

Social Network Complaints: A Facebook-based Study of Iraqi Ministry of Electricity

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Abstract:

The purpose of this study is to explore the online complaints techniques utilized by Facebook users directed to the Iraqi Ministry of Electricity IMOIE platform. This study also attempts to determine the most common techniques employed by Facebook users, as well as to identify the verbal and nonverbal languages utilized by IMOIE users about the IMOIE page. This study aims to fill the knowledge gap about the expression of online complaints by Iraqi speakers, as far as the researcher is aware, no research has been conducted in this area. The analytical framework of Olshtain and Weinbach (1987), and Trosborg (1994)) were used to analyze the data. In addition, the researcher found six new techniques, which were included in the adopted strategies. The study has ended with some results based on the practical analysis and frequency found in the corpus.

Key words: Complain, Facebook, Nonverbal language, Speech Act

Introduction

Communication is crucial for people to share information, sentiments, and thoughts with one another. Expressions on the face and body can be used in nonverbal communication as well as spoken. Normally, a common speech act in daily life might include complaints since everyone has complained in many different situations. A complaint is a way to convey anger, unhappiness, or dissatisfaction over something and it calls for specific speech act techniques to be used [2]. A speech act in which disappointment or a grievance is expressed is called a complaint [5].

The American philosopher John Searle, who studied under Austin, expanded, refined, and maintained the work that Austin started in his book "Speech Acts" in 1969, following the publication of Austin's most significant work, "How to Do Things with Words" [1]. Austin distinguished three categories of acts that can be carried out by various utterances in his lecture. These acts include perlocutionary, illocutionary, and locutionary behaviors [1] and [6].

Austin argues that language is considerably more than just speaking things and thinking about what words and phrases signify. It is possible to "do things" with language, and these things could succeed or fail. He makes clear the differences between his theory of "words as actions" and the truth-conditional method when examining sentences or utterances [14].

Linguistic Features of Complaint

- Use of the pronoun 'we' to indicate that both parties share the blame, and as a way of negotiating the problem
- Use of questioning to ask for advice, for permission to explain oneself, and to get the listener to reconsider or discuss the problem
- Depersonalization of the problem to transfer blame from the interlocutor to the problem
- Use of mitigators to soften the complaint (e.g., kind of, perhaps, somehow)
- Acceptance of partial responsibility for the problem. [9]

Literature Review

Speech Acts of Complain

Utterance and its communicative function, such as "to bring a plate," which literally means "to bring a plate." empty plate, yet it actually refers to bringing food to a celebration [10]. Such actions of speech could be communicated directly or indirectly. The reasons for this employing indirect speaking act are to offer the speaker an opportunity to deny or amend what he/she said and to let the hearer understands the speech act according to his or her preferences. When a complainer wants to build a positive connection with the complaine, they can utilize politeness to lessen the gravity of their complaint and avoid being threatened [18]

[15] and [4] refer that complaint is "an illocutionary act in which the speaker (the complainer) expresses his or her disapproval, negative feelings, etc. toward the state of affairs described in the proposition (the complainable) and for which he or she holds the hearer (the complaine) responsible, either directly or indirectly".

When an individual reacts with dissatisfaction and discontent to behaviors that have negatively influenced them, they use the speech act of complaint [13]. A complaint, like a refusal, is face-threatening; as a result, it is frequently realized through indirect techniques, they communicate disapproval, complaints, accusations, and warnings, as well as threats.

The complaint speech act “intrinsically threatens[s] both [the] negative and positive face of the hearer.” A speaker performs a speech act by speaking or making an utterance, therefore we utilize utterances to execute actions in pragmatics [3] and [19]. A subset of verbs has been labeled as performative verbs, since they carry out a specific action, such as warning, as in "I warn you to inform him"

Indirect speech acts, in which speakers imply something other than what we say literally [20]. There is no connection between the elements of this kind.

