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A Cognitive Linguistic Study of Metaphor in some selected Slogans
Chanted During 25th Tishreen protest in Iraq 2019

A B S T R A C T

The present study deals with a cognitive analysis of the written and spoken slogans of 25th Tishreen protest in Iraq 2019. Metaphor is considered a powerful instrument that is highly used in people's daily life and politics. Accordingly, the study aims to examine the role of metaphor in the Iraqi slogans. The study adopts Lakoff & Johnson's (1980) Conceptual Metaphor Theory as a model for data analysis. Finally, the present study has come out with the following results that the purpose behind of using metaphor in the slogans is to support the demonstrators' attitude. It represents a means through which the demonstrators express their suffering and convey their demands and messages more quickly to the Iraqi government.

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دراسة لغوية معرفية للاستعارة في بعض الشعارات المختارة خلال احتجاج

تشرين الخامس والعشرين في العراق 2019

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الملخص

تتناول الدراسة الحالية التحليل المعرفي للشعارات المكتوبة والمنطوقة لاحتجاج 25 تشرين في العراق 2019. تعتبر الاستعارة أداة قوية مستخدمة بشكل كبير في حياة الناس اليومية والسياسة. وعليه تهدف الدراسة إلى فحص دور الاستعارة في الشعارات العراقية. تتبنى الدراسة نظرية لاکوف وجونسون (1980) الاستعارة المفاهيمية كنموذج لتحليل البيانات. أخيراً، خرجت الدراسة الحالية بالنتائج التالية التي تفيد بأن الغرض من استخدام المجاز في الشعارات هو دعم موقف المتظاهرين، يمثل الشعار وسيلة يعبر من خلالها المتظاهرون عن معاناتهم وينقلون مطالبهم ورسائلهم بسرعة أكبر للحكومة العراقية.

1. Introduction

A wave of protests began in Iraq when thousands of Iraqis demonstrated in the street against their government on the 25th of October 2019. They continued to protest for several months. During these demonstrations, They used many slogans to communicate their demands, hopes, opinions, anger, and dreams. In the Iraqi demonstrations, the slogans are used to reflect the cultural, linguistic and social features of the Iraqi society. This demonstration is called "25th Tishreen demonstration/ protest" because it started at the beginning of October. "We want home" "نريد وطن" and "Going to take back my right "نازل اخذ حقي" are the main slogans of Iraqi's demonstrations in 2019.

Slogans are the most important and effective means used during the demonstration because they encourage the protesters to express what they feel and what they need. They are considered as a tool for transporting information from a speaker to a listener. There are different types of slogans raised in any demonstration to reflect the different demands of the protesters. There are spoken slogans, written slogans on banners, posters, and slogans painted on the walls. Slogans are words, phrases or sentences utilized repetitively in various, as political, religious, and commercial contexts, to express the intended ideas or purposes. The main components of slogans are words, sounds and photos. They are effective for two reasons. First, they express the aims of the protesters. Second, they strongly attract protesters' attention regardless of their background and education. In the demonstrations, slogans are used by the protesters to express their suffering with a good space of freedom without fear from the government. The demonstrators chose strong words in their slogans to combine between the strength of meaning and the simplicity of understanding. The most important characteristics of the slogans are simplicity, shortness and clarity. The slogans are extensively spread by various media sources, notably social media, such as Facebook, Twitter, TV channels and various media articles, blogs, and videos. Chadwick & Howard (2009) illustrated that the internet has been an important platform for political and social activism.

1.2 Research Questions

Consequently, the researcher aims to answer the following research questions:

- 1-What is the role of metaphor in the selected Iraqi slogans?
- 2- How language and slogans affect the demonstrations in Iraq 2019?

2. Literature Review

2.1 Cognitive Linguistics

Cognitive linguistics (henceforth CL) is a new discipline that refers to the modern approach of linguistics that emerged in the 1970s; it has been increasingly active since the 1980s. It is "an approach to language study based on the assumptions that our linguistic abilities are firmly rooted in our general cognitive abilities". (Dabrowska & Divjak, 2015, p.1).

It has been greatly influenced by various research studies and theories like cognitive psychology, anthropology and Gestalt psychology (Evans & Melanie, 2006,p.3). Cognitive

linguistics is interested in language, cognition and communication. Evans (2007, p. v i) demonstrated that cognitive linguistics is important because it primarily focuses on investigating the connection between language, mind, and socio-physical experience. In 1987, three foundational and important books of cognitive linguistics were released: *Women, Fire and Dangerous Things: what categories reveal about the mind* by George Lakoff, *Foundations of Cognitive Grammar* by Ronald W. Langacker and *The Body in the Mind* by Mark Johnson (Brdar et al.,2011). The year 1989 is considered the official date birth of CL. In 1990, Dirk Geeraert founded the cognitive linguistics journal which was the official journal of the International Cognitive Linguistics Association (ICLA) .

