



Article

## Feminist Positive Discourse Analysis of Iraqi Women Slogans

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**Abstract:** This article employs feminist positive discourse approaches to point to organized means of understanding women. Various approaches can be observed. On the macro level, thematic analysis and ideology are identified while on microlevel transitivity processes, discursive strategies, and politeness can be triggered on the selected slogans of Iraqi women. Qualitative method is employed to investigate certain slogans of universities and organization to appreciate and support the women. The study regards feminism as a tool for progress, social change, and hope. The paper concentrates on the manner of social actors and social phenomena are conceptualized in discourse to identify how change happens to evoke inspiration and hope.

**Keywords:** Feminism, Discourse, Slogan

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### 1. Introduction

Language can be used to marginalize or empower women (Lazar, 2005). Women's gender equality and empowerment initiatives use slogans to mobilize, raise awareness, support, and overcome hurtful gender stereotypes (Khosravinik, 2017). The language of discourse is employed in the slogans have unintentional consequences which can reinforce the existing dynamics of the power or maintaining harmful gender parts (Gee, 2005; Richardson, 2007).

Positivism is a movement that is first theorized by the philosopher Auguste Comte and Émile Durkheim who hold the view that knowledge is founded on the sensory and physical world. Logical positivism connects rationalism with empiricism. It holds that critical observation for one's perception of the world. Scientific type of positivism perceives knowledge as scientific through which it gives the meaning that science can be transcultural and it rests on the outcomes that are not impacted by the identity and beliefs of the analyst (Baker, & Ellece, 2010).

Positive discourse analysis concentrates on the complementary call to a community, which regards the way people can get together and in which they can make a place for themselves in the manner that reconstructs power without struggling against it. Positive discourse analysis is not similar to critical discourse analysis since the deconstruction of (social) problems varies from betterment and reconstruction of society. In addition, social actors can be given voice and presence via embedding positive discourse analysis (Waugh et al., 2016). The reconstructive role of discourse which is accomplished by positive discourse analysis that empiricism is polarized by Martin though stating that "without positive discourse analysis, one's understanding of the manner change occurs" (Martin, 2004: 7-8). The study seeks to answer the following questions:

- a. what are domains of macrostructure of feminist positive discourse analysis employed the women's slogans?
- b. What are domains of microstructure used in the data?  
The aims of the article are:
  - a. Identifying the macrolevel domains of feminist approaches to discourse as thematic analysis and ideology.
  - b. Pinpointing the microlevel strategies as transitivity processes, discursive strategies, and politeness in the data.

## 2. Materials and Methods

### Feminist positive discourse analysis and slogans

The scope of feminism is adopted as a struggle for women. It is a dimension for investigating women's situations, demanding the rights and resisting oppression (IbrarUllah, 2018). Feminism is a multi-dimensional term with different movements and theories. It is realized in society in many forms (Fathallah, & Al Khazraji, 2022).

Gender has the appearances and features that one is assumed to have by virtue of being female or male ( social and cultural peculiarities), in the consideration the different factors that a person is supposed to carry out. On the part of the cultural and social construction of femininity and masculinity, gender permits the person to observe the dimensions of human personalities and roles as established on social factors. Then, it allows to handle the matters as inferiority and discrimination as topics where change is possible. As the result of a gender studies, feminism is recognized as it points to the assumptions that the concept of women that can denote a common realization of identity (Gondal, 2016: 6)

It is proposed the following feminism principles:

- a. Every domain of the society can be benefited from the women's contribution.
- b. Feminist investigations aim to work for social reform rather than criticism only.
- c. Women must not be discriminated against.

They have the intellect, ability, and potential to develop every aspect of the globe. They are confined to the their homes. the first principle extends the range of activities that are available to them while emphatically rejecting and condemning their duties to housework only. In the second aspect, the author states that women's unobservable achievements are ascribed to their fewer opportunities available to them. women can offer equal contribution and service to the humanity and country if they are given the suitable opportunities. The last principle promote feminist activists to investigate women's oppression in order to identifying and categorizing it (RopersHuilman, 2003).

## 3. Results and Discussion

### A. Macro-structure

A text comprises two structures: macro-structure which a theme or topic that is focuses on in the text , and micro-structure of semantics that analyzes the way a meaning is lighted in discourse rather than other meaning (Dijk 1980:198).

