

## **The semiotic significance of election campaign slogans According to Iraqi law on Iraqi satellite channels (An analytical study of the slogans of the Iraqi elections October 2021)**

Dr. Jalal Jabbar Alewi Al-Majidi \*, ALYAA RAZZAQ MOHAMMED ALBOAREDH,  
Assist. Prof. Dr. Isra Shakir Hassan Al Jouani, Dr.Nazar A.Gaffa, Dr.Nawres Ahmed Abd Zaid,  
Lect. Hayder abbas oleiwi

Department of Law, Al-esraa College – Baghda, Iraq  
Department of Mass Communication, Al-esraa College – Baghdad/Iraq  
Email \*: [jalal@esraa.edu.iq](mailto:jalal@esraa.edu.iq)

### **Abstract**

Semiotics contribute to opening new horizons in thinking, developing the critical sense, expanding its circle, and making him look at political or social phenomena in a more profound way, keeping him away from the superficial view of things.

The researchers gave the election a lot of importance because it occupies the forefront in democratic systems. The jurists of constitutional law have laid down three criteria as requirements for democratic elections. The first is effectiveness, which means that it is not a goal in itself, but rather a group of activities with functions and purposes that result in the actual results affecting the system of government. The second criterion - freedom - means the freedom of democratic elections, meaning that they are conducted in accordance with the rule of law and under its rule, characterized by a spirit of competition and respect for the basic rights and freedoms of citizens.

The third criterion is integrity - that is, that elections are held periodically and that their management, supervision and announcement of their results are characterized by political impartiality, significance and transparency. Also, election campaigns reflect good indications and others contain signs and signs marred by semantic ambiguities when interpreting their symbolic meanings, colors, lines, words and sentences that they contain, the aim of the research Identify the semiotic signs contained in the slogans of the electoral campaigns, analyze their vocabulary, and clarify the symbolic signs that indicate the general policy directions of the political entity and the ideological orientation of some parties participating in the Iraqi Parliament elections, which were held in October of 2021, as indicated by the ethnic law. The researchers followed the descriptive approach with the analytical design, and they chose a group of electoral slogans for the parties participating in the 2021 elections, which were shown on Iraqi satellite channels. to the semiotic significance of each symbol, line, color and icon inside the logo, but rather the artistic form more, The designs of the slogans of the parties placed their responsibility on the shoulders of the designers without the experts in the subject of semiotics and its interpretations, and perhaps the electoral slogan was somewhat a secondary issue that the party leaders did not pay attention to, but it adhered to the provisions of the Iraqi law, which referred to the promotion of entities and individuals to a large extent.

**Keywords:** semiotic sign - election campaigns - Iraqi election law

### **Introduction**

fter modernity, there is no need to change human beings and formulate new milestones that fit into their innocent hidden intentions, especially through television, the biggest media of the present era, so

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\* Corresponding Author: [jalal@esraa.edu.iq](mailto:jalal@esraa.edu.iq)

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Critical semiotic studies occupies a distinguished position in the critical methods of our time. The semiotic elements that make up the electoral slogans of the propaganda campaigns constitute distinct indications for the owner of the slogan, whether he is an individual, a party, or a large political bloc. It is not easy to formulate and design these indications in an instantaneous manner. Or by relying on individual thinking by placing the responsibility of designing the campaign slogan on a member of the party or political entity. Rather, this topic should be studied from different sides depending on the environmental, geographical, cultural and social heritage and the laws of the country in which the electoral campaign is broadcast.

As laws in all countries of the world set determinants for the designs of electoral campaign slogans, including Iraq, the law was established and based on what was approved by the Iraqi National Assembly in accordance with Article thirty-three paragraphs (a-b) of the Law of Administration for the State of Iraq for the Transitional Period and based on the provisions of Article thirty-seven of the law Above. The Elections Law No. (16) of 2005 included paragraphs related to how to promote the voter or the blocs participating in the elections.

On this basis came our study tagged "the semiotic significance of election campaign slogans according to Iraqi law in Iraqi satellite channels - an analytical study of the slogans of the Iraqi elections October 2021 CE - which included three sections: the first topic included the methodological aspect of the study, the second included the theoretical side, and the third chapter And the last, it included the analytical study of the advertisements that were broadcast on the Iraqi satellite channels, numbering (12) advertisements for political entities, parties and individuals.

### **The First Section: The Methodological Framework:**

First: The Problem of the Study and its questions:

Election campaign slogans are an important and prominent factor in the entire electoral process, and one of the most important features of electoral slogans is the semiotic connotations of their technical details, especially the symbols and colors they contain.

on him; The study problem is summarized in the following main question: What are the semiotic connotations carried by the slogans used in the electoral campaigns of the political blocs in the 2021 Iraqi Parliament elections?.