CL considers language as a part of human cognition, since language and cognition create each other. It studies language as a cognitive function, and the word cognitive is defined as " the crucial role of intermediate informational structures in our encounters with the world "(Geeraerts & Cuyckens, 2007, p. 5). Cognitive linguistics is described as an 'enterprise' or a 'movement' because it is not a specific theory. There are three major hypotheses as that guide the cognitive linguistic approach to language. First, it denies that there is an autonomous linguistic faculty in the mind. Second, according to CL grammar is understood in terms of conceptualization. Third, knowledge of language emerges from language use (Croft & Cruse,2004,p.1).

Wen and Taylor (2021,p.1) illustrated the main purposes of cognitive linguistics which are: "first, to examine and understand how cognitive mechanisms are utilized during language behavior as categorization, metonymy, metaphor, memory, imagery, and attention. second, to improve psychologically viable models of language that cover linguistic phenomena, involving figurative language and idioms" .

The cognitive Commitment represents an important characteristic of cognitive linguistics. According to Lakoff (1990), it is defined as "a commitment to make one's account of human language accord with what is generally known about the mind and the brain, from other disciplines as well as our own [i.e., linguistics]" (p. 40). There are two major commitments or principles that characterize cognitive linguistics, such as: the generalization commitment and the cognitive commitment which are known as cognitive semantics and cognitive approaches to grammar (Gharab & Atia, 2020). The most famous linguists who represent the "founding fathers" of cognitive linguistics are George Lakoff, Ron Langacker, Len Talmy, and W. Langacker (Lakoff & Johnsen, 2003).

Categorization is very important in CL. The cognitive or mental aspects of categories called "concepts". Rosch (1999, p.72) presents that "Concepts and categories do not represents the word in the mind, they are a participating part of the mind-world a whole ". CL considers "concepts" an important issue because by using concepts we can understand the information that is given to us by the world that surrounds us. Rosch (1999, p.61) shows that concepts "are the natural bridge between mind and world".

2.2 Slogan

The slogan is an important concept, it plays a significant role in communication between people and protesters in various ways and for various ends, beginning from the first uses until now. Slogan has a rich and a long history, Harold sharp (1984, p. v) stated that:

The word "slogan" is an Anglicization of the Gaelic "slaughghairm" which means "army cry" or "war cry", formerly used by the Scottish clans. Its purpose was then to inspire the members of the clan to fight fiercely for its protection or the extension of its glory.

Slogan was defined by Xin (2014), as " a special way to use language in which brief and short words are smartly utilized to influence, attract or stop people of acting in a certain way " (p.146). Another definition was given by Denton (1980) " slogans are a direct expression of ideology usually reduced to the most general terms. They usually only express the ends and seldom the means." (p. 16)

Rey (1996) introduced five main features of slogans such as:

1- Short: Slogans employ short phrases in order to be more effective. They summarize the main ideas, demands and opinions of speakers by using a few words to be memorable and readable as "Forward"(convey the main idea in a few words).

2- Simple: This can be express through using simple, clear, easy and common lexical items. Slogans must not be complicated. They are used to emphasizes one main idea. The words Slogans are said to simple in pronunciation and meaning.

3- Concise: Slogans are tended to be brief in order to remember and understand the idea easily.

4- Attractive: Slogans have a strong effect on listeners because they are designed to gain the public attention.

5- Easy to remember: A good slogan should be memorable. Repeating slogans several times makes them easy to remember.

3. The Model of The Study

3.1 Lakoff and Johnsons (1980)

Lakoff and Johnsons introduced the theory of conceptual metaphor (CMT),which is firstly appeared in (1980) in their book entitled " Metaphors We Live By". Metaphor appears in language, thought, and action. CMT is interested in analyzing meaning whether it is written text or visual images. The most basic definition of the word metaphor is "from the cognitive linguistic view, metaphor is defined as understanding one conceptual domain in terms of another conceptual domain"(kövecses, 2010, p.4).

Lakoff and Johnson (1980) declare that any metaphoric expression consists of two main conceptual domains: The source domain and the target domain. Source domain which is concrete refers to the literal meaning of a term that is used for comparison. The other, target domain which is abstract refers to the topic/concept that a person intended to represent via the

metaphor. Thus, Mapping is the process used to describe the conceptual connection between two domains (Croft & Cruse, 2004).