- 1) Thematic analysis aims to refer to the meaningful themes or categories in a of data by investigating the text. Description is a thematic item which is acknowledged as the main synopsis, concept, or major point of a work. The topic denotes the main theme, importance, centrality of the story. The text macrostructure is observed as semantic macro-structure since the macrostructure concerns the meaning of the text (Dijk 1980:198).
- 2) Ideology is a feature of events and a property of structure. It is being 'a conceptualization of the worldview which is an embedded manifestation in law,

art, in economic event and in the realization of collective and individual life (Fairclough 1995).

Solidarity is observed as the cooperation and support that participants convey by communicative acts. It is expressed in linguistic items that shed light on comprehension, social cohesion, and shared identity. This can entail the employment of the terms that are concerned with endearment, shared experiences, inclusive language, and belonging. Building and maintaining social connections and group identification is conveyed by solidarity in language interactions (Holmes, 2001). Solidarity is crucial for the promotion of social cohesion which stands up for justice and equality. It is beyond personal needs and interests (Moyn, 2014). Solidarity is a main element in positive discourse, in which language is employed to support groups and individuals with one another, promoting collective action and unity. By investigating the way discourse triggers solidarity, positive discourse analysis exposes the means in that language is seen as a tool for social cohesion and change. Linguists observe the ways discourse organizes community ties. They also refer that linguistic choices as shared narratives and inclusive language are significant in reinforcing the solidarity via speakers (Martin, 2004).

Empowerment is to give the entire societies the opportunities, means, power, and encouragement to exercise interpersonal, personal, and political authority to improve their way of life. It is the process which involves empowering groups or a person to have control of their lives, overcome challenges, and make informed decisions (Martinez, 2022).

### **B. Microstructure**

Microstructure focuses on the linguistic items of the text. The linguistic choices that are employed in the Van-Dijk's micro-structure are "syntax, semantic, lexicon, and rhetorical" (Dijk 1980:198).

i. Discursive strategies as intentional and accurate plans which are adopted to accomplish a specific social, linguistic or psychological aim. They are manifested via systematic utilizations of language. The participants keep on to recognize different strategies involving predicational, referential and argumentation strategies (Baker, & Ellece, 2010). Discourse, and any particular example of discursive strategy, is observed as simultaneously: a spoken or written language text, text construction and interpretation, and sociocultural tactics (Fairclough 1995). The discursive strategies in the study are:

Categorization is the process which people categorize or classify objects as dissimilar or similar in social psychology (McCarty, 1991).

Genericization is a manner of presenting social agents as classes more than as particular persons. This can be conveyed by the employment of zero article and plural nouns (Baker, & Ellece, 2010). A pronoun can also be used as a tool that the communicator employs to denote his position in the conversation. The communicator conveys his attitude by the employment of the pronoun "we" in his speech. The pronoun "we" is seen, however, it refers to the attitude which indicates a reflection of a common behavior in a specific society (Eriyanto 2001).

C. Transitivity indicates the processes of the linguistic approach that is used to set up ideational or experiential meaning, which is focused upon the way actions and entities in an event are conceptualized in the language (Ryder, 2006: 40). This perspective classifies actions and attitudes into various process kinds.

- 1) Existential is the process between material and relational ones. It expresses the state of existing, being, and happening. The verb as exist, be, occur, and arise can be found in this process.
- 2) Behavioral processes are a small set which fall between material and mental processes, for instance, sneezing, laughing, and breathing.
- 3) Verbal process is a subsidiary process in which it is significant to discourse since it permits participants to verbally react. The speaker is the actor who speaks.

- 4) Mental process as thinking, perception, or emotion, denotes the present of sensing. It transmits the awareness in which it is an internal kind of experience. (Halliday and Mattiessen, 2014),
- 5) Material Process state that the identification of process in the material sentence or utterances to points to concrete altering ( action or doing ) in the situation with the participant being held the responsibility for such change( Halliday and Mattiessen 2004).

#### D. Politeness

Politeness is a kind of communicative attitude can be found in human languages and cultures. It has been stated as a universal social phenomenon of human. It is significant to observe that there are social norms which limit whether something is rude or polite (Leech, 2014). Brown and Levinson (1987) theory pay attention to various aspects as face saving and threatening acts, manifestations of politeness Strategies, and positive politeness. Positive politeness is directed towards the addressee's positive face and aims to construct intimacy and solidarity between the interlocutors. They proclaim that positive politeness concentrates on the good fellowships as showing approval, exaggeration, sympathy and interest. The employment identity markers which foster the sense of belonging and common ground.