A number of sub-questions derive from this question:

1. What are the symbols carried by the slogans of the political blocs?.
2. How did the logo designer use the colors to indicate the orientation of the political entity?
3. What are the meanings of all the symbols and signs that make up the logos?
4. Were the logos able to convey their content to the recipient through the symbols used in their formation?.
5. Did the slogans of the political blocs adhere to the provisions of the Iraqi law with regard to promoting themselves among the public?.

Second: The Aims of the Study:-

the aims of the study are summarized in the following points:

1. Identifying the semiotic connotations contained in the election campaign slogans
2. Analyzing the vocabulary of the slogan and showing its conformity with the general policy of the political entity and the ideological orientation of some of the parties participating in the elections of the Iraqi Council of Representatives, which were held in October of 2021.
3. A statement of the semantic ambiguities that the designer fell into when forming the logo.
4. An indication of the significance of the colors used in the logo design.
5. Explanation of the commitment of the slogans of the political blocs to the provisions of the Iraqi law with regard to promoting themselves among the public.

### **Third: The Significance of the Study**

The importance of the study can be determined from a societal point of view in the matter of electoral propaganda; Which is a set of activities carried out by the candidate for the elections, whether he is a large bloc, a political entity, a political party, or an independent candidate, for the purpose of introducing himself to voters and attracting them through electoral propaganda. It is the most frequent and most visible thing that summarizes the candidate's electoral program in its entirety, and it is the thing that sticks most in the memory of the recipient (the voter), and therefore interest in this topic

was and still is the focus of everyone's attention and it is worthy of study and analysis. From a scientific point of view, the scarcity of semiotic studies and in this particular subject requires research and study to be a reference for subsequent research and will contribute to supplying libraries with studies related to semiotic signs.

#### **Fourth: Sixth: The Domains of the Study:**

The researchers identified the research community with the electoral campaigns of the parties and entities participating in the parliamentary elections that took place in Iraq in October 2021, which were shown on Iraqi satellite channels, as follows:

- 1- Spatial domain: promotional advertisements for the parties participating in the Iraqi elections, which were shown on Iraqi satellite channels.
- 2- The temporal domain: September 2021, which represents the launch of political propaganda for the parties participating in the elections.
- 3-

#### **Fifth: Study Methodology-**

The study is a survey research, and the researchers used the descriptive approach by analytical design, which is the most descriptive method used in research based on criticism, induction and deduction.

The semiotic theory was also used to arrive at a description and analysis of the connotations contained in the symbols used in the electoral campaigns in all their aspects; For the purpose of getting acquainted with its precise details down to the objectives of the study.

#### **Sixth: The study sample**

The researchers adopted the intentional sample to choose a number of slogans in the electoral campaigns that were conducted in October of the year 2021, which were shown and broadcast on Iraqi satellite channels.

#### **Seventh: Research procedures**

After conducting a survey of the electoral propaganda presented by the political blocs participating in the Iraqi elections in October 2021 on Iraqi satellite channels, the research sample was selected according to the following contexts:

- 1- Review the slogans used by the political blocs participating in the elections in their propaganda campaigns.
  - 2- Determining the most prominent of these slogans and the extent of their spread in the areas of Baghdad
  - 3- The extent of reliance on a prominent slogan is a symbol of the political bloc.
- According to this, (12) slogans were selected, which were raised by the political blocs (the Sadrist bloc, the rule of law, progress, conquest, state forces, patriotism, determination, extension, Kurdistan Democratic Party, Babylon, Hussein Arab, Ali Hassan Al-Saadi).
- 4- Determine the surface description that appears from the logo
  - 5- .Determining the symbolic connotations included in the shapes and colors in the logo. And the. Its commitment to the Iraqi law specific to electoral campaigns.

#### **The second topic: the theoretical framework (semiotics and its role in promoting electoral campaigns according to Iraqi law)**

##### **First;the concept of semiotics**

Semiotics is defined as the study of signs (which is derived from the Greek root semeion, meaning: sign) and is the study of ciphers, that is, systems that enable human beings to understand certain events or units as signs that carry meaning. these systems; They are themselves parts or kind of human culture.( 1) (Schultz).

Semiotics "is the science that coordinates other sciences and studies things or properties of things in their use of signs"(2) (Morris, 2014), and it is one of the sciences that developed at a rapid pace throughout the twentieth century. (3) (Nazif, 1994)

Semiotics is the science that uses the sign to reach interpretation, which is the study of evidence systems, which do not exclude suggestion, and refuse to distinguish between evidence and sign. Or

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\* Corresponding Author: [jalal@esraa.edu.iq](mailto:jalal@esraa.edu.iq)

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symbols, given that language is the necessary condition for the transmission of knowledge, and without it we become Unable to teach or receive any knowledge. Because it is carried only by linguistic tools, and therefore we cannot lose sight of the semiotic dimension, which linguistic analytical models are available on, as the sign is capable of analysis, based on controversial values resulting in essence from its internal relationship, and the researcher believes that semiotics may be an Arabization for anyone. The three expressions (semiology, cyolitics and simutka) mean the sign, and this agrees with **(4) (Hamdawi, 1997)** that: Semiotics is the science that studies the relationship of the sign with its connotations.