Complaints can be expressed through different types of speech acts. These speech acts convey negative feelings, emotions, or attitudes, such as disapproval, neglect, anxiety, displeasure, anger, criticism, discomfort, grievance, dissatisfaction, culpability, discontent, or frustration, and are frequently referred to as "expressive" speech acts. The speaker's projected emotions, feelings, or attitudes about the hearer's (or complaine'e's) current or past behavior do not satisfy expectations [4].

What is referred to as whining in Australian English is closely related to the idea of complaining. [18] uses the Natural Semantic Approach to characterize whining as:

- a.I say something bad is happening to me
- b.I feel something bad because of this
- c.I can't do anything because of this
- d.I want someone to know this
- e.I want someone to do something because of this
- f.I think no one wants to do anything because of this
- g.I want to say this many times because of this

When someone speaks, they engage in three distinct acts, according to [11]: utterance acts, propositional acts, and illocutionary acts. Simply saying a word is known as an utterance act, while propositional and illocutionary acts are said in particular contexts, with certain intentions, and under particular circumstances. The speaking acts are divided by Searle into the following categories:

- i) Declarative;
- ii) Expressive;
- iii) Directive;
- iv) Commissive; and
- v) Assertive or Representative.

Table 1 shows that each of the aforementioned categories [16]

Categories Sub-categories	Categories Sub-categories
Assertive	Utterances that commit the speaker to the expressed truth position
	stating, boasting, complaining, claiming, reporting, asserting, describing, announcing, insisting, guessing, forecasting, predicting, introducing, calling, complimenting concluding, reasoning, hypothesizing, telling, insisting, or swearing
Expressing	Utterances that reflects speakers feeling, emotional and psychological attitude
	Greeting, thanking, apologizing, regretting, commiserating, congratulating, condoling, deploring, welcoming, surprising, blaming, praising
Directives	Utterances that consist an attempt by the speaker to get the hearer to do something.
	Promising, vowing, offering, threatening, refusing, pledging, intending, vowing to do or to refrain from doing something.
commissives	Utterances that commit the speaker to future promise or refusal for an action
	Promising, vowing, offering, threatening, refusing, pledging, intending, vowing to do or to refrain from doing something.
Declarations	Utterances that bring a new change or state of being to the world.
	Declaring, christening, firing from employment, resigning, dismissing, naming, excommunicating, appointing, sentencing, blessing, firing, baptizing, and bidding

Methodology and Data Collection

The researcher used certain steps in doing the research following the diagram illustrated below:



Figure 1 research process

Asking a question, describing an issue, and determining the precise area of interest constitute the first steps in the research process. The topic should be both wide enough to have a more general practical or theoretical merit and narrow enough to be studied within the framework of a specific test. The scope of the subject matter starts from the macro level of systems and social structure to the micro level of individual agency and interaction.

Data Collection

Data of the study was collected from several posts on the Iraqi Facebook public platform downloaded from the site

<https://www.facebook.com/moeministry> related to the services of the IMoE offer to Facebook users. This ministry has about 333 thousand followers.

It is a ministry in charge of energy, both national policymaking and the delivery of power. The operational functions (power generation, transmission, load dispatch, and distribution) have been reorganized into eighteen directorates under the Ministry of Energy based on geography, replacing their previous status as independent corporatized enterprises.

Data analysis is based on Iraqi perceptions, responses, and concepts and demonstrates Iraqi society and culture. The information was gathered during the period from 2021-2022 when several posts on the Iraqi Facebook platform on the electric services the ministry provides to Iraqi citizens. It is important to note that the corpus of data analysis reflects Iraqi informal language, culture, society and is dependent on attitudes, reactions, and conceptions from the country.

Ethical Consideration

The study's information was obtained from an open public account. Utilizing a digital public platform implies adherence to its guidelines and policies by users. The content may be utilized for research as long as the anonymity principle is upheld. As a result, the identities of Facebook users have been hidden under coded names and generic words like "president name" or "manager's minister's names," and no other influential people were included in the encrypted chats.

Adopted Model

The study focuses on complaint strategies and directive acts [15] (see table 2) have been incorporated into the adopted analysis model (1994). *No explicit reproach -Hints, annoyance, consequences, indirect accusation, direct accusation, modified blame, explicit blame (behavior), and explicit blame*.

