid). Romaine (1994:19) observes that “what causes a certain way of speaking to be perceived as superior is the fact that it is employed by the powerful”. Thus, groups with high social prestige have high linguistic prestige and groups with low social prestige have low linguistic prestige as well. This can be illustrated through the use of varieties in English and Arabic, i.e., varieties associated with specific regions, races are stigmatized socially and linguistically because their interlocutors are placed lower in the social hierarchy.

### 6.1.2 Slogans of a religious nature

Iraq is an Islamic republic therefore most people highly appreciate religious men as well as respect them. To motivate Iraqi electors, some candidates are apt to invest the religious feeling by setting slogans that display their interests of religion so as to seduce people that such nominates are worth being voted for. Candidates often employ religious mottos to persuade people regardless of their regional, educational, social and economic backgrounds. Additionally, what worthy to mention is that even those who their pertinences are not political or tribal would prefer religious candidates to vote for them .

This section deals with the analysis of the production and function of some of the slogans that attribute to a religious nature. One of the most crucial recourse of Iraqi politicians is to cite verses from the HolyQuran to attract the electors to vote for them and their political parties. Giving spiritual credence and authority to their speech is the reason behind this citation . It is evident that they suppose that majority of Iraqi are very religious. What is striking about these slogans is not heavily used .

The Quranic citation can be illustrated through the following extracts:

Extract 6

"وان الله لا يصلح عمل المفسدين"

*Allah will surely make it of no effect: for Allah prospereth not the work of those who make mischief* (Quran 10:81)

The above examples patently show the prevalence of religious discourse in some of the slogans.

Extract7

"الاسلام هو الحل"

*Islam is the Solution.*

Some candidates' slogan has always been (*Islam is the solution*). The insertion of the expression 'solution' is to show that the country is in troubles and it is facing many problems. Those candidates attempt to



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mark that only in Islam the eventual solution can be found for them. In other words, Iraq confronts many economic and political challenges because of many issues such as political and economic corruption. From this perspective, the distance from Islam is the main cause of all these problems. In their view, a better future for the country can be achieved by applying the principles of it. The candidates cover their slogans with Islamic nature to guarantee that most people with religious interests and inclinations will poll for them. Moreover, people of non-religious interests are probably to be influenced by the slogans because they believe that religion has the power to solve most of the problems and, if complied with completely, will support them to solve their economic and social problems .

Extract8

"على خطا الزهراء -ع- نرسم طريقنا"

*In the footsteps of al-Zahra.*

### 6.1.3 Promises

Politicians exploit expressions that are full of confidence and hope for a better tomorrow to sway the viewpoint of the electorate. Virtually the materials of political campaign are laden with promises. To hold their audience spell bound, politicians use this unique way .

Some examples are presented below:

Extract 9

"من اجل الفقراء والمستضعفين جئنا لتغيير"

*For the sake of poor and vulnerable we came to change.*

Politicians produce different promises both realistic and unrealistic. They use these slogans to attract their audience to poll for them at the election. Promises comprise a great deal of rhetorical devices in the language of political campaigns. In the following slogan, the candidate promises amongst other things to reform the Policy by emphasizing that State Policy will not be the same as their opponents' policy .

Extract10

" لا للوعود نعم للاصلاح والتغيير"

*No to only promises . Yes to reform and change.*

Extract 11

الماضي يشهد

والحاضر يؤكد

والمستقبل اكثر عطاء بأذن الله"

*The past attests,*

*The present confirms,*

*And the future is more tender, God willing.*

Extract 12



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"نحن البديل"

*We are the alternative.*

### 6.1.4 Expressing Human Rights

Human rights indicate to the primary rights that comprise social, economic, political and cultural rights. They also constitute the principles of expressing dignity, freedom, liberty and equality. Recently, people in the Middle East become aware of their rights because of the tone of change that has stormed the world. Their slogans reflect the increasing awareness of these rights. This function represents: 9.9 % of the total number of the gathered corpus of the data. The following is indicative an example to illustrate this function:

Extract 12

"الدين لله والوطن للجميع"

*Religion is for God and the homeland for all .*

### 6.1.5 Expressing Patriotism

Patriotism can be defined as the merit of feeling a strong love and backing up one's country. A patriot is a person who shows responsibility for his homeland. Iraqi candidates try to show that they are proud of their country's customs, values , virtues, traditions, and accomplishments. Moreover, patriotism indicates that a candidate considers the interests of his nation as above all his personal interests.

