

# Pragmatic Analysis of Persuasion in Modern British and Iraqi Parliamentary Election Slogans

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**Abstract**— Slogans are noteworthy linguistic tools by which people (and particularly politicians) can perform different social and political functions. One main function is associated with their ability to persuade others to take an action or do something in accordance with the messages they intend to convey. Particularly, politicians utilize election campaign slogans to persuade their audience with their views, programs and agendas.

Thus, this paper aims to investigate the speech act of persuasion in forty Modern British and Iraqi Parliamentary Election Campaign Slogans. Based on Searle's (1969, 1975, and 1976), the felicity conditions of persuasion have been derived and applied to the chosen data. The study concludes that persuasion act can be indirectly attained through various syntactic structures, especially declarative, active and simple sentences. Furthermore, non-linguistic elements contribute to the persuasive mission of election slogans. Both English and Arabic languages employ almost the same fabric of slogans to deliver influential messages.

**Keywords**— Persuasion, Slogan, Felicity Conditions, Syntactic Realizations.

## I. INTRODUCTION

Communication as the most important characteristic of human life has been continually developed to achieve the ultimate amount of understanding and influence among the interlocutors. Consequently, different discourses are conducted to deliver various messages. Among these discourses are slogans that gain their familiarity from the catchy, memorable, and easy nature they featured with.

Slogans are of increasing contact with everyday life, that is to say, the extension in using slogans almost in all aspects of life makes them relevant to people's daily interactions. Through experience with their wide use, one can observe that some slogans may last for many years because of the meaningful message they deliver or due to the memorable and catchy content they have.

Accordingly, researchers in different domains of knowledge have tackled slogans by defining them and investigating the power they embedded. For

instance, Frances (2014:30) identifies a slogan as "a brief catchy phrase which expresses and builds a particular view, opinion or aim that is used in advertising or promotions". In fact, the shortness nature of slogan contributes a lot to the importance of using them as influential linguistic tools especially in the contemporary life.

Another definition is given by Xin (2014:146) who affirms that a slogan is "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". In this sense, slogans have been regarded as indispensable tools that are employed in any prearranged "effort to make a change by convincing people to follow a specific direction in various fields of life". Furthermore, the genuine use and the tangible results have obviously shown how weighty slogans are in all times in general and nowadays in particular.

Likewise, Hosu and Pavelea (2009:21-22) emphasize that a slogan should be categorized as "simple, concentrated, rhythmic and has one direct idea in order to be memorable and understood by its target audience". As a universal phenomenon, slogans are widely used all over the world. In particular, Arabic Dictionary identifies a slogan as a short catchphrase that recapitulates a particular purpose or claim (قاموس محيط المحيط, 2009:128).

To sum up, slogan functions as a communication means that relates its producer to the audience in terms of conveying a key message that holds some sort of benefit to them (audience).

## II. ETYMOLOGY OF SLOGAN

To a greater extent, slogans have occupied many aspects of modern life due to their practical use and immediate results. In fact, the use of slogans has been rooted far back in the history of Human language, i.e. in the ancient times when individuals tried to affect and understand each other by means of verbal interactions. Communicatively, slogans have been existed as long as language has been employed to shorten the distance between its users.

According to Sharp (1984:5), the term “slogan” may originally be traced back to the Gaelic word *'sluagh-ghairm'*; *'sluagh'* means 'host' or 'army', and *'ghairm'* denotes 'cry' or 'shout', briefly, a war-cry (shout) or battle-cry of soldiers in the field. Thus, a war-cry or rallying cry was originally used by “*Scottish clans in order to motivate the fighters of the clans to do their best in protecting their people and gaining victories over others*”. It seems that using slogans is profoundly entrenched in people’s social affairs.

In accordance with Sharp’s view, Crystal (2008:180) asserts that the word slogan, initially, was manipulated “*to describe the battle-cry or rallying-cry of Scottish clan*”. Currently, the application of slogan is different but the reason behind this application of modern slogan is much the same, that is, “*to form a forceful-catchy, mind-grabbing utterance*”.

Furthermore, slogans are intensely woven in social fabric of people’s life. Historically speaking, the utilization of slogan was common throughout Europe during the Middle Ages. That is, it was regularly used as a “*password to insure the proper identity of individuals, and in the beginning of the eighteenth century as a cry for calling people*” (among English speakers) (Al-Haq and Hussein, 2011:2). The use of slogans is “*not an artificial one*”, but it is a linguistic expression that is “*purposely organized in accordance with the values and norms of human societies in order to achieve a particular goal*” (Abate 1984: 11).