Table 2 Complaint strategies (Trosborg, 1995: 338)

I No explicit reproach 1 Hints	Complainer does not mention the complaint in the <u>complainable</u> and does not directly state something is offensive	E.g. "My car was in perfect order when I last drove it. There was nothing wrong with my car yesterday."
II Disapproval 2 Annoyance 3 Ill consequences	Complainer expresses dislike, disapproval, and annoyance in connection with a certain state of affairs that he or she considers bad for him or her	E.g. "There's a horrible dent in my car. Oh dear, I've just bought it." E.g. "How terrible! Now I won't be able to get to work tomorrow. Oh, damn it, I'll lose my insurance bonus now."
III Accusation 4 Indirect 5 Direct	Complainer establishes the <u>complainee</u> as the agent of the <u>complainable</u> and directly or indirectly accuses the <u>complainee</u> for committing the problem	E.g. "You borrowed my car last night, didn't you?" E.g. "Did you happen to bump into my car?"
IV Blame 6 Modified blame 7 Explicit blame (behavior) 8 Explicit blame (person)	Complainer assumes that the <u>complainee</u> is guilty of the offence and states modified blame of <u>complainee's</u> action or directly blames the <u>complainee</u> or his or her action	E.g. "Honestly, couldn't you have been more careful? You should take more care with other people's car." E.g. "It's really too bad, you know, going round wrecking other people's car. How on earth did you manage to be so stupid?" E.g. "Oh no, not again! You are really thoughtless. Bloody fool! You've done it again!"

Among them, are three from [18]: *explicit complaint*, *warning*, and *urgent threat*. [15] Trosborg identified three directive acts that are examined: *request for repair*, *threat*, the various strategies and directed acts manifested in the extracts and request for forbearance.

The adapted analytical framework of the study consists of the above mentioned and additional strategies suggested by the researcher as listed in the following:

1. Expression of annoyance or disapproval
2. Explicit complaint
3. Future action
4. Complaining with negative advice
5. Request
6. Question
7. Complain and warning
8. Repetition
9. Cursing and bad words
10. Joking

- 11.Demanding justification
- 12.Irony
- 13.Demanding urgent action
- 14.Ask for mercy
- 15.Challenging

Analysis and Finding Results

This section explores how people used e-government electricity service platforms to express complaints about the bad services of power and generators during the hot weather of summer and Ramadan in particular. Iraqi people were suffering a lot from social bad conditions. As a result, internet communication emerged as the sole viable choice. Iraqi citizens were highly dissatisfied during summer, because public institutions and authorities were inexperienced in controlling bad conditions in Iraq.

This study is conducted through the following question "What are the different forms of online complaint techniques employed by Facebook users regarding power services in official Facebook platform services?"

Data Analysis

a-Expression of annoyance or disapproval

In this strategy, the speaker expresses dissatisfaction or annoyance with the offending event while avoiding direct reference to the listener. The complainer expresses his annoyance to the unacceptable action performed by the complaine. The complainer does not specify the offensive act explicitly, such as:

فشل وزاره الكهرباء العراقيه خربوا الشوارع في بغداد زيونه وخربوا المجاري

fashil wazarah alkahraba' aleiraqiah kharabuu alshawarie fi baghdad ziunah wakharabuu almajari

The failure of the Iraqi Ministry of Electricity destroyed the streets in Baghdad, Zayouna, and destroyed the sewers.

b-Explicit complain

This strategy is chosen by the speaker to achieve an open face threatening conduct toward the listener while avoiding incitement .

الكهرباء من أكثر الوزارات التي أثقلت كاهل الدولة من حيث الفساد والتعيينات الفايضة عن الحاجة

alkahraba' min 'akthar alwizarat alati athqalat kahil alduwalih min hayth alfasad waltaeiunat alfoyduh ean alhajih Allah la yuafiqukum

Thieves Electricity is one of the ministries that have burdened the state in terms of corruption and appointments that are surplus to needs.