Metaphor is used widely in political discourse as Lakoff and Johnson (1980) mention "metaphors play a central role in the construction of social and political reality". It is found not only in the language but also in our actions and thought (Lakoff and Johnson, 2003). Lakoff and Johnson (2017) state that our ordinary conceptual system is basically metaphorical in nature.

According to Lakoff and Johnson (1980), metaphor is classified into three unique kinds:

1- Structural Metaphor :Structural Metaphor according to Lakoff and Johnson (2003,p.14) is introduced as "cases where one concept is metaphorically structured in terms of another". It begins from the source domain to the target domain. The source domain in structural metaphor provides the target concept with a rich knowledge structure (Kovecses,2002, p.3).

2- Orientational Metaphors: The orientational metaphor deals with spatial orientation, such as in front, back, deep-shallow, inside-outside, on-off, far, behind / beyond, above and down. It "give a concept a spatial orientation" (Lakoff &Johnson,1980, p.14). This type of metaphor is not arbitrary; it is based on people's physical and cultural environments.

3- Ontological Metaphors: This third type of metaphor is focused on people's knowledge of the facts as well as the world that surrounds them through which people create their experiences. Ontological metaphors are applied to understand situations, activities, actions and events. In other words, this type of metaphor is used to clarify the abstract notions in terms of objects and substances. for example, time, inflation and ideas.

4. DATA ANALYSIS AND DISCUSION

4.1 The Analysis of Slogan Number (1)

"We want Home"

" نريد وطن "

This is one of the most famous and important slogans that was raised during the Iraqi protests in 2019. The home that the protesters sought was the country in which everyone is equal regardless of affiliation (religious, sectarian, or party). The story of this slogan belongs to unemployed citizen who shouted in one of the TV's interviews "We don't want anything, but we want home". His words become a slogan to the demonstrators.

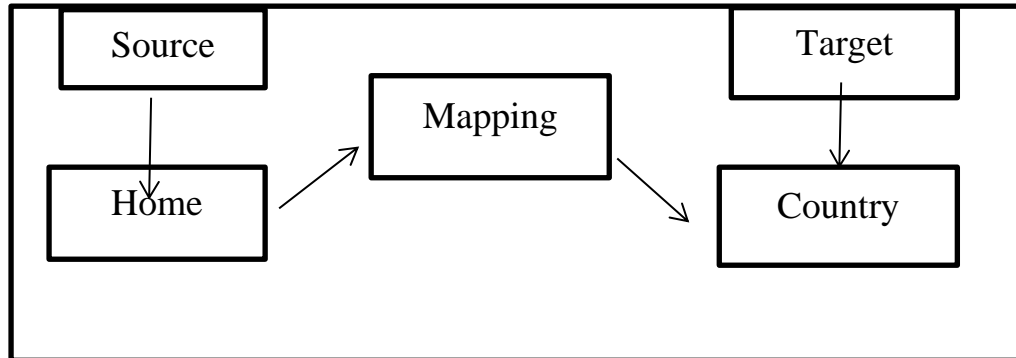
According to the Conceptual Metaphor Theory(CMT):

The protesters used a metaphor to convey important messages. Metaphorically, the word "home" refers to country or homeland. Country is certainly conceptualized as a home. Home is the place where members of the family belong and live together having been bound by many ties. On the other hand, homeland (country) is the geographical spot in which a person was

born and feels loyal to it. This type of metaphor used for persuasive purposes (Semino, 2008). The metaphor in this slogan has two domains: the source domain is "Home" and the target domain is "Country". Thus, the conceptual mapping of this slogan is as follows:

Figure 4.1

The Conceptual Mapping of slogan No.1



4.2 The Analysis of Slogan Number (2)

"O Politician, O Fat, stop stealing in the Name of Religion"

"يا سياسي ، يا سمين ، كافي بوك بأسم الدين "