Brown and Levinson (1987) suggest the following strategies to indicate positive politeness which are as following:

##### Claim Common Ground

This kind includes speaker's claim of common ground with hearer through which that the speaker and hearer belong to set of persons who have common particular wants, involving goals.

##### *i. Attend, notice to the hearer (his wants, interests, goods, and needs, )*

This strategy denotes that addresser takes notice of addressee's condition (observable changes, possessions, things which seems as though hearer demands the addresser to observe the specific things and approve of it)" (Brown and Levinson, 1987)

##### *ii. Amplify the interest to hearer*

Another manner for **speaker** to communicate to **hearer** that he have some of his wants in which it is to intensify the benefit of speaker's contributions to the situation. This can be conducted by employing the direct speech rather than indirect one is another characteristics of this strategy, as is the employment of expression or tag questions that attract hearer into the conversation: (Brown and Levinson, 1987: 106-7),

##### *iii. In-group identity markers*

To be in-group membership, the *speaker* can claim in implicit manner the same ground with hearer that is preserved by that identification of the group.

##### *iv. Presuppose or assert speaker's concern for hearer's wants*

One manner of denoting that participants (speaker and *hearer*) are cooperators, thus, potentially to put the *hearer under pressure* to participate and cooperate with *the speaker* is to imply or assert knowledge of *Hearer's* wants and willingness to suit one's wants with them. (Brown and Levinson, 1987: 125),

##### *v. Grant the hearer ( sympathy, goods, cooperation, and understanding)*

The speaker satisfies hearers' positive-face wants.

##### *vi. Be optimistic*

The perspective flip that is concerned with the cooperative strategy. This strategy is for *speaker* to presuppose that *hearer* wants *speaker's* wants for the speaker or for both. That is, for *Speaker* to presuppose that *hearer* cooperates with him and it can a tacit commitment for *speaker* to cooperate with *hearer* as well, or at least a tacit which claim

that *hearer* cooperates with *speaker* since it is in their mutual common interest (Brown and Levinson, 1987: 126).

**vii. Involve both participants ( speaker and hearer )in the activity**

"By using an inclusive 'we' form, when S really means 'you' or 'me', he can call upon the cooperative assumptions and thereby redress FTAs." (Brown and Levinson, 1987: 127).

**Give (or ask for) reasons**

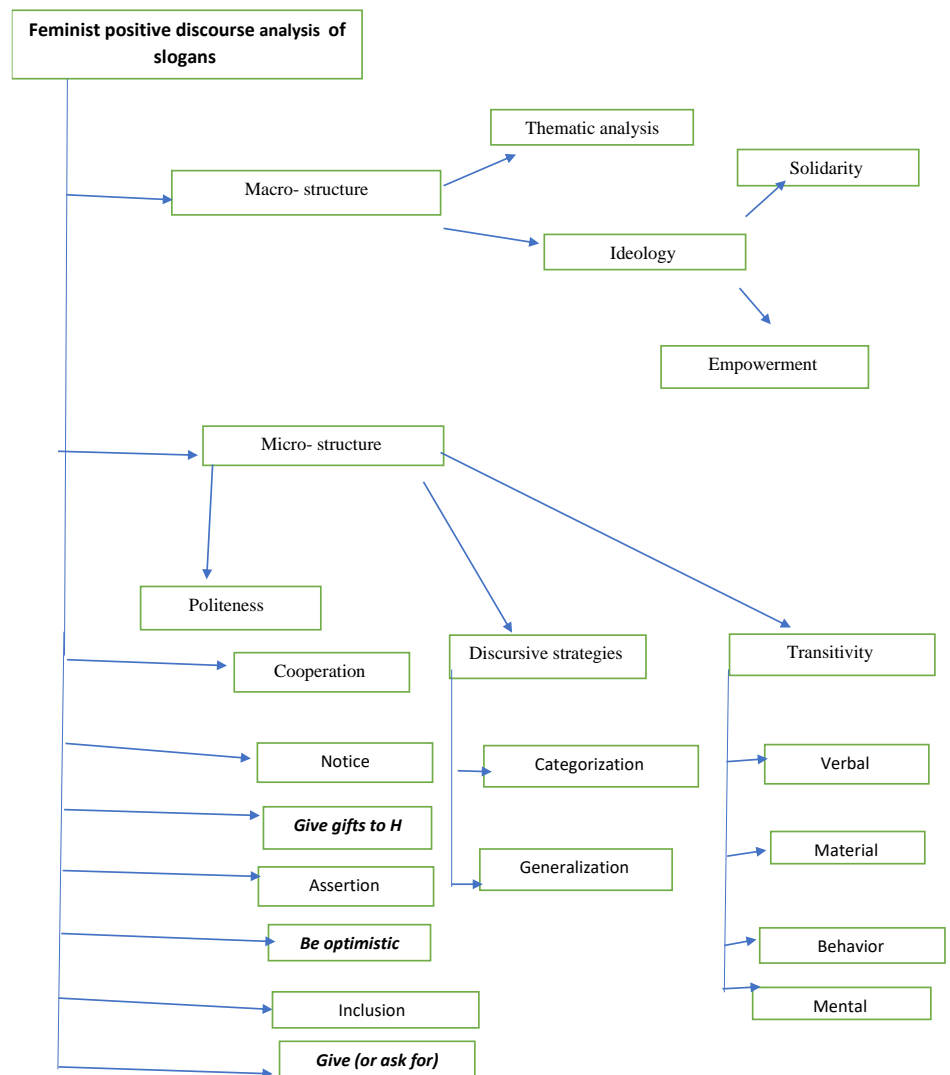
Another aspect of including *addressee* in the activity is for *addresser* to give reasons as to why he wants what he wants. By including *addressee* thus in his practical reasoning, and assuming reflexivity (*participants'* wants), *the addressee* is the guidance to observe the similarity of *addressee's* face threatening act.