This semiotics is directly related to many social phenomena, and one of these important phenomena is advertising, and one of the ramifications of the advertising phenomenon is electoral propaganda, as propaganda is an old phenomenon in human society, and constitutes an attempt to control thought and behavior, and propaganda is a term that may be unpopular, Perhaps the reason for people's aversion to the word propaganda is that it in itself creates impressions of lies, deception and falsification of facts. **(5)(Al-Assaf, 2012)**, and in the late nineteenth and twentieth centuries, scientific researchers who enjoyed an appropriate amount of freedom of inquiry were able to discover many aspects of psychology and the social and political applications of propaganda, The discoveries of scientists were more than those reached by the ancient Greek and Arab philosophers, and propaganda, according to contemporary theories, is one of the parts of communication theory in general, and communication theory, in turn, represents part of the general theory of social systems, which aims to study the full range of possible types of behavior, which begins By the individual who acts entirely by inspiration of himself, to the small group, to the large groups and entities. The semiotic signs are divided according to **(6) (Laila Shaaban, Sheikh Muhammad Radwan, Siham Salama Abbas, 2017):**

**A- The iconic sign:** It is the sign that refers to the thing it refers to thanks to the characteristics it possesses that are represented in a similarity relationship between the depicted and the referenced, such as pictures, graphs, maps, models and features. It is what is between it and what it indicates is a simulation, that is, it mimics what it refers to. This simulation may be high, as in television images, or low, as in surreal paintings, dreams, and some vocabulary of the language that simulates their meanings, such as the names of sounds.

**B- The indicative sign:** It is the sign that indicates a coherence between it and its signifier, and it is the sign that indicates the thing to which it refers by virtue of the fact that this thing has occurred on it in reality, such as smoke evidence of the existence of fire, and the evidence of animal traces on it.

**C - Symbol or idiomatic sign:** It is what a group of people agreed upon based on a specific convention and it is not between it and what is indicated by any simulation such as: traffic lights and musical signs as well as single words in any language. It is the sign that refers to the thing it refers to thanks to the law, and it often depends on the association between general ideas, what Peirce calls customs, or laws where the relationship between the signifier and the signified and referred to is purely an unexplained customary relationship, as whiteness signifies peace and large entities.

### **Second: Electoral advertising**

Electoral propaganda is one of the pillars of publicity in general that falls within the framework of trying to influence people or control their behavior, as it is the art of persuading others. **(7) (Al-Asadi, 2011)** election propaganda aims to influence the voter and win over their feelings to get their votes during the period of time that The elections are preceded by parties, political blocs and candidates in general being allowed to present their electoral programs, **(8) (Qasim, 2018)**. The title of electoral propaganda includes many forms, including conferences, gatherings, speeches and charitable works, and the most visible forms for people are electoral banners, including campaign slogans. The electoral process, in which semiotics are directly involved, which we will discuss in detail in this study.

### **Third: Early 2019 elections in Iraq**

The main reason for the early elections in the country is the protests and demonstrations launched by the Iraqi youth, whose causes lie in the tension generated through grievances, exclusion, marginalization and suppression of freedoms, which led to the destruction of trust between the regime and society. It was also due to the decline in the economic field and to financial and administrative corruption, and there are other factors that helped in the development of the crisis, including the deterioration of the level of education available within society, as well as the quotas of the security and military forces and independent constitutional bodies and commissions, and the development of community awareness in receiving news through social networking sites, Some of which had an

important role in rationalizing and raising awareness of the popular protests. (9) (Al-Hurra, 2019) and the slogans “I’m going down, I take my right”, “We want a homeland” and “Tik-tuk” became a special connotation in the political lexicon of the word “Bobji generation” in effect. Strong and charged with deep connotations that symbolize the ability to make steadfastness and overcome all threats that want youth to defeat (10) (BBC News, 2019), the October demonstrations raised many slogans, but they all revolve around one meaning: the sovereignty of the Iraqi citizen, and she insisted Accordingly, it developed very quickly, shocking the political parties that control governance and legislation, and attracted the attention of Arab and international public opinion, as well as the Iraqi Islamic parties.

#### **Fourth: Determinants of Electoral Campaigns:**

Laws in all countries of the world have set determinants for the designs of election campaign slogans. In France, for example, the French law prohibits the use of the colors of the French flag (red, blue and white) in campaign banners for candidates (11) (Al-Baz, 2020). Approved by the Iraqi National Assembly in accordance with Article thirty-three, paragraphs (a-b) of the Law of Administration for the State of Iraq for the Transitional Period and based on the provisions of Article thirty-seven of the above law. This included the Elections Law No. (16) of 2005, paragraphs related to how to promote the voter or the participating blocs. In the elections according to Articles (20-21-22-24), which are as follows: (12) (Iraqi Legislation Website, Law 16 of 2005).