For Arabic history of using slogans, Arabs traditionally use slogans in beating drums accompanied with some words in wars, and according to ابن قريبة (2008: Internet) to announce starting the armed conflict, to attract the attention of their soldiers and to frighten the enemies.

Starting from the first use till nowadays, slogans play an important role in communication between people via several forms and for diverse ends. Although, they are simple words but they can be used to attain different social communicative functions. One main function is that they are manipulated to persuade others to take an action or do something in accordance with the messages they intend to convey. Particularly, politicians utilize election campaign slogans to persuade their audience with their views, programs and agendas.

### III. PERSUASION: GENERAL REMARKS

Day-to-day exchanges are copious with persuasive discourses in which the speaker attempts his/her best to change the hearer’s mind. Commonly, these discourses vary in their genres; social, educational, political,

business and so forth. Nonetheless, they have a common characteristic of influential force of persuasion which is actively employed to alter or assert different perspectives and attitudes.

Elaborately, persuasion is an “*art of effective interactions in which speakers make their opinion believable to the audience through introducing logic clues, triggering emotions and proving their own credibility*”. Persuasion is understood as a facet of civilization that fundamentally relies on a peaceful mode to “*change or assert an attitude or behavior by making the other part willingly accept the new belief and not under any kind of social pressure*” (Schmidt and Kress, 1986: 2). It is an obvious fact that in postulating a message of persuasion, the speaker intends to effect and change the hearer’s mind towards a certain view or attitude, and thus, he is performing the speech act of persuasion.

### IV. PERSUASION AS A SPEECH ACT

Before embarking on presenting an explanation of persuasion as a speech act, it is important to give a brief account of what pragmatics is. Simply, pragmatics is mainly concerned with “*investigating the use of language in social context to create a social reality, rather than describing the existed one*”. People often use words to produce changes in their life and communicate diverse exchanges. However, participants use language in correspondence with their social norms and principles. In other words, society shapes their “ways of using language in various interactions”. In this respect, Mey (2001:6) avows that pragmatics “*studies the use of language in human communication as determined by the conditions of society*”.

In the same arena of pragmatics, Arabic linguists have given much emphasis on the formula of intention and interpretation. Aljurjani (474-A. H.) asserts that the recipient of an utterance strives to grip the intended meaning of this utterance (the secondary 'pragmatic' meaning rather the elementary 'literal' one) (مطلوب والبصير, 1999:97).

Relationally, one of the most important pragmatic sub-disciplines is the Speech Acts Theory, in which the meaningful use of language is to be investigated and further importance of words is to be uncovered, i.e. when words lead to actions. Among different actions that can be performed by words is persuasion.

As a familiar means of persuasion, slogans can be taken as a pragmatic issue in terms of “*the conviction power they have, they are mostly utilized to inform, motivate and evoke their recipients to do an action through a concentrated*

and emphatic text". In terms of speech acts according to Taufik(2014:198), persuasive utterances generally "employ demands, requests, invitations, etc., to convince their recipients". Such forms of acts can be categorized under the directive speech acts in which "the speaker tries to make some change in the hearer's attitude".

Actually, all speech acts, to be happily performed, are required to meet certain necessary and sufficient conditions. These conditions are known as felicity conditions.

## V. FELICITY CONDITIONS

For any speech act to be performed felicitously it should comply with a series of conditions. Illuminatingly, according to Meyer (2009:54), "any speech act cannot perform the intended action unless appropriate circumstances are being provided; these circumstances are called felicity conditions". More elaborately, Crystal (2008:178) identifies felicity conditions as "a term used in the theory of speech acts to refer to the criteria which must be satisfied if the speech act is to achieve its purpose".

Generally, these circumstances (conditions) are required for the execution of an act appropriately. This is owing to the fact that only knowledgeable people are allowed to declare a war, marry people, and in most cases the speaker must be sincere, as in, for example, promising. Furthermore, external circumstances must be appropriate, namely, in a suitable instance an utterance should be taken place.