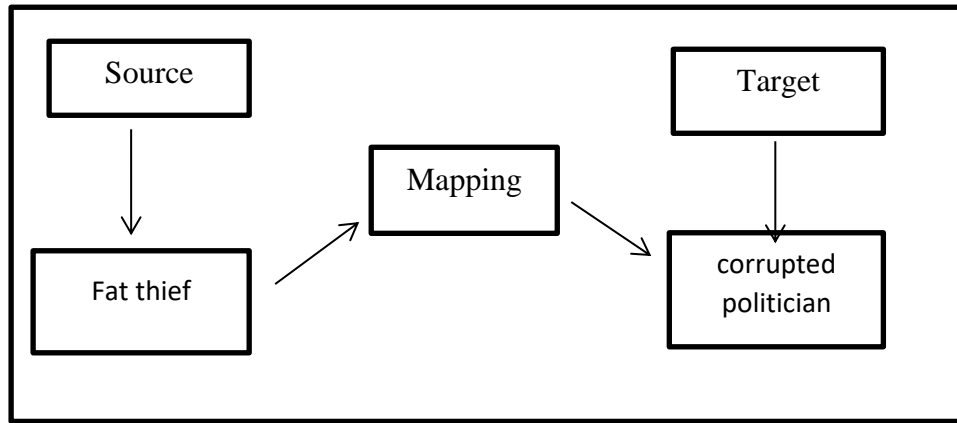
Protesters raised this slogan against many politicians, including ministers and parliamentarians. It means that religion or Islam is against theft in all its forms because it is a pure message. Demonstrators explained that politicians use religion as a means of stealing Iraq's money and wealth .

According to *the conceptual metaphor theory (CMT)* :

In a metaphorical sense, protesters metaphorically compare politicians with thieves. The slogan described all politicians without exception as thieves. Thief is a person who steals anything from others, and what is meant by this is the entire political process. This does not mean a specific person. In other words, the act of theft includes the political system with all its components. Such a metaphor is used to reveal Politicians' embrace of the doctrine of corruption, which threatens the unity of Iraq's people and land. The protesters used metaphor to prove that the politicians steal the money of Iraq just like thieves. The slogan successfully transmits the important message to the government members because protesters use simple words and expressions. The metaphor in this slogan has two domains: the source domain is " fat thief " and the target domain is "corrupted politician ". Thus, the conceptual mapping of this slogan is as follows:

Figure 4.2

The Conceptual Mapping of slogan No.2



4.3 The Analysis of Slogan Number (3)

"Hussein's revolution will remain a torch that lights the path of the revolutionaries against injustice and tyranny" "ستبقى ثورة الحسين نبراس يضيء درب الثوار ضد الظلم و الطغيان"

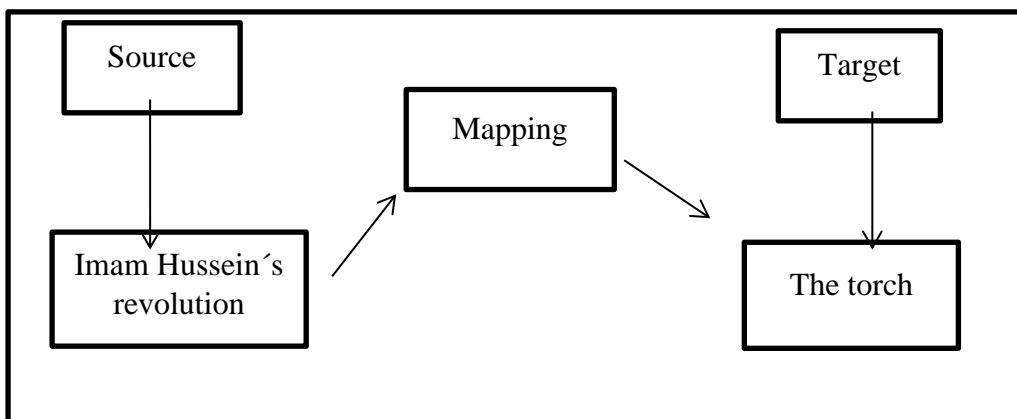
Protesters used the revolution of Imam Al-Hussein in their slogans to continue their revolution and to motivate people to reject the injustice, corruption and murder of young people. They took imam Hussein as a great model for all who want freedom and reject injustice and corruption. They linked October protest with Imam Hussein 's revolution; because both of them came against corruption and injustice.

According to *the conceptual metaphor theory(CMT)*:

The demonstrators were inspired by Hussein's revolution as a light and a source for their revolution. They used the metaphor of light. The revolution of Imam Hussein is like a torch that lights the dark way for all the free people who reject tyranny. Light indicates knowledge, freedom and life. Imam Hussein's revolution is the first revolution in history against injustice and corruption. His pure blood has becomes a beacon that lightens the paths of all the free people in the world. The metaphor in this slogan has two domains: the source domain is "Imam Hussein's revolution" and the target domain is " the torch". Thus, the conceptual mapping of this slogan is as follows:

Figure 4.9

The Conceptual Mapping of slogan No.3



4.4 The Analysis of Slogan Number (4)

"You, parties are more dangerous than Corona virus. We will come out to fight you from the Green Zone"