This function performs 8.1% of the sum of slogans gathered. Some examples are illustrated below:

Extract13

"من اجل عراق قوي وموحد"

*For a strong and unified Iraq.*

Extract 14

"من اجل العراق انتخب"

*For sake of Iraq I elect.*

### 6.1.6 Expressing Public Demands

People in Iraq are looking for social justice and freedom. Elimination of terrorism, fair economic policies, national reconciliation are the rights to take part in public life. Expressing Public Demands is the sixth highest frequency of occurrence constituting 7.2. % of the sum of the gathered data. In the following some inductive examples to show the public demands called by candidates:

Extract15

"ساحارب الارهاب كما عرفتموني"

*I will fight terror as you know me.*

Extract16





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"دولة مدنيه ومصالحه وطنيه"

*Civil state and National reconciliation.*

Extract 17

"أمن أكثر - فساد أقل"

*More security - less corruption.*

Extract 18

"تشارك - لنبنى"

*We share - to build.*

Extract 19

"خدمة الوطن والمواطن"

*Serving the homeland and the citizen.*

### 6.1.7 Expressing Persistence

Iraqi candidates show patience and persistence. They reflect extreme organization and determination. They work hard to get what they want and they exactly know their goals. They go straight on their goals. They did their slogans to show that they have sufficient will to alleviate poverty and the power to achieve their ultimate goal which is tumbling down the corrupt officials and it is also a crucial function. The frequency of occurrence of this function comprises 5.4 % of the total number of the gathered data. Below are some examples to present the idea of expressing persistence:

Extract 20

"لا زالت وسأبقى مطالب بحقوق الفقراء"

*I still have demands for the rights of the poor.*

These slogans appeal for perseverance until all requirements have been met. The slogans show the Arabic traditional discourse of optimism and hope in this category.

Extract 21

"لا اعدكم بالمستحيل لكن سأبذل المستحيل"

*I will not promise you the impossible, but I will do the impossible.*

Extract 22

"قادمون للبناء وعازمون على خدمة شعبنا العزيز"

*They are coming to build and are determined to serve our dear people.*

### 6.1.8 Expressing Public Denials

The Iraqi campaign advertising sets many public denials along with various issues. Sometimes, they denied their opponents, other times they denied the official corruption and people in the government. Generally, the frequency of occurrence of the function of expressing public denials stands for 5.4 % of the total number of the gathered data. Some general



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issues denied by campaign advertising are shown in slogans as the following:

*Extract23*

" ضد الفساد والمفسدين "

*Against corruption and spoilers.*

## 6.2 Analysis of Language Functions

The data gathered shares some common language functions. They are coded as expressing Persistence, Human rights ,patriotism, among many others.

According to the analysis of figures in (Table 1) below, the expressing solidarity scores the highest frequency of occurrence constituting 18.9% of the total amount of the slogans collected. Using slogans of religious nature occupies the second function of highest frequency of occurrence constituting 14% of the total number of the slogan gathered .The third rank is occupied by the slogans expressing Promises forming 12.6% of the total number of slogans, followed by expressing human rights 9.9%, patriotism 7%, expressing public demands 6.2%, expressing persistence 5.4%, expressing Public Denials occupied the lowest rank scoring 4.5%. as in (table 1) below:

Table 1  
Frequency of Language Functions

Rank	Frequency	Percentage	Functions
1	21	18.9%	Expressing Solidarity
2	16	14.4%	Slogans of a religious nature
3	14	12.6%	<i>Expressing Promises</i>
4	11	9.9%	<i>Expressing Human Rights</i>
5	9	8.1%	Expressing Patriotism
6	8	7.2%	Expressing Public Demands
7	7	5.4%	Expressing Persistence
8	6	4.5%	Expressing Public Denials
	100%90	100%	Total

As shown in Table (1), it is obvious that expressing solidarity is the highest frequent occurrence in the examined corpus. This may be due to the attempt of the candidates to be effective and credible. In the table above, it is clear that slogans expressing religious nature occupy the second highest frequency of occurrence while using expressing Public Denials is the least frequent occurrence in the examined corpus. Probably, most Iraqi people have no interests in old-fashioned expressions; rather they want to innovate new experiences for the history





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to record. Finally, the slogans which were adopted during the election campaign have recognized various themes like the national one.

### 6.3 The Linguistic Features of Slogans

The analysis of findings of linguistic features in the current study falls into three main levels:

1. Phonological Features
2. Lexical Features
3. Syntactic Features

#### 6.3.1 Phonological level

The most prominent linguistic devices used in slogans are based on repetition. Cuddon et.al. claim that in real speech, "we tolerate repetition, and even need it to support our memories;" the same principle is applied by copywriters seeking for a major recall of the slogans they create (43).