- 1- *Article 20: The electoral campaign shall be free in accordance with the provisions of this law, and any candidate may conduct it from the date of the start of the nomination period and continue for the day immediately preceding the day specified for holding the election.*
- 2- *Article 21: It is forbidden to organize electoral meetings in buildings occupied by ministries and various state departments.*
- 3- *Article 22: It is prohibited to use the official state emblem in meetings, advertisements, electoral bulletins, and all kinds of writings and drawings that are used in the electoral campaign.*
- 4- *Article 24: The different electoral campaign means may not include challenging any other candidate, or provoke nationalist strife, or provoke national, religious, sectarian, tribal or regional strife among citizens.*

Then the No. (26) Election Amendment Law was enacted on December 28, 2009 and published in the official Iraqi Gazette No. 4140. With this law, the legislator canceled the Parliament Elections Law No. (16) for the year 2005 and its amendments, and granted the Independent High Electoral Commission the power to issue The necessary instructions to facilitate its implementation, and it was forbidden to work with any legal text that contradicts its provisions. This law was considered effective from the date of its ratification, and it was decided to publish it in the Official Gazette of the Republic of Iraq (Al-Waqa’i al-Iraqiya). (13) (Al-Shakrawi, 2015, p. 14)

Then followed by Law No. 45 of 2013 in force, specifying one slogan for electoral campaigns. Article (26) stipulates that “the use of the official state emblem in meetings, advertisements, electoral bulletins and writings used in the electoral campaign is prohibited” (14) (Waqa’i al-Iraqiya, 2013) The law did not mention any other specifics, and based on what was approved by the House of Representatives based on the provisions of Item (First) of Article (61) of the Introduction: The Constitution of the Republic of Iraq 2005, the Presidency of the Republic ratified the Iraqi Parliament Elections Law No. (45) for the year 2013 based on the provisions Clause (Third) of Article (73) of the Constitution, which it issued in its Decision No. (43) on 25/11/2013

- *The text of Clause (First) of Article (61) of the Constitution of the Republic of Iraq for the year 2005: (The House of Representatives is concerned with the following: First - (The legislation of federal laws, the Constitution of the Republic of Iraq for the year 2005, published in the Iraqi Gazette, No. (4012), dated : December 28, 2005, year (47).*

- *He ratifies and issues the laws enacted by the House of Representatives, and they are considered ratified after fifteen days have passed from the text of Clause (Third) of Article (73) of the Constitution that: (The President of the Republic shall assume the following powers: Third, the date of receiving them).*

- *It is worth noting that the Presidency of the Republic has authorized the Iraqi Council of Representatives to vote on the proposed House of Representatives election law, based on the contents of Article (928) of the Iraqi Civil Code No. 40 of 1951. This is due to giving the House of Representatives sufficient flexibility, especially in relevant issues. General or pertaining to the internal system without interfering or violating the constitution or the Iraqi civil law. The main objective of this leave was to avoid the possibility of challenging the proposed law (elections for the Iraqi Parliament) in the event of a*

challenge to the Federal Supreme Court in the future.

**Fifthly: Electoral propaganda**

The legislator emphasized that free electoral advertising is a right guaranteed to the candidate and is exempt from any fees, and it starts from the date of approval of the lists of candidates by the IHEC and ends (24) hours before the start of polling. **(15) (Articles (21, 22) of the Parliament Elections Law Iraqi No. (45) for the year 2013).**

It is forbidden for the candidate to publish any advertisement, programs or pictures of him in polling stations and stations, and to prevent the organization of electoral meetings for the purpose of propaganda in the buildings occupied by ministries and various state departments, and to prevent the exploitation of the buildings of ministries and various state institutions, places of worship and religious symbols for any propaganda or electoral activities of political entities. and candidates, It is prohibited to use the official state emblem in meetings, advertisements and electoral bulletins, and in writings and drawings that are used in the electoral campaign. Employees of state departments and local authorities are not permitted to use their job influence, state resources, means, or devices for the benefit of themselves or any candidate, including its security and military services, in electoral campaigning or Influencing voters, prohibiting any form of pressure or coercion, granting or promising material or moral gains with the intention of influencing election results, and prohibiting spending on electoral campaigns from public funds, ministries' budget, endowment funds, or external support funds. **(16) (Articles (23-30) of the Iraqi Parliament Elections Law No. (45) of 2013).**

**The third topic (analytical framework): the semiotic analysis of the slogans used in the elections**





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\* Corresponding Author: [jalal@esraa.edu.iq](mailto:jalal@esraa.edu.iq)

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### 1- **The thoracic mass: which bore the title (One Hand - One Heart)**

The Sadrist bloc emblem consists of a hand holding a black stick in the middle of an orange and green circle with the Iraqi flag wrapped around the hand with the bloc's name in thuluth script on a white ground that resembles a paintbrush stroke.

The logo designer used the arm outstretched to the top and grasping a stick, and the stick represents in the Sadrist movement's intellectual ideology an iconographic connotation that goes back to the martyr Sayyid Muhammad Sadiq al-Sadr, the supreme symbol of the movement, and its use in the electoral slogan is to win over the Sadrist movement's audience, which respects the martyr. level of appreciation.