## VI. FELICITY CONDITIONS OF PERSUASION

Persuasion like any other speech act involves appropriate conditions to be executed happily. Based on Searle's (1969, 1975, and 1976), the model below has been proposed to be applied to the chosen data of British and Iraqi parliamentary election slogans.

1. **Propositional Condition** which is concerned with the content of the utterance that should have what evokes the audience's emotions or reasons, and attracts their attention towards an expected benefit from the speaker. Moreover, this content should refer to the speaker's ability to fulfill her/his promises, wishes, and plans.
2. **Preparatory Condition** in which the speaker has a reason to be confident that her/his audience would positively receive her/his utterance and interact with her/his in an appropriate situation.
3. **Sincerity Condition** is about the real intention of the speaker to affect her/his audience in different ways and make them adopt her/his own opinion.

4. **Essential Condition** is associated with the audience's awareness of the recognized intention of the speaker to get their support, and of her/his commitment with them.

## VII. METHODOLOGY

Three aspects are taken into consideration in discussing the methodology followed in the data analysis and results. These are: method followed, data collection and model proposed in the analysis of the data.

### 7.1 Method

To investigate how language is used in British and Iraqi parliamentary election slogans to persuade the electorates, the researchers follow a union of qualitative and quantitative method. The qualitative approach is employed in the investigation of the speech act of persuasion as utilized in those slogans in terms of their felicity conditions. In addition, a quantitative method is manipulated to calculate the numbers of the frequency and percentages of linguistic devices and syntactic realizations that contribute to the persuasive function of the analyzed data.

### 7.2 Data

To fulfill the aims of this study, the researchers have collected the data from TV channels and Internet. The data are comprised of twenty British and twenty Iraqi parliamentary election slogans in which the main function is to persuade the voters and win their trust in the elections.

### 7.3 Model

The model used in the data analysis involves the pragmatic treatment of the speech act of persuasion (based on Searle's 1969, 1975 and 1976 felicity conditions) as found in the selected slogans.

## VIII. DATA ANALYSIS

By activating the proposed model of felicity conditions of the speech act of persuasion, the use of persuasion in the selected forty British and Iraqi slogans is identified. Two examples of each group of slogans have been selected to be analyzed in details.

### 8.1 British Data Analysis

Two examples of British slogans are chosen to be investigated in terms of the pragmatic behavior of persuasion these slogans exhibit.

#### 8.1.1 Don't make our heroes beg for more.



Military forces in any country are of special status due to their role in defense Home. In Britain, one of the sensitive issues is the case of veterans who retired after serving in the army for a long time; the United Kingdom Independence Party introduces this slogan to influence electorates through the candidate's plans for such class to compensate them for their services to all British citizens (Oakden, 2015: 66).

Obviously, the active use of the image of a veteran who holds his helmet to beg (the matter that is considered as an offence to such a class of society), adds a lot to the effective function of the slogan because it arouses the sympathy towards veterans who deserve to live in dignity and honor. In fact, it is a try to shade light on the military ex-servicemen and women to gain their support in the elections for the interest of this candidate (party).

Specifically, the slogan's producer explains that if her/his party wins more votes, it will give loans and grants to veterans through "Boots to Business" schema to enable them to "run their own business after leaving the forces" (Ibid:66). However, the word *Heroesis* of special effect due to the passionate associations that glorify military forces who should not be left in need to the extent of begging. The opposition between the image of hero and the act of begging gives more emphasis to this slogan and adds more to its effectiveness power.

The persuasive discourse here is clearly represented when the slogan matches the felicity conditions of persuasion in terms of: the content that employs a sense of opposition between the associations of *heroes* and the act of *begging*. These words evoke the emotions of the hearers. In addition, the importance of the issue of veterans is a good reason for the candidate to be confident that the electorates would interact with her/him in the desired way. Moreover, the obvious intention affects the feelings of the public in order to elect her/him and support her/his plan. Finally, these persuadees certainly recognize the persuader's

intention to influence them emotionally and gain votes as much as her/his slogan is persuasive.

In terms of realization, this slogan is introduced as a simple imperative sentence begins with negative imperative (*don't*) to emphasize the bad financial situation of military forces after leaving the army. This negative imperative sentence functions as prohibition that puts the military forces and their rights after being out of service under a spotlight, in order to uncover their situation in one hand and to introduce the solution for such case by voting to United Kingdom Independence party who will take care of them on the other hand.