"أنتم الأحزاب أخطر من فيروس كورونا سنخرج لمكافحتكم من المنطقة الخضراء"

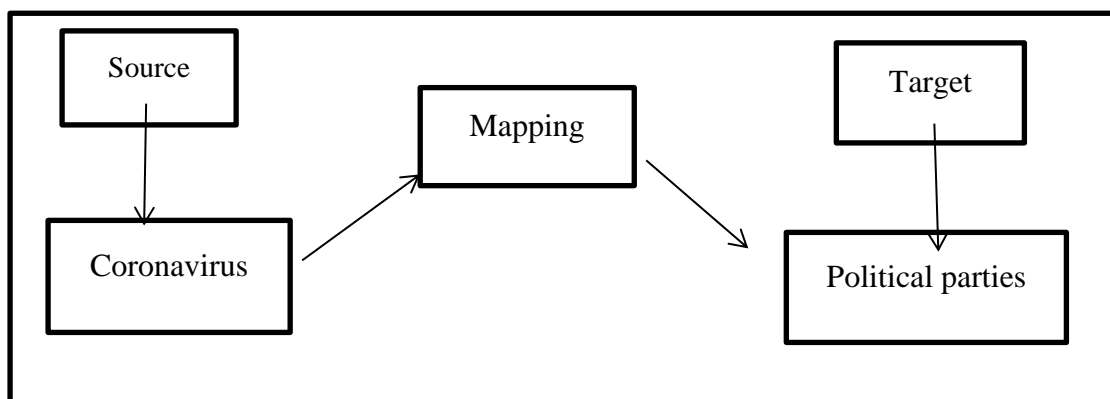
The world lives in a state of fear due to the spread of "Corona" virus (a deadly dangerous virus appears in China in 2019 and spreads all over the world, It has no longer been possible to control or eradicate it) in many countries. The entry of Corona epidemic into Iraq coincides with the period of demonstrations on October 25. The Iraqi authorities' warned the people from public having gatherings to limit the spread of this virus, but the demonstrators refused to leave the protest squares . Protesters called for a change in the political system. The slogans were a means used by the protesters to fight the corruption of political parties. They chanted slogans that call for the need to end and hold the parties responsible for corruption in Iraq.

According to *the conceptual metaphor theory (CMT)*:

Protesters likened the political parties in Iraq to "coronavirus." They considered Covid-19 less dangerous than the bullets, tear gases and death that haunted them daily in the demonstration squares. They used this metaphor to explain that the violence and injustice practiced by the government and political parties against them during the demonstrations is much more dangerous than Corona virus. The protesters believed that the political parties in the current government must eliminate because they are more deadly than Corona virus if they remain in power. By interpreting this word, they wanted to make it clear that they do not fear Corona and they consider political parties and politicians the "real virus" that should be eliminated immediately in order to not spreads more. The metaphor in this slogan has two domains: the source domain is "coronavirus " and the target domain is " political parties ". Thus, the conceptual mapping of this slogan is as follows:

Figure 4.4

The Conceptual Mapping of slogan No



Conclusion

The current study reveals that the Iraqi protesters employ metaphorical language in a unique way during the demonstrations in order to add extra effect and power to their slogans. The protesters used metaphor in their slogans to emphasize the bad actions of the politicians and because it reflects the cultural reality of people's. Tishreen's slogans are characterized by an extensive use of metaphors to convey indirect messages about their demands. The aim of using metaphor in the slogans is to support the demonstrators' attitude, since metaphor represents a means through which the demonstrators express their suffering and convey their demands and messages more quickly to the Iraqi government. A Simple metaphor is considered one of the characteristics found in Tishreen slogans. Protesters considered it as the significant way to attract the government's attention. Most of the slogans of Tishreen 25th protests were characterized by clarity. The demonstrators used an easy and simple language with clear words and expressions. The language used was a powerful tool to convey information, feelings, ideas or concepts. the protesters selected strong words because these words reflect their inner feelings of anger, rejection and threat. Because slogans are important means to use understand how certain societies express their demands, the protesters used the language in a very skillful manner. Protesters used simple and short sentences to make the slogans easy to read, understand and easy to say. This considers an important characteristic of an effective slogan. Tishreen's slogans are characterized by enthusiasm and anger against corrupt politicians. Close attention has also been given to the words of slogans because they are simple and easy to understand. The simplicity of the syntax made it possible for the majority of protesters to read and understand the slogans. The Iraqi protestors succeeded in employing the right words and expressions in expressing their political, economic, personal, and social demands through such a simple, but connoted language.

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