As for the fist, it signifies strength and authority. The Sadrist movement has aspirations to reach power and take control of all matters on its shoulders. As for the green ground, it indicates the religious background of the Sadrist movement, and the Iraqi flag indicates the patriotism of this movement and its absolute loyalty to Iraq.

Researchers believe that this slogan is a qualitative leap in the means of communication between followers of the current and its leaders, as most of the previous communication was through religious sermons, especially Friday sermons, and that the maturity in political action made it move towards symbolic significance, especially those connotations and symbols that are in harmony with feelings. Passionate and absolute loyalty in thought and behavior when following the current, The exploitation of the great symbolism represented by the stick of Mr. Al-Sadr had a positive effect to get rid of some of the anti-current feelings from within it, which reject modernity in people and insist on the permanent presence of the leader Al-Sadr.

From what is taken on this slogan by some researchers participating in the study, the fist is the fist (the left hand) that indicates weakness and not the strength represented by the right hand, which puts the recipient in semantic confusion about this, while other researchers justified that the left fist came to complement the slogan The component of its association with the heart.

We note that the slogan included the replacement of the gun that was raised with the palm in the slogans of the various Islamic currents and replaced it with the stick in an indication that can be interpreted as replacing violent force with nonviolent force.

### 2- **The rule of law**

The emblem of the State of Law bloc is represented by a golden-colored scale on a white ground with two spikes in the middle of it in the form of a circle, in the middle of which are the books of the State of Law coalition in Kufic script.

The well-known symbolism of the scale at all levels is that it represents a symbol of justice and equality, and in addition to its local significance, it is a cosmic symbol that indicates (divine justice), The use of this symbol by the State of Law coalition is intended to bring back to mind the achievement that was achieved by the head of the coalition during the sectarian conflict during the rule of the First Dawa Party (in the cavalry of the Knights), who raised the slogan (Forbid the Law), as this period represents a rise The state of law bloc, and the semantic symbolism of the scale is to evoke those feelings that

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\* Corresponding Author: [jalal@esraa.edu.iq](mailto:jalal@esraa.edu.iq)



supported this coalition during that era.

The use of the symbolic connotation of the Kufic script is a reference to the originality owned by the coalition and its symbol is the Dawa Party. The Kufic script is associated with the Islamic trend in general. As for the symbolic significance of the spike, it is a symbol of fertility, land and maturity, of the harvest and the abundant yield, an indication of the connection with the land and the special interest in the agricultural community, especially the southern part of it.

Some engineering errors in the scales are taken on this logo, and this error may be due to the designer who devised the design of the Balance logo as a text from an image uploaded to the Internet. Technically, adopting an image from the Internet is a breach of intellectual integrity.

### **3- Party Advance:**

The electoral emblem consists of an orange ground in the middle of a longitudinal rectangle, in the middle of the rectangle, a white ground with the symbolic eagle's head, and under it the name of the party is written in kufic script (geometric square.)

Orange is a symbol of strength and activity. It is a mixture of yellow and red, which is why it is often used in commercials. People often describe the color orange as bright, happy, and uplifting. However, orange tends to be a controversial color. People tend to either love him very much or hate him very much, and its semiotic connotations in the entity logo is the symbolism represented by this color, as it often symbolizes (youth and fatwa), for the young entity or its president, Muhammad al-Halbousi.

As for the falcon, it has another connotation, as the falcon represents determination, focus, leadership, clarity, future planning, intuitive decision-making, and protection. The symbolism of the hawk often appears locally when a person is asked to complete a goal or task and needs strength and encouragement to keep moving forward by saying to him: (Do it like a hawk).

The electoral slogan of the bloc's members contains a picture of a hammer, and the hammer semiotically denotes the pluto-worker current in the former Soviet Union along with the sickle. As for the connotations that the political entity envisages, it is a symbolic of the parliamentary authority represented by the entity's president as speaker of the Iraqi parliament. It is taken from this logo that the symbol of the falcon is not clear and its meaning and image cannot be recognized except when focusing on the logo. (7) In English.

### **4- Conquest Alliance**

The logo of the Al-Fateh Alliance consists of a symbolic image of the lion in yellow on a green ground and written under it the name of the alliance (Al-Fateh) in the free Diwani script in yellow.

The lion symbol: It is one of the most widely used symbols around the world in various cultures and civilizations. The ancient Egyptians presented many of their gods as lions, and the lion was a prominent symbol in the civilization of Iraq. We find its strong presence in hundreds of inscriptions, sculptures and statues in Sumer, Babylon and Assyria.