To sum up, this slogan's producer utilizes the negative imperative sentence, effective content, and sensitive issue to influence the persuadees and to get their votes as a reaction to his attempt of conviction. In other words, this slogan represents the persuasion notion through the combination of the previous mentioned elements.

### 8.1.2 Together we can secure a brighter future for Britain.



In an enthusiastic scene, this Conservative's slogan is introduced to show the meaning of the real fusion when the leader of the party is being held by his citizens who clap for his speech and support his plans. His position, in the middle of the crowd, indicates that he is in the center of their interest. Moreover, the other slogans (in the poster) are displayed in purpose to make it clear that the plans and strategies of the party will work together to achieve a brighter future for Britain.

Concerning the function of this slogan as a persuasive interaction, it can be seen in its matching the happy conditions of persuasion as follows: firstly, the propositional condition when *Together* is employed to motivate the electorates to support its producer because of the effect this word has over people's minds. Yet, *brighter future for Britain* is another influential linguistic expression that enriches the content of the slogan. Secondly, the positive reaction of the persuadees is almost ensured because of the message the slogan delivered which

enhances the unity and prosperity of their Home. Thirdly, the clear intention of the candidate is to convince the electorates through speaking about patriotic issue of the future of their country and the mutual interests. Fourthly, these receivers of the persuasive discourse for sure realize the intention of the slogan's producer to persuade them and win their support in the election that is supposed to lead them to get a better life in their country.

In using simple declarative sentence, the persuader emphasizes the good deeds that can be accomplished through being together and united. According to the manifesto of the conservative party, the word *Together* in particular means the union that includes Scotland, England, Wales, and the Northern Ireland which "have done so much and can do much more" for Britain (Mabbutt, 2015:70).

To introduce the slogan in a declarative manner is to show the certainty of its content in which securing a brighter future for the country is possible by unifying the efforts of its people, this notion of unity is considered as an active means to influence the persuadees due to the natural tendency of people to be together.

Elaborately, the persuasion as an act being accomplished through speech is carefully introduced through using a simple declarative sentence in which simple direct information has been delivered and carefully used to affect the electorates.

## 8.2 Iraqi Data Analysis

Twenty Iraqi parliamentary election slogans constitute the Iraqi sample in this study. Two slogans (as examples representing the whole data) have been selected to pragmatically investigate the speech act of persuasion as used in the data.

### 8.2.1 التعليم حق للجميع

[Education is for all]



Education is an essential part of any civilized society. That is why the slogan's producer focuses on the education and its necessity for all people in different ages (أحمد, 2014: Internet). The image of the pupil, with a Muslim's cap, is actively utilized here, especially when he is writing on the board a sentence that explains an Aya (Quranic verse) from the Glorious Qur'an. This image can affect the electorates in terms of the benefits of education as a method of enlightening minds which is one of the main principles of Islam. Furthermore, the little boy refers to the hope of a brighter future.

As a piece of talk that leads to an action, this slogan agrees with the felicity conditions of persuasion as follows: firstly, the content in which [education, for all] have an impact on persuadees' minds due to the importance of spreading education. Secondly, the candidate's confidence about her/his persuadees' positive response is caused by dealing with a vital issue of education. Thirdly, the real intention of the persuader to influence the persuadees and win their trust agrees with the sincerity condition. Fourthly, the essential condition is satisfied by the electorates' awareness of this intention of getting their votes in order to achieve the proposed goal.

Furthermore, the syntactic structure serves the persuasive function of the slogan via the simple nominal sentence that confirms everybody's right of education. This right would be enhanced by the announced plan of this candidate, through her/his party in order to make it available for all Iraqis.

To get the gist, the slogan's producer actively employs the image of the Iraqi pupil on the one hand by relating it to the main topic. On the other hand, s/he establishes the appropriate pragmatic environment with the effective realization of the slogan. All these procedures participate in enhancing the persuasive function of the slogan.

### 8.2.2 التغيير... نعم نحن نستطيع

[The change....yes we can]



Employing her own image, this nominee tries to activate the persuasive purpose (أحمد, 2014: Internet). In her confident look asserts that (through her party) she can do the desired change. The utilization of red colour, in the text of the slogan and in the flower the candidate puts in her jacket, enriches the persuasive message of the slogan. This can be justified through the extended positive meaning (of red colour) in Arabic tradition which is often associated with revolutionary and bravery sense (Hasan *et al.*, 2011:209).