##### 6.3.1.1 Rhetorical devices

The schemes below are the most frequently identified schemes in the analyzed slogans.

**1-Alliteration refers to the repetition of the sound at the beginning of words** (Osborn, and Osborn, 1988 :247).

*Passion for Perfection - /p/, /f/ (Russian Standard vodka). Experience the sinister side of Bourbon - /s/ (Jim's Beam).*

**2-Rhyme** – presents a formalized consonance of sounds between words or the endings of words, especially when these are used at the ends of lines of poetry (Cuddon 608).

Extract 24

"صوت لمن تريد فصوتك لمن يكون بعيد"

*Elect whoever, you will not be far of us.*

**3-Assonance** – "sometimes called 'vocalic rhyme', it consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony

Extract 25

"صوت المظلومين والمحرومين"

*Voice of the oppressed and deprived.*

**4-Anaphora** is understood as words or phrase in which they are repeated at the beginning of a succession of lines in sentences, clauses or phrases (Preminger and Brogan, 1993 :73). The reason behind Politicians' use of anaphora is to show the strengthening of the meaning of words and arranges sentences in a same way (ibid.).

Extract 26

"إذا نلت العرب نلت الإسلام"

*If the Arabs are gone, Islam will fall.*



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**5-Epistrophe** – “a figure of speech in which each clause or sentence ends with the same word” (Cuddon 246). *There is no V in vodka authentic vodka from Poland is called vodka (Vodka Wyborowa).*

### 6.3.2. Lexical and Orthographic level

Leech( 1996: 151) states that “Advertising language is marked by a wealth of adjective vocabulary”. These help advertisers to communicate the exceptional qualities of their products. The vocabulary that the copywriters chooses is often marked by **favorable connotations**, which describe the exceptional qualities of the advertised goods and help the audience construct a positive attitude towards the product. **Connotations** are the cultural or emotional associations that are commonly understood within a particular society; they are essentially stylistic additional meanings of words. Favorable adjectives frequently appear in “incongruous alliances,” meaning of unexpected combinations, which contributes to the memorability of slogans (Sternkopf: 222). Examples of words with favorable connotations used in the studied slogans are: *luxury, exclusive, perfection, and the best (Russian Standard vodka).*

Sternkopf claims that “the heavy use of the pronoun *you* cannot be seen in isolation from the appellative character of adverts”. Through the use of personal. The wide use of monosyllabic and disyllabic words (words consisting of a single syllable or two syllables, respectively) can be explained by the readability criteria: the shorter the sentence, the easier it is to read and recall later .

*Extract 27*

*"منكم واليكم"*

*From you and to you.*

#### 6.3.2.1.1 Repetition and Extra Emphasis

For McArthur ( 1992 :861), repetition is everything that takes place more than once. Whereas De Beaugrand and Dressler (1981:59) propound that repetition is employed in situations where steadiness and accuracy of content can have vital practical consequences. Nevertheless, this complies with Kelous (cited in Keilo 1990: 216) who declares that repetition is a supporting device usually employed to influence the awareness of audiences towards a certain thing.

As Panos and Ruzic (cited in Abu-Joudeh 1999:78), Arabic tends to adopt repetition heavily in contrast to English. In sum, the occurrence of repetition in the investigated corpus may be attributed to the necessity to accomplish exact and clarity. Furthermore, repetition as a device, has been exploited in slogans to attract peoples' attention and arouse out their desire for emphasis or out of intensity of feeling. The following is an illustrative example:



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Extract28

"معا معا نبني العراق"

*Together , Together, we build Iraq*

Consequently, repetition is considered as an eminent feature in the slogans. As Al-Khafaji (2005: 6) argues that repetition may serve didactic, emotional ,playful, artistic, ritualistic, textual and rhetorical functions.

### 6.3.2.1.2 Rhetorical devices

To achieve a higher rate of comprehension and retain a high level of readability of the slogans, advertising employs some aspects resembling conversational style. Ellipsis refers to the omission. It is a syntactic scheme (Cuddon et.al. 231). It is very typical of advertising. Advertising language often attempts to construct closeness with the reader by reproducing the elliptical nature of spoken language (ibid:123).