The lion is a symbol of nobility, courage, infinite strength and sovereignty. The lion also represents an important symbol of vigilance, self-control and balance, in addition to the lion being one of the important symbols representing solar energy. Iraq was fully aware of the role of the sun in agricultural life and seasons, so the lion was one of the important symbols of sovereignty over the underworld, just as the eagle was the king of the air and a representative of spiritual transcendence and sovereignty, so the lion is the king of the earth. As for the yellow color, it is one of the colors of nature, which sends energy, and it is the color of optimism that is characterized by great positive, it is the color of creativity and also the launch to life, and it is characterized as the color of self-esteem. Purely, it does not believe in borders, as the entity can take a Persian or Pakistani reference or from any other country. Some of the arguments taken from this logo are that the image of the lion in the logo is a picture of the symbol of a Persian lion, and this matter is a double-edged sword. But if it was not intended, this indicates the weakness of the artistic vision of the entity, and the logo is also taken to use the yellow color, as it represents a double-edged sword as well as it has negative effects as well, as it can be considered the color of weakness, the color of fear and the accompanying pallor, melancholy and anxiety, which is the color of illness par excellence, without a doubt.

### **5- The alliance of state forces**

The emblem consists of a white ground in the center of the Iraqi flag vertically, and on top of it a black arm holding the scales with two palms. Below it is the name of the alliance (the Alliance of National State Forces) in Naskh script Under it is the name of the alliance in English, both in black. The symbolic connotations contained in the logo represent regular symbols known at the technical level, and they

are simple symbolic connotations, as we see that the logo contains the right fist that indicates strength and control.

The emblem also contains the scale, which represents justice. The emblem was designed so that its parts are based on the Iraqi flag, which indicates patriotism.

Simplicity, superficiality and technical weakness are taken from this slogan, and the black color of the fist is an unpopular sign, and represents the black hand, unlike the white hand, which indicates generosity and integrity.

#### **6- The National Coalition:**

The logo consists of a white ground, with the Iraqi palm green in the middle, with the Iraqi flag on the left side on each crescent, with a symbolic shape of two rivers under the palm, under which the name of the coalition (national) is written in free font.

The palm tree constitutes the main structure of the National Coalition logo, and the researcher believes that the palm tree was able to record a distinguished presence in the collective memory, and in Arab and Islamic culture - in particular - it has been repeatedly mentioned since ancient times in the holy books, and in the honorable prophetic hadiths, not to mention in the various Arab literatures and poems. However, the date palm is no longer that only plant organism that gives free of charge, but its connotations have transformed to become an objective equivalent to the homeland, the beloved woman, and the just human cause. **(17) (Bawiya, 2019).**

The logo contains a symbol of the two rivers, and (the river) is one of the most prominent natural symbols in which poets found fertile connotations and suggestions to express their ideas and visions. This river carries with it symbolic energies that suggest life, growth and fertility **(18) (Blawy, 2018).** In addition, the electoral logo of the National Coalition contains the Iraqi flag in the form of a crescent, which is another addition to confirm the national identity of the coalition. It is taken from this logo that the symbol of the tree was taken from a picture published on the Internet, and it was more beneficial to design this tree and draw it without falling into the problem of intellectual safety. The Tigris and Euphrates rivers are realistically one color.

#### **7- Alliance of Resolve**

The logo consists of a white ground, with a green polygonal star in the middle, and under it the name of the Alliance (Azm Alliance) in black and in free Kufic script.

The first thing that comes to mind when interpreting the star symbol is that the name symbolizes the person who is lit by the stars, transcendent as a star, but the symbolism of the stars is much more than that in mathematical geometry, the pentagram is a shape with the shape of a five-pointed star drawn using five straight cut. **(19) (Wikipedia,, 2021)** It is the simplest star polygon. The five-pointed star has ten intersecting points, five for the prominent vertices and five for the interior angles, as well as fifteen straight segments. The star is drawn with lines of equal length that intersect at five points in the center. The five-pointed star was used symbolically in ancient Greece and Babylon, similar to the use of the cross by Christians. The five-pointed star has magical associations. Today, many people who embrace modern paganism and pagan beliefs wear jewelry bearing the symbol of the five-pointed star. Previously, Christians used the five-pointed star to represent the five wounds of Christ.

It is noted that the five-pointed star is a multi-valued symbol, meaning that this sign was understood at different times, by different groups, by different people, and in different ways. It is an addition to the use by Freemasonry, the Christian Church, the Soviet state and many socialist countries, as it is at the same time a reference to the American state and American democracy, and some mysterious societies, both in ancient and modern times, have chosen the five-pointed star as a magic sign.

The symbolic connotations of the five-pointed star in the logo of this entity may have meant loftiness, transcendence and brilliance, but it is taken on this logo that it is far from the goal on which the alliance was established and as stated in the founding statement (its goals are to support the right of the displaced to return to their homes unconditionally and compensate them And moving towards a radical solution to the file of the disappeared, and punishing the perpetrators of these crimes, as well as rebuilding the liberated areas by state funds and not by granting organizations and others. **(20) (Siyasiyyah Iraq, 2021).**

#### **8- Stretch movement:**

The logo consists of a blue ground with the name of the movement (extension) in the center in free velvet Kufic script with the name in English, both in white.