Through satisfying the felicity conditions of persuasion as a speech act, this slogan proves its persuasive function. Respectively, its content has two attractive issues: *التغيير* [the change], *نستطيع* [we can]. In fact, their meanings complement each other because there will be no change unless the speaker has the ability to do it. The persuader's confidence about the positive reaction of the persuadees is resulted from her ability to fulfill her promise of change. The absolute intention to convince the audience and win their support is another satisfied condition. Finally, the electorates' recognition of this intention and the ability to achieve the desired change for their benefit means that this slogan is fully understood by them.

In terms of syntactic structure, the nominal sentence of the slogan asserts the resoluteness of the candidate to turn the bad situation of country to a better one. Using *نعم نحن نستطيع* [yes we] plus the implied doer in the verb *نستطيع* [can], emphasizes that the speaker (candidate) has a strong desire to fulfill this promise for the benefit of the electorates.

To sum up, many elements are actively employed in this slogan to deliver a successful persuasive message to the persuadees. These elements are: the notion of change that Iraqi people are eager to; the significance of red colour and the charisma of the candidate; the attractive vocabulary; the agreement with the appropriate pragmatic environment of persuasion; and the declarative nominal realization of the slogan. All these elements are utilized to create a persuasive discourse via this slogan.

## IX. OVERALL RESULTS

The pragmatic analysis of the speech act of persuasion in both groups of data has shown the following results, displayed in Table 1 and Table 2. Put it another way, Table 1 presents a detailed description of pragmatic analysis of persuasion in the British data.

Table.1: Pragmatic Analysis of Persuasion in British Slogans

No.	Slogans	Sentence Complexity	Sentence Type	Voice	Deixis	Directness
1.	Stand up for free education	Simple	Imperative	Active	_	Indirect
2.	Together we can secure a brighter future for Britain	Simple	Declarative	Active	We	Indirect
3.	Don't make our heroes beg for more	Simple	Imperative	Active	Our	Indirect
4.	fairer tax in tough times	Simple	Declarative	Active	_	Indirect
5.	Don't let Conservatives kill the health service. Vote Labour on May 7th	Simple	Imperative	Active	_	Indirect
6.	We are with you	Simple	Declarative	Active	We, You	Indirect
7.	Carbon cuts not job cuts	Simple	Declarative	Active	_	Indirect
8.	Stronger economy, fairer society	Compound	Declarative	Active	_	Indirect
9.	The more seats we have here; the more powers we'll have in Scotland	Compound	Declarative	Active	We, We	Indirect
10.	Change that works for you. Building a fairer Britain	Compound	Declarative	Active	You	Indirect
11.	Immigration is three times	Simple	Declarative	Active	_	indirect

	higher than the Tories promised					
12.	Let's stay on the road to a strong economy	Simple	Imperative	Active	_	Indirect
13.	A better plan. A better future	Compound	Declarative	Active	_	Indirect
14.	Don't just hope for a better Scotland, vote for one	Simple	Imperative	Active	_	Indirect
15.	One nation	Simple	Declarative	Active	_	Indirect
16.	For the common good	Simple	Declarative	Active	_	Indirect
17.	Cost of living crisis	Simple	Declarative	Active	_	Indirect
18.	For you, your family and Britain	Simple	Declarative	Active	You	Indirect
19.	Freeze that bill	Simple	Imperative	Active	_	Indirect
20.	Hard working	Simple	Declarative	Active	_	Indirect

This table reveals that the British data is abundant with simple sentences as 16 examples have been witnessed in constituting 80 % , while only 4 examples of compound sentences have been registered with the percentage of 20%. Interestingly no example of complex sentences has been found in the data. Most of the persuasive slogans are realized in the declarative sentences, having a frequency of 14 times constituting a percentage of 70%. Other 6 slogans are realized in imperative sentences with the percentage of

30%. Furthermore, all British slogans are represented by indirect speech act of persuasion and realized in active sentences. Finally, the use of the deictic pronouns *we* and *you* is common in the data. Collectively, all these elements are exploited in the British data to help assert the persuasive functions that the British parliamentary slogans exhibit.

Similarly, Table 2 presents a detailed description of pragmatic analysis of persuasion in the Iraqi data.