**Data collection**

Women's slogans are collected from universities and organization official websites to present the perspective of feminism from positive discourse analysis in such slogans. These slogans are presented in ceremonies and international events as women's international days or the reaction of organization against violence.

**The Model**

The eclectic model comprises macro and microstructures. The macrostructure involves Van Dijk's ( 1980 ) thematic analysis and Fairclough's (1995) ideology. The microstructure of Fairclough's (1995) discursive strategies. Halliday and Mattiessen (2004) Brown and Levinson's ( 1987) positive politeness theory. the item of the model can be illustrated as follows:



## Data Analysis

### Slogan 1: "Together for the Safety and Security of Women in Lebanon and Palestine"

#### Macrostructure

Thematic analysis is in Iraq organization of the annual conference to empower women. The conference is one of national tactics for woman in Iraq in era between 2023 to 2030. Thus, the ideology is solidarity which is triggered in the word of "together". The conference aims to support the women in the selected countries to enhance humanitarian.

#### Microstructure

Discursive strategy is categorization (specification) in the stated countries "Lebanon and Palestine". Three strategies of politeness are grant, notice, cooperate with the hearer to satisfy their wants.

### Slogan 2: "Iraqi Women Are Our Pride"

#### Macrostructure

Thematic content is the committee of the Women's Committee in the department of Electrical Engineering holds a cultural ceremony to refer to Iraqi Women's Day on the date of 4th March. The ceremony is sponsored by the Dean of the College and professors as Dr. Malik and the head of the Women's Empowerment at the college. The ideology is empowerment.

#### Microstructure

Categorization is the discursive strategy which is Iraqi woman. Transitivity process in the slogan is relational one which is used to identify and recognize women's contribution. Inclusion, assertion, and optimism are the politeness strategies since he include them in the pronoun "our" and assert their value.

### Slogan 3: "Iraqi Women: Challenges, Opportunities, and Successes"

#### Macrostructure Analysis

Thematic content is the ceremony to honor the woman in the Iraqi Women's Day in which the Women's unit at the University of Kirkuk holds a ceremony. Dr. Ammar Qahtan Shanoon who is the dean of college of Agricultural attends the festival with female members and students. The empowerment ideology is triggered since they shed light on the women's contribution.

#### Microstructure Analysis

Categorization is discursive strategy in "Iraqi women". Notice and assertion are the politeness strategies since the slogan asserts the stages of woman's career.

### Slogan 4: "Iraqi Creativity: Challenges and Successes"

#### Macrostructure Analysis

Thematic content is "Al-Furat Al-Awsat Technical University" holds the women's cultural festival which is regarded one of the main initiatives event to sponsor the Iraqi women creativity to reflect the confidence in the demand to reveal women's innovations in university to convey their knowledge. The ideology is empowerment since it comprises the women's talents in literature, science, innovation and arts.

#### Microstructure

Categorization is discursive strategy in "Iraqi creativity" which the emphasis on the mental capacity. Thus, the transitivity process is mental one. Assertion politeness principle is observed.