Examples of ellipsis can be found in the following slogans:

Extract 29

"..... الجراه في قول الحق"

*The audacity to say the truth .....*

### 6.3.3. Morphological and Syntactic level

#### 6.3.3.1 Linguistic features

From the syntactic point of view, slogan language can be denoted as **block language**. Leech explains block language as "the type of restricted variety of grammar called the disjunctive mode" (90–93). Block language is representative of newspaper headlines and advertising slogans; the sentences are comprised only of the words needed to convey the message. It is reflected through the omission of finite verbs, which transforms a dependent clause into an independent one. This technique significantly saves space and makes the advertisements more concise, yet highly informative. Examples

Extract 30

"عزم وبناء"

*Torque and construction*

Extract 31

"ارادة و تغيير"

*Will and change*

#### 6.3.3.2 Syntactic Features

Syntactically, the investigation of the collected data investigated accords with simple sentences, which in turn, they are possible to be





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classified into three main syntactic classes, which use correlated with two communicative functions namely **Statements** and **Commands**

### 6.3.3.2.1 Statements

Quirk and Greenbaum (1973: 411) propound that theme is the initial unit of a clause. The theme is the most pivotal part of the clause. Its importance is due to its presentation of a message in sequence. The subject is the expected theme of a main clause in a statement like :

*"The Citizen wins."*

*Extract 32*

*المواطن ينتصر*

*The Citizen wins*

Moreover Simple and minor sentences are representative of slogan, as they allow for achieving the emphatic effect and ease the audience's message perception. Simple sentences consist of only one clause with a single subject and verb. Minor sentences in their turn "don't follow the grammatical rules found in the vast majority of other sentences" (Crystal). They usually consist of a nominal phrase lacking the other obligatory constituents, such as a finite verb, because advertising language "has developed into stage, where verbs do not need to be used" (Leech 154). Minor sentences are like:

*Extract 33*

*خدمة الوطن و المواطن*

*Service of the homeland and the citizen*

*Extract 34*

*العراق ولاننا*

*Iraq's loyalty*

### 6.3.3.2.2 Commands

Quirk and Greenbaum (ibid: 200) mention that there is a difference between a category of command and a statement in English in that the former has no explicit subject as in:

*Extract 35*

*انتخبوا مرشحكم*

*Elect your candidate*

Apart from the declarative sentence type which fulfills the informative function, it has been observed that imperative, exclamative, and interrogative sentence types are utilized and very often predominate over the declarative sentence type.

Normally, advertisers use imperatives, which are essentially commands, not because telling you to do something really makes you do what they say, but because it will create a personal effect, a sense of one person





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talking to another. Imperatives can be both negative and positive, depending on the advertisers' intention

*Extract 36*

انتخبوا الجديره بثقتكم

*Elected the worthy of your trust.*

*Extract 37*

صوت لمن تريد

*Voice for whom you want.*

Comparative and superlative adjectival forms are usual for describing goods to suggest the superior quality and exceptional features like. *The most exclusive cigarette (Davidoff cigarettes). The world's most beautiful drink (Martini). Your silence is their greatest weapon .*

القوي الأمين

### 6.4.The Sociopolitical Features of Slogans

According to Wikipedia definition, the term political sociology can be defined as “ the relations between state and society. This discipline analyzes sociopolitical trends depending on comparative history.” Socio-politics can be viewed in terms of a certain aspects research focus in modern political sociology. The followings are some of these areas :

1. The formation of the modern state socio-politically .
2. The interaction between politics and public personalities, social movements and trends outside the formal institutions of political power and how these factors affect politics
3. 'Who rules' which show how social inequality between groups (class, race, gender, etc.) influences politics
4. The influence of social trends and the interaction between social forces and political policies are issues investigated in Sociopolitics. The data are based on 90 slogans in which it shows three features of slogans in the perspective of sociopolitics as:
  - 1- calling for positive participation in political life.
  - 2- calling for rejection of injustice, tyranny and oppression, political life.
  - 3- calling for change.

#### 6.4.1.Calling for Positive Participation in Political Life

The experience of Iraqi people is insufficient to enable them recognizing what they want and avoid any influence that distorting their decisions. So they will be encouraged to participate in the election effectively when they have efficient political awareness in addition to let them know what they want.

What candidates fear most

*Extract 38*



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من اجل العراق انتخب"

*For Iraq I elect.*

## 6.4.2 Calling for Rejection of Injustice, Tyranny and Oppression

It seems that candidates encourage Iraqi people to revolt against the corruptors. Candidates joined Iraqi people to reject oppression, corruption and injustice. Candidates' slogans urge people to uprising against these challenges. Below are some of the factors peoples reject.