مؤسسة فاشلة و غير فعالة للاسف الشديد

muasasat fashilat w ghayr faeaalat lilasif alshadid

Unfortunately, this is a failed and ineffective institution

c-Future action

This strategy indicates the future action of the complainer since he/she is unsatisfied with a certain action done by someone, such as:

هذا اخر شهر ادفع للمولدة راح الغي اشتراكي واخلص من اللغوة واشوفلي ديرة واهج بيها
hadha aaaaaakhir shahr aidfae lilmualidat rah alghi aishtiraki wakhlus min allughwat washufili dirat wahij bihaa

This is the last month to pay the generator. I will cancel my subscription, get rid of the nonsense, and find a place to wander around.

The Iraqi person is fed up, the complainer wishes to immigrate and nationalize in any country and then builds a family.

d-Complaining about something frustrating

Iraqi people get frustrated due to power shortages and water supplies. There isn't enough power to run air conditioners. Iraqis suffer in 60 degree Celsius temperatures during July and August months. The darkness in several regions of Iraq make people complain.

الله يساعذك علوي البلد مايصير له جارة بعد انتهى لاتفيد تشتكي من حال الكهرباء ولا باقي الخدمات
Allah yusaeiduk ealawi albalad maysyr lah jarat baed aintahaa latfid tashtaki min hal alkahraba' wala baqi alkhadamat

May God help you, Allawi, the country is over, so you do not benefit from complaining about the state of electricity or the rest of the services

e- Request

When the complainer requests the complaine to do anything politely or impolitely, this method is used.

لا يتغير وقت البرمج؟؟ دائما نفس الوقت شعجب ما تسوون تغيير الي عرفه لازم يتغير يعني دائما
صبح ملكو كهربا من ١٠ ل ١٢

Baghdad altaalibiat mahilat 321 ziqaq 90 laytaghayar waqt albarmajih abda dayma nafs alwaqt shaejab ma tasuwn taghyir aly earafat lazim yataghayar yaeni dayman subh malaku kahraban min 10 li12

Baghdad, Talbiyah, District 321, Alley 90. The programming time never changes. It is always the same time. You cannot make a change. Arafat must change. I mean, it always has electricity from 10 to 12.

f. Questions

Unhappy complainers ask about the miserable situation of the power, share their complaints with other people in order to share experiences and to show their exclamations about the power's bad services, as in the following examples:

الكهرباء وين ياولد؟؟
alkahraba' win yawald
Hey guys, where is the power??!!
الكهرباء ووووين؟؟!!
alkahraba' wawuwyn??!!
Where is the electricity??
وين الكهرباء كتلني الحر لخطر الحمزة ؟
win alkahraba' kotalani alhuru likhatir alhamza ??
Where is the electricity that makes me hot for the sake of Hamza??

In Islamic society, the names of the Prophet (Muhammad) and his household, such as 'Alī ibn Abī Tālib, or Hamzah, are widely used as a form of plea during difficult times. In example , وين الكهرباء كتلني الحر لخطر الحمزة؟؟ , أن شاء الله تتلكوه لعزیز قلوبكم بحق محمد وال محمد الطيبين الطاهرين Muslims typically refer and call Allah and His family in "thick and thin." This Islamic formula comes from Iraqi culture.

g-Complaining and Warning

When choosing this intimidating act, the speaker uses an open face tactic and even indicates possible consequences for the listener. It is a direct or indirect warning. Complainers may have intended to let the addressee know that they could take more severe measures in the future; in this case, the complaint is more severe and worse overall.

ان لم تنصفونا # انتظر شرارة ...
an lam tansifuna # antazarir sharara...
If you don't do us justice #Wait for a spark...
اريد رقم شكاي الكرخ الدورة اذا امكن؟
aurid raqm shakawi alkarkh aldawrat adha amkana?
I would like the number of Al-Karkh complaints, if possible?