### **Slogan 5: "Participation of Women as a Guarantee for Peace and Stability"**

#### **Macrostructure Analysis**

Thematic analysis is the event which takes place at capital of Iraq (Baghdad) at 8 March 2021 in which United Nations attends the women's empowerment to mark the International Women's Day. The ideology is solidarity.

#### **Microstructure Analysis**

Woman is triggered as generalization discursive strategy since there is no categorization is observed in the slogan. Behavioral process is in the word of "participation". Optimism politeness principle is "for Peace and Stability" and the cooperation politeness is seen the word of "participation".

### **Slogan 6: "Women's Right to a Life Free of Violence"**

#### **Macrostructure Analysis**

Thematic content denotes that the slogan aims to lessen the underage marriage, encourage to learn and assist women. The College of Economics organizes a workshop in which Dr. Doreen Benjamin Hermuz presents a lecture to the women's in the college. The ideology is empowerment.

#### **Microstructure Analysis**

Generalization is discursive strategy in the slogan. Notice and assertion are politeness principles in which the speaker notices the women's demands and asserts their right to live.

### **Slogan 7: "Gender Equality Today, for a sustainable tomorrow"**

#### **Macrostructure Analysis**

The thematic and ideological type of solidarity is observed. The event is launched in Erbil to empower and support the women at 10 March 2022.

#### **Microstructure Analysis**

Generalization is involved as discursive strategy. Politeness principles are the strategies of cooperation, give reasons, and optimism.

### **Slogan 8: "They are Life"**

#### **Macrostructure Analysis**

Thematic event of celebration, which is organized to witness a video presentation, document the women's factor which are be observed administratively and academically in the university. They present songs and performances which deal with the prominent and famous figures and they exhibit a photo for the creative women of the university's colleges. The ideology is empowerment.

#### **Microstructure Analysis**

The slogan employs the generalization as a discursive strategy. Relational transitivity process is observed in verb of be "are" to appreciate the woman's impacts. Assertion is politeness principle. Simple and declarative sentences reflect assertiveness and confidence.

### **Slogan 9: "Iraqi women are partners in sustainable development"**

#### **Macrostructure Analysis**

Thematic content presents the event of the Women's Empowerment unity at the University of Basra in which they empowered women in honoring ceremony on the International Women's Day.

#### **Microstructure Analysis**

Discursive strategy is categorization in that the slogan conceptualizes specific group of women. Identification of roles and duties are employed to present the relational transitivity process. Assertion and cooperation politeness principles are in the slogan.

### **Slogan 10: "Every achiever deserves recognition, and every effort merits appreciation"**

#### **Macrostructure Analysis**

Thematic analysis is indicated in the ceremony which is organized by "The Department of Scholarships and Cultural Relations at the University of Karbala". The distinguished and outstanding females are honored. The ideology of empowerment is seen in the recognition of their efforts.

#### **Microstructure Analysis**

Generalization is the word of "every" that sheds light on the naturally of the good outcomes for good work. Material process is the verb "deserves" which denotes doing. While merits can be fall under the mental transitivity since it demands judgment.

The politeness principles are the strategies of grant the achiever (goods and appreciation), notice the work, and assertion.

### **Slogan 11: "the abaya is chastity and jihad"**

#### **Macrostructure Analysis**

Thematic content is the seventh ceremony which occurs annually to honor the girl students of the Universities as university of Babylon in order to encourage the students to wear the Iraqi abaya. The ceremony holds by the holy shrine of Al-Kafeel Youth project in relation with the Blessed Sha'ban anniversary. The ideology is empowerment.

#### **Microstructure Analysis**

Generalization and relational transitivity process are seen in the slogan for identification. Assertion and notice other needs are the politeness principles.

### **Slogan 12: "Women's Sports: Prospects and Challenges"**

#### **Macrostructure Analysis**

The thematic event is the conference which is organized by Department Sports women's sports at 25 February -2023 to empower Arab women to practice their right in all forms of sports to get healthy mind and body.

#### **Microstructure**

Categorization is in the kind of women. The slogan mentions the women who is interested in sports. Assertion is politeness principle which is stated the right of the women to practice sports.

## **4. Conclusion**

Women's empowerment slogans focus in empowerment and solidarity as ideologies. They also emphasize on the importance for cooperation to overcome challenges and unleash the women's capability to use their creativity. Gender equality evokes the feeling of collaborative interaction, mutual respect, and understanding. Politeness principles are assertion, grant, cooperation, give reasons in the Iraqi slogans. generalization and categorization are the discussive strategies in the selected slogans. Transitivity processes are mental, material, behavioral, and relational in the chosen data.

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