This logo does not distinguish any connotations or symbols, as it is formed from the name of the

movement only, and what is distinguished by the logo is the blue color, which is a color between violet and green in the light spectrum, and it is classified among the cold colors, and the blue color is a popular color as it is the color of nature, that is, the color of the sky, seas and oceans. There are many shades of blue, including turquoise, light blue, sky blue, dark blue, night blue and other shades.

Blue is associated with open spaces, freedom, imagination, expansion, inspiration and sensitivity. It indicates a love for life and vast spaces. The blue color represents meanings, including depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith and intelligence. It has a positive effect on the mind and body, and as the color of the soul, it invokes rest and can cause the body to produce chemicals that calm and spread feelings of peace.

Researchers believe that he warned this movement against adopting any slogan because it is a newly born movement that does not have a clear ideological vision other than adopting the youth movement in the October demonstrations. Youth demonstrations, whose slogan was (We want a homeland), as the October people feel the loss of their homeland at the hands of other politicians who seized power and left **nothing to the people.**

#### **9- Kurdistan Democratic Party**

The logo consists of a circle in red on a white ground, in the middle is a picture of the head of an eagle bird, and below it is an abbreviation (KDP) with the date of the party's founding and around it a symbolic image of the sun in yellow framed with spikes, above the party's name in Kurdish script and language, and below it the name in English. The connotations of the logo are: the outer circle (red): symbolizes the blood of the martyrs of Kurdistan and the ongoing struggle for the freedom and dignity of Kurdistan, and the inner circle (green): expresses the beauty and landscapes, natural in Kurdistan, while the sun (yellow): represents the source of life and energy for people Al-Sanabel: represents agriculture in Kurdistan, and the source of the richness of the land. As for the eagle, it symbolizes freedom, nobility, pride, patience and endurance.

Eagles represent the idea of expansion, strength, higher perspective, loyalty, victory, strength, insight and vision that emerge when you set your eyes on a goal, ambition or challenge that has long been associated with the expansion of empires, the victory of world leaders, and access to new political and economic horizons. It is taken on this slogan is to show what indicates the affiliation of the Kurds to the motherland of Iraq, and to deliberately omit the writing of the party's name in Arabic.

#### **10- Babylon movement:**

The movement's two emblems consist of a yellow circle with the map of Iraq in the middle, with two zigzag lines in pale blue representing the Tigris and Euphrates rivers, with an iconic image of the Ishtar Gate. The map is framed from above by the name of the movement in red in the free Naskh font, and from below by two trees in green.

Yellow represents the peak of glow and radiance, and is the most luminous and luminous color, because it is the color of the sun and the source of light, giving heat, life, activity and pleasure. And the ancient Egyptians used it as a symbol of the sun gods and for the prevention of disease, and the yellow color is a dual-significant color. It may refer to "bliss, pleasure, life and activity, or denotes illness and approaching death (21) (Shukri, 1985).

As for the map of Iraq, it has a symbolic significance as it represents the whole of Iraq in terms of electoral districts. The movement, being one of the minorities, is allowed to be elected in all parts of Iraq, and the symbol of the spike is an indication of the connection to the land. And the image of the Ishtar Gate indicates the nobility of the movement, as it derives its historical depth from the ancient Iraqi civilizations, especially the Babylonian civilization, where the movement represents the Chaldean minority, which considers itself the heir of Nabonai, the last Chaldean king who ruled Babylon. The lack of harmony between its parts, as well as the image of the two rivers, which does not correspond to the geographical reality, is taken from this slogan.

#### **11- Independent candidate Hussein Arab:**

The logo consists of the candidate's picture, the candidate's sequence, the district number, the candidate's name, and a hashtag with the phrase "For Karkh."

The logo was based on showing the characteristics that the candidate possesses, which are simplicity, handsomeness and tolerance, and the paper and pen indicate the scientific planning methodology that the candidate will follow. The logo refers to the target area for candidacy. As for the line under the image and its indentation to the bottom, it is evidence of the candidate's political weight. It is taken on this slogan to use the red color in writing the name of the candidate, and the first was to choose another

color such as white or green. The logo was devoid of any symbolic sign, indicating complete independence from the parties and its being a single independent entity that does not belong to any political party.

#### **12- Independent candidate Ali Hassan Al-Saadi:**

The logo consists of a gradient blue background with two circles in light blue and bluish white with a picture of the candidate in military uniform and on the right of the picture he wrote (independent candidate 108 and above it the check mark) and below the picture the name of the candidate in Kufic script and in white.

Semiotically, putting a picture of the candidate in a military uniform in which the candidate tries to show his professional background and his military character, as the candidate here tries to emphasize discipline, reject chaos, abide by laws and not violate them. In addition to the significance of participating in the defense and security of Iraq, as it was part of the military system.