When you use hashtags in your posts on your personal timeline, Page, or groups, subjects and phrases become clickable links. This makes it easier for users to find content on subjects that interest them. Add the hashtag to your

post by writing # (the number symbol) + topic or phrase such as #Wait for a spark .The example above shows how Iraqis threaten and warn those who are responsible for the awful services.

h-Repetition

A persistent complainant is someone who approaches your organization repeatedly and in an unreasonable or needlessly long manner, whether by phone, in person, or even via Facebook or Twitter. Typically, these complainants have legitimate issues (i.e., their product caused a failure), but they fail to express them properly.

كل رواتبكم حر!!!!!!م .. وبين الكهرباء وشنو الي دتسووو حتى تاخذون رواتب ???
كل رواتبكم حر!!!!!!م .. وبين الكهرباء وشنو الي دتسووو حتى تاخذون رواتب ???

*kibar hij shakul bas tabuk taerif kafi adhakun ealaynah maaeidakum fulus
kuluha tabukun biha alruwhukum*

All your salaries are forbidden.. Where is the electricity, and what do you do to take salaries???

Repeated words and phrases, as in the above example which may be crucial for the subject being covered, for maintaining the speech (staying on topic), for correcting errors (to prevent misunderstandings), or for serving as a reminder to others as in the above example. But sometimes we are unaware that we are actually repeating particular words and phrases, and the words we use repeatedly could potentially be indicators of subconscious activity.

i-Cursing and bad words

Use too hostile language, frequently recommending ways for complaint officials and those in power to handle complaints. Swear words which are aimed towards other people and are said in anger are most likely to cause offence

حكومة فاسدة وحرامية لعنة الله عليكم اجمعين..
والله ما بيكم شريف....

*.. hukumat fasidat waharamiat laenat allah ealaykum ajmiein
wallah mabikum sharif ...*

*A corrupt and thieves government, may God's curse be upon you all ..
I swear to God, you are not honorable....*

Informal bad words are used commonly in this corpus. In certain cases, inappropriate behavior is not only permissible but also acceptable in the context of inappropriate behavior. When we can't manage our emotions, we

frequently swear. Using strong language and swearing are effective ways to convey displeasure, anger, and other negative emotions [11].

j-Joking

This strategy is defined by saying something amusing, either to make people laugh or to communicate an implicit message to someone. Some Facebook users utilize metaphors and irony in their jokes, implying that listeners do not have to take the word/expression literally because they will, and the meaning will be weird. Listeners must deduce what this summer in Baghdad, there's a running joke that if the electricity minister pledges to create more power, and it is time to stock up on diesel for your personal generator.

انتحرت الوطنيه aintaharat alwataniih

The power committed suicide

نهفي بكارتونه وين اكو كهرباء بعد نقرضت

nahfi bikartunah win aku kahraba' baed naqridat

I'm airing with a cartoon, where is the electricity after it

k-Demanding justification

When a complainant requests an explanation for something that happened to him or her as a result of someone else, this strategy is applied. This technique typically begins with the complainant mentioning or clarifying a concern, followed by a request for a rationale. This relates even more to the innate curiosity that all people possess. Individuals with a high degree of curiosity typically look into the cause of the problem and insist on receiving explanations from those in charge. such as:

يعني ماطور المي الي سباب ازمه بالكهرباء؟؟ ممكن نفتهم شديصير؟

ealan jayf yaeni matwr almy aly sabab azamah bialkahraba'

... it means that the water pump is behind this the disaster of power??

l-Irony

Irony is defined as a conflict between expectations and outcomes. Typically, the outcome is the polar opposite of one's expectations. The complainer wants to be understood as saying something that isn't literal or common.

انشاء الله ياوزارة الكهرباء هل سنه مايحتاج نطفي الضوء ونشعل شمع انتوا قمتوا بالواجب وخليتونه
بلا كهرباء

God willing, Ministry of Electricity, we will not need to turn off the lights and light candles? You have done your duty and left it without electricity.