*Extract 39*

انا معكم لكشف زيف الفساد والمفسدين

*I with you to uncover the falsity of corruption and corrupters.*

## 6.4.3 Calling for Change

All the middle east as well as Iraq were affected by the winds of change. These winds have not stopped yet. Consequently, Iraqi candidates exploit these winds to urge Iraqi people to accomplish their highest objectives through calling change every corrupted issues in the government. According to Al-Baqari (1983: 152) actions are the impetus that cause change. Some of these actions are revolutions and coups; these actions usually wind up with a political, social or martial change. For Kandeel (2011: 39) the core of language of slogans are the economic and the political models. Some examples are stated below to display the political changes the voters demand:

*Extract 40*

" ارادة وتغيير "

*Will and change.*

## 7. Conclusion

The current study reveals that Iraqi politicians are the same as their counterparts in other parts of the world. To add extra effect and force to their message, the Iraqi politicians employ language in a unique way during political campaigns. It is an attempt to accomplish their main goals of disgracing their contenders and also to win more votes. The purpose of the analysis of this study is an investigation to slogans' language as employed in the Iraqi candidates for Iraqi Parliamentary Election. The aims of the study is to identify the linguistic functions of slogans stand for as well as the lexical, phonological, and syntactic features they represent. The data analysis reveals that slogans achieve eight linguistic functions among which solidarity comprised the predominant one. Moreover, the data analysis has presented that slogans own sight linguistic features, as well as the three sociopolitical features that can be proposed to be features of this genre and distinguish it from





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other common-core genre. The suggested ideas and words associated with the slogan (see appendix no. 1) place the slogans in an area where they reflect, on the one hand, the adherence to values inspired from the political ideology, and, on the other hand, the features of the candidates' personality. In the case of the top-four candidates, the slogan is by far better crafted, even if it is still a lot lower than the expectations of the evaluators. In the great majority of cases, a top-down type of communication, from the presidential candidates slogan (see appendix no.1) place the slogans in an area where they reflect, on the one hand, the adherence to values inspired from the political ideology, and, on the other hand, the features of the candidates' personality. In the case of the top-four candidates, the slogan is by far better crafted, even if it is still a lot lower than the expectations of the evaluators. In the great majority of cases, a top-down type of communication, from the presidential candidates to the voters, is registered. However, the theoretical patterns refer to the *transforming of social relations into political relations*. This leading down-top communication is reflected in the slogans. The empirical research clarifies that the campaign aims can be fulfilled through political communication when the goals depend on the demands and expectations .

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## Appendix 1

صوت لمن تريد فصوتك لن يكون بعيد The voice of those who want your voice will not be far away	Directive	
أنتخبوا الجدير بثقتكم Elect worthy of your trust	Directive	
للعراق ولائنا Iraq's loyalty	Declarative	
من اجل العراق انتخب For sake of Iraq I elect		Patriotism
منكم واليكم From you and you		solidarity
خدمة الوطن والمواطن Serving the homeland and the citizen		Expressing Public Demands
الجراء في قول الحق The audacity to say the truth	Declarative	
نحن البديل We are the alternative		promise
المواطن ينتصر Citizen wins		
اذ ذلت العرب ذلت الاسلام		Religious nature



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If the Arabs humiliated Islam will humilate		
انا معكم لكشف زيف الفساد والمفسدين I am with you to uncover the falsity of corruption and spoilers		
الماضي يشهد والحاضر يؤكد والمستقبل اكثر عطاء بأذن الله The past attests The present confirms And the future is more tender, God willing		promise
عزم وبناء Torque and construction		Expressing Persistence
أمن اكثر – فساد اقل More security - less corruption	declarative	Expressing Public Demands
لا اعدكم بلمستحيل لكن سأبذل المستحيل I will not promise you the impossible, but I will do the impossible		Expressing Persistence
كنا ..... وسنبقى معكم We were ..... and we will stay with you		solidarity
لاجلكم ... ارشح.... معكم لبناء دولة For you ... I nominate .... with you to build a state		solidarity
النصر بايدىكم بصوتكم يمكن ان نغير Victory by your hands With your voice we can change		solidarity
التغير بيد المواطن Change in the citizen's hand		
نتشارك – لنبني We share - to build		Expressing Public Demands
على التغير مصموم The change is determined		Expressing Persistence
معا نمضي من اجل العراق Together we go for Iraq		solidarity
قادمون للبناء وعازمون على خدمة شعبنا العزيز They are coming to build and are determined to serve our dear people		Expressing Persistence
على خطا الزهراء –ع- نرسم طريقنا In the footsteps of al-Zahra		a religious nature
شوفو حالته – لخاطر وطنه Shufu Halatin - Khater for his homeland		