It is taken from this logo that the design focused on the relative aesthetic without focusing on the symbolism, as the color gradation does not mean anything, and the check mark is far from the new voting mechanism, which is (the stamp) and not the marking, as the first was to put the stamp instead of the check mark.

### **Conclusion**

By analyzing the logos under study, the researchers concluded that:

1. Some election campaign slogans were not isolated from the cultural space of political entities and its semiotic foundations, but rather they derive power from it.
2. Most of the parties do not pay attention to the semiotic significance of every drawn symbol, every line, every color, and every icon inside the logo, as every part of the logo has a symbol and a signification. In fact, most of the designs adopted the form without the symbolism.
3. The designs of the slogans of the parties placed the responsibility on the designers, not the experts in the subject of semiotics and its interpretations, and perhaps the electoral slogan was somewhat a secondary issue that the party leaders did not pay attention to.
4. In essence, the symbol does not have a fixed connotation. Rather, it can be used in different connotations governed by the nature of the content, and it can express countless implicit contradictions. We see this clearly in the symbols of the political parties participating in the October 2021 elections. For example, we find the use of some common semantic symbols, such as the color, the spike, the sun, and the two rivers, when parties do not have anything ideologically combined together, but may be contradictory and belong either to the far right or to the far left, and the same thing can be said regarding other symbols.
5. The emergence of a discrepancy in the centrality of building the electoral advertisement from one electoral list to another, according to the stability of the components of the advertisement and its revolving around a structural unit that the designer seeks to achieve by combining function, form factor, symbols and semiotic icons, to produce a combination that depends on the power of shock to attract the recipient and sustain interaction with him.
6. Striving to produce iconic images that are quick to conjure up and influence, by adopting the intervention of texts, proposed slogans, colors, and approved images, with influential text icons with active mental stocks, providing the newborn with the inheritance of the icon overlapping with it, and its characteristic of cognitive and psychological depth, which is something that the slogans of some masters mastered. Partie.
7. Focusing on color from physical, semiotic, psychological and psychological perspectives, which are aspects related to the geographical space and do not depart from the map of the distinct sub-culture, including what it stores of icons and semiotic connotations evoked by specific colors, which is something that some political entities have adhered to.
8. Employing the moving image for its speed, efficiency and strength of memory stability, because of its ability to create dramatic scenes in the mind of the recipient by mastering the movement of stimuli and stimuli that enter the direction of the image.
9. Clarity of the innovative aspect of some logos, in terms of the novelty of their logo, the nature of its design, and the lack of disharmony of its components, which are aspects that distinguish it from the logos of competing lists.

10. Adopting electoral lists employing semiotic signs to produce situations that are consistent with its goal, by adopting shocking icons that move the neurotic inventory in social memory and then linking it to their interventions through the structural components of the poster to reach a state of association with the stimulus or the stable stimulus in the subconscious.
11. The commitment of most of the blocs participating in propaganda campaigns to the Elections Law No. (45) for the year 2013 in force, specifying one on the slogans of the electoral campaigns, which stipulates in Article (26) "It is forbidden to use the official state emblem in meetings, advertisements, electoral bulletins and in writings that are used in the electoral campaign."
12. The researchers pointed out that the reality indicates that there are some irregularities in some electoral campaigns, but the legislator did not specify the body that monitors and determines the violation.

## Recommendations

In light of the conclusions, the researchers recommend the following:

- 1- Not to resort to symbolizing the party with an animal because it is a purely symbolic attempt that has nothing to do with reality. The desire for the party to be strong (the lion and the falcon) appears as a first message. But when (the citizen) carries out the process of associating ideas in his imagination, he finds himself, for example, in front of a predatory animal that knows neither mercy nor pity.
2. Not to use some symbols that suggest tools used daily, either professionally or personally. For example, the scale may suggest the professional sector practiced by party members (trade) or rigidity in positions, since the two scales of the scale do not suggest movement, which means management and flexibility.
- 3- Researchers recommend not to refer to body parts as a symbol of a party, which is naive in the political marketing market. For example, if the hand is not open, it performs only negative semiotic functions in general.
4. Emphasis on renewal in symbolism through slogans with a different content from what is known in the political arena, as the weakness of the parties' image is due to two reasons, the first: the semiotic erosion of the symbols used on the one hand and the emptiness of their ideological content on the other hand, and the result is the voter's alienation from parties, and the second is: The challenge facing every Iraqi party It is to prove that he has a popular base that speaks in its name and works for it, and when the citizen links this matter to the political marketing of any party, especially at the symbol level, aversion is the inevitable result. If the parties do not succeed in political marketing of the contents of their programs by modernizing and modernizing their logos and slogans, then this force filled with mistrust between them and those whose votes they desire will remain in place. Modern marketers, in order to develop Iraq.
5. The researchers recommend, from a legal point of view, the necessity for the Iraqi legislator to specify the body that conducts oversight and identify the violation in the event of irregularities in some electoral campaigns.

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\* Corresponding Author: [jalal@esraa.edu.iq](mailto:jalal@esraa.edu.iq)

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