بارك الله ببيك سواها ترفك لايت صيام مقبول

barak Allah bik siwaha tarfuk layt siam maqbul
It looks like a traffic light , May Allah bless you, and accept your fast
became extinct?

m-Direct criticism

The IMOIE is openly criticized in the following example, which claims that it "does nothing for citizens" and charges it with "looting." This is a direct critique of the organization without a different course of action. When the speaker informs the hearer immediately of the hearer's unfavorable act, criticism takes place. Additionally, criticism might consist of personal harms on the hearer as well as more details on the issues:

ويجب إلغاء وزارة الكهرباء لانها لا تقدم شيء للمواطنين فقط نهب
yajib 'iilgha' wizarat alkahraba' alanaha alataqadam shay' lilmuatinin faqat
nahb

The Ministry of Electricity must be abolished because it does nothing for
citizens only looting

n-Religious or Moral Appeals:

Complainers usually make a moral or religious argument for mercy and compassion. "Be merciful with those on Earth and Allah will be merciful with you," is a statement that appeals to a sense of divine justice or righteousness. Using common values or ideas, this tactic seeks to influence people to behave a certain manner. Notice the following example:

والله طلعت روحنا الرحمة الرحمة الرحمة
wallah talaeat ruhuna alrahmat alrahmat alrahma
O God! We really fed up, mercy, mercy, mercy
ارحموا من في الأرض يرحمكم من في السماء
arhamuu man fi al'ard yarhamukum man fi alsama

Be merciful with those on Earth and God will be merciful with you

o-Challenge through complaining

Iraqis occasionally put pressure on those in authority to address the country's bad electric service. When they demonstrate their seriousness and they need for a solution.

اتحداكم توفرون كهرب 24 ساعة خلال هذي 7000 سنه رح تجي
atahadakum tuafirun kahrab 24 saeat khilal hadhi 7000 sinuh rah tji
I challenge you to provide 24-hour electricity in these 7,000 years that will
come

Table 3 Occurrence of Complaining Strategies in the Corpus

No.	Complaining strategies	Frequency	Percentages
1	Expression of annoyance or disapproved	90	10.75%
2	Explicit complain	101	12.06%
3	Future action	33	3.94%
4	Complaint with negative advice	16	1.91%
5	Request	9	1.07%
6	Question	68	8.12%
7	Complain and warning	53	6.33%
8	Repetition	11	1.31%
9	Cursing and bad words	98	11.70%
10	Joking	88	10.51%
11	Demand justification	43	5.13%
12	Irony	67	8.0%
13	Direct criticism	88	10.51%
14	Religious or Moral Appeals	54	6.45%
15	Challenge through complain	18	2.15%
	Total No.	837	100%

Table 3 suggests that the strategy of Explicit complain has the largest percentage about (12.06%), while the strategy Request has the lowest percentage realized in (1.07%). Expression of annoyance and disapproved are the second highest complaint strategies about (10.75%). Cursing and bad words, appear in (11.70%). joking and Criticism both represent (10.51%). Question and irony strategies have relative percentages; they are (8.12%) and (8.5%) respectively. Religious and Moral Appeals and complain and warning represent about (6.33%), (6.45%). Future action strategy (3.94%) challenge through complain (2.15%) complaint with negative advice (1.91%).

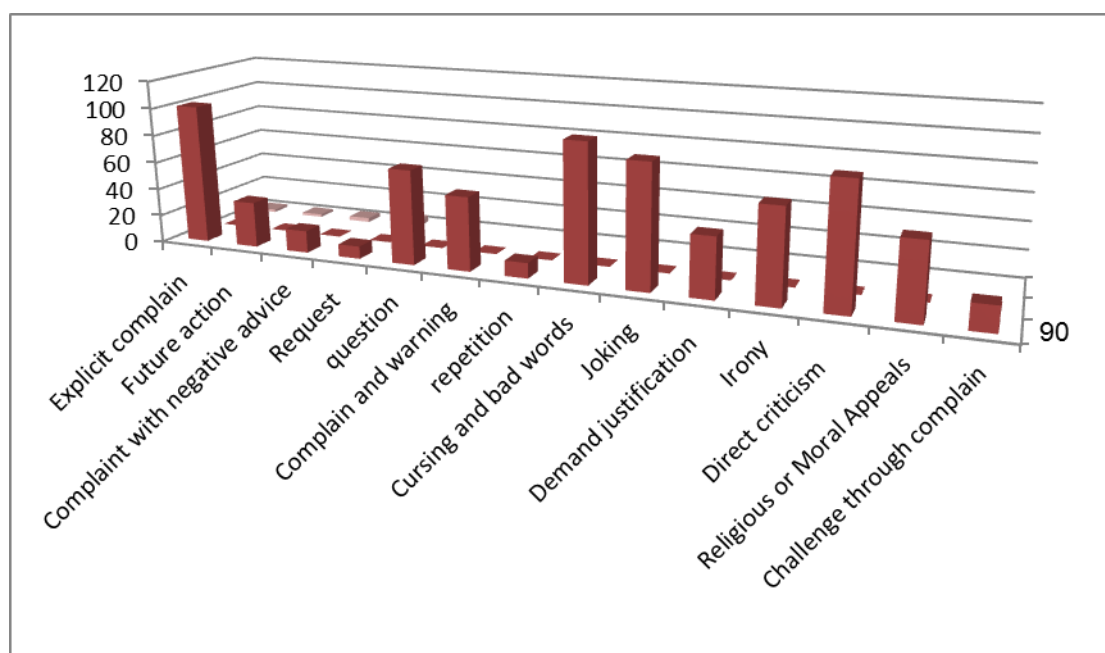



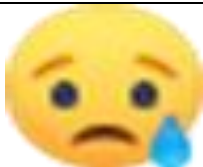
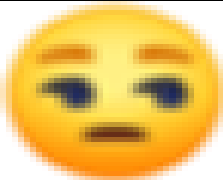
Figure 2 Frequency of Complaining Strategies

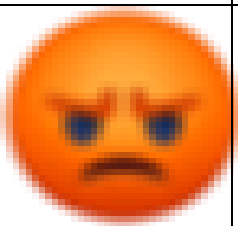
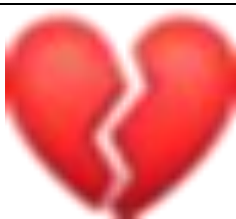
Nonverbal communication in Complain




This section of analysis focuses on nonverbal communication that can be used to convey information about a person's emotional state, identify relationships, provide feedback, and control conversation flow. These signals can also be utilized to complement, emphasize, substitute, and contradict what you're saying, as well as to understand and clarify another person's unspoken feelings.


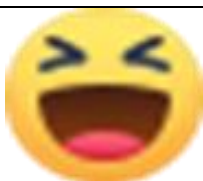

Emoji and other related vernacular expressions are important parts of online public communication. Emoji-related social media activities, like any other kind of connection, are commercialized by platforms and influence the algorithmic design of sociability in these spaces. With emoji and its descendants, the early applications of emoticons as markers of the tone and intention of a message, as well as cues of affect, are still prevalent today. Table 3 illustrates the frequencies of emoji in the study.

Table 3 Occurrence of Emoji Icons in the Data

NO.	Emoji type	Frequency	Meaning
1-		16	A yellow face with closed eyelids, furrowed brows, a deep scowl, and two puffs of steam streaming out of its nostrils as if furious. Can communicate a variety of unpleasant emotions such as impatience, rage, and disdain. Feelings of pride, domination, and empowerment may also be conveyed. Face With Triumph was originally titled, and the steam from its nostrils may be a visual shorthand for annoyance or disgust in anime and manga. This emoji has 16 instances.
2-		18	The sobbing face emoji has 18 frequencies in this data. It depicts a single tear falling down a sorrowful, moderately tormented face. This emoji is intended to indicate not just one's own emotional condition, but also to sympathize with others.
3-		12	A Face with an eye-roll, typically communicates mild disgust, disapproval, exasperation, or boredom. Tone varies from lighthearted to snarky to resentful to caustic, as if

			saying Yeah, whatever. This symbol appears with 12 instances in this study.
4-		33	This symbol shows a crimson face with furious eyes and a scowl. This emoji can represent anger, annoyance, disapproval, or a strong dislike for something or someone. Pouting Face Emoji is has the highest frequency and commonly used to express frustration with a communication or topic being discussed. It might also be employed in texts expressing disapproval or hatred of an ideology. This emoji has a mostly negative connotation. The Pouting Face Emoji, commonly known as the Mad Emoji
5-		7	The emoji (broken heart) indicates a shattered heart, often after a breakup or love rejection. The emoji may also represent missing someone you care about and feeling sad or saddened about anything (other than romantic rejection). This data indicates missed electricity, which truly tears people's heart. This symbol appears about 7 times in this study.

6-		6	The Angry Face With Horns emoji is a demonic monster with scary brows and two horns. This emoji, despite its look, is not often used to indicate actual malevolence or danger. This character may be naughty; it can even indicate a pouting attitude, indicating a little of toddler mayhem coming. (That is actually scary!) The furious Face With Horns emoji represents furious irritation or a reaction to an irritating, disturbing, or aggravating event, person, or news.
7-		5	This emoji indicates that the person is really agitated and is prepared to beat you severely. In Iraqi slang language this symbol is commonly used for warning "shoes" are: kicks, fuck you shoes, or I will show you .it is used 5 times by the complainers.
8-		4	Sarcasm, irony, comedy, and silliness are all prevalent expressions on the face. It is used to express embarrassment, annoyance, ambivalence, or bemused resignation. To keep things lighthearted and pleasant, people add a little smiling

			face at the conclusion of a business message. Others may use it sarcastically, ironically, or patronizingly.
9-		9	A fist is shown in the pose of punching or fist-bumping another person. On all supported systems, this is shown as a right hand appears here for 9 times. There is no matching left-handed variation.
10-		3	The emoji for laughter is frequently used in response to anything amusing. it is used for 3 times.
11-		7	The whale emoji may also allude to greedy, deceitful people or violent, predatory people. It is used commonly by Iraqi people ,this emoji occurs 7 times.

Conclusion

Analysis of the study has shown that Facebook users tend to choose both verbal and nonverbal languages to complain in various circumstances. Direct threatening, accusation, insult and bad words, negative advice, irony, sarcasm that show no disapproval, questions, and requests for explanation all strategies were employed in this data.

Iraqi face bookers tended to be more direct in complaints, the annoyance strategy without being followed by an explicit blame (behavior) approach has been used considerably in this data. For example, Iraqi people typically choose the annoyance strategy. Criticizing and swearing are utilized primarily to express Iraqi people's anger and show their frustration against the policy of the Iraqi government regarding electric power .The study has also revealed that online complaints could be easier tool for one to express his or her opinion freely and easily, since social media is informal in nature.

Nonverbal language such as: emoji and other related vernacular expressions. Cursing expressions and bad language have been used to reflect people's bad conditions. Some face bookers are more likely to attack and show emotion by using sad, angry faces, two puffs of steam coming out of their nostrils and deep scowl faces have been very clear in this data. The hint strategy was rarely employed in all situations, since most of the comments were directly addressed to the company managers or those in power. Iraqi Facebook users utilize a more confrontational direct complaining like a threatening strategy more than the indirect one.

Finally, communication has changed significantly as a result of technology advancements, particularly in the world of politics. Iraqi people disrespect the policy of their leaders by being direct due to their informal expressions, people's hardship, and social culture. The greater level of directness displayed in online complaints can be explained by various operationalization strategies, particularly in view of the current unfavorable electricity service conditions.

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شكاوى شبكات التواصل الاجتماعي: دراسة على الفيسبوك لوزارة الكهرباء العراقية

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مستخلص البحث:

تهدف الدراسة الحالية الى معرفة اساليب الشكاوى عبر الإنترنت لمستخدمي الفيسبوك والموجهة إلى منصة وزارة الكهرباء العراقية