Table.2: Pragmatic Analysis of Persuasion in Iraqi Slogans

No.	Slogans	Sentence Complexity	Sentence Type	Voice	Deixis	Directness
1.	ائتلاف العراق مفتاح الحل والتغيير	Simple	Declarative	Active	_	Indirect
2.	المواطن ينتصر	Simple	Declarative	Active	_	Indirect
3.	معا نبني العراق	Simple	Declarative	Active	We	Indirect
4.	التغيير... نعم نحن نستطيع	Simple	Declarative	Active	We	Indirect
5.	نفعل ما نقول	Simple	Declarative	Active	We, We	Indirect
6.	حامى ثروة العراق	Simple	Declarative	Active	_	Indirect
7.	نحن البديل	Simple	Declarative	Active	We	Indirect
8.	معا للنهوض بالرياضة	Simple	Declarative	Active	_	Indirect
9.	التعليم حق للجميع	Simple	Declarative	Active	_	Indirect
10.	معا نغير..معا نبني	Compound	Declarative	Active	We, We	Indirect
11.	دولة مدنية مصالحة وطنية تنمية حقيقية	Compound	Declarative	Active	_	Indirect
12.	حرب على البطالة, وتوفير أكثر من مليون فرصة عمل خلال 4سنوات	Compound	Declarative	Active	_	Indirect
13.	نغير من اجلائنعيش بسلام	Compound	Declarative	Active	We	Indirect
14.	اعمل بصمت ودع عملك يتكلم	Compound	Imperative	Active	_	Indirect
15.	حكومة حرة	Simple	Declarative	Active	_	Indirect
16.	بدانا ولن نتوقف	Compound	Declarative	Active	We, We	Indirect

17.	كل شيء من أجل العراق الغالي	Simple	Declarative	Active		Indirect
18.	لنتعاون أنا وأنت لبناء العراق	Compound	Imperative	Active	Me, You	Indirect
19.	حماية الأثر الحضاري للإنساني للعراق	Simple	Declarative	Active	–	Indirect
20.	خلق مستقبل قوي وآمن للعراق	Simple	Declarative	Active	–	indirect

The table above shows that the simple sentences are common in Iraqi election slogans as 13 examples have been observed constituting 65 % , while 7 examples of compound sentences have been recorded with the percentage of 35%. Similar to the British data, Iraqi data have also recoded no example of complex sentences. Persuasion utilized in Iraqi slogans is mostly recognized in the declarative sentences, having a frequency of 18 times, constituting a percentage of 90%; only two examples of imperative sentences have been found in the data, having the percentage of 10%. Furthermore, all Iraqi slogans are characterized by the use of the indirect speech act of persuasion and realized in active sentences. Finally, for giving indications to referents, the deictic pronouns *we*, *you* and *me* are utilized in the data. Cooperatively, all these elements are utilized in the Iraqi data to help establish the persuasive functions that Iraqi parliamentary electors intend to.

## X. CONCLUSIONS

The results of the data analysis of both the British and Iraqi election slogans have arrived at the following findings:

1. Based on Searle's (1969, 1975 and 1976), the felicity conditions for the happy performance of the speech act of persuasion could be derived and applied to the analysis of the Modern Parliamentary British and Iraqi Slogans.
2. The act of persuasion has been indirectly performed in both the British and Iraqi data. Such maneuvering performance enriches the persuasive message of the slogan in terms of attracting the audience's attention to what is beyond the text of the slogan.
3. The declarative sentences are more frequently used than imperative ones in the political persuasion. It seems that this mood corresponds to the electorates' tendency to reality, facts, and confirmed information.
4. In delivering one simple idea, the persuasive discourse of political slogan corresponds with the simplicity characteristic of slogans in general. This is due to the fact that the simple structure of slogan contributes a lot to its conviction force.
5. Through utilizing the personal deixis (*we*, *you* and *me*) in the election slogans, the candidates seek to make the audience involved in the interaction and encourage the

sense of solidarity by bridging the gap between the participants in general.

6. Vividly, politicians prefer to use active voice in their slogans to be more concise in constructing the persuasive messages, another point is to affect the electorates through delivering explicit and clear ideas through the active rather than the passive utterances.
7. Non-linguistic elements also contribute to the persuasive function of election slogans. Both English and Arabic languages employ almost the same fabric of slogans to deliver influential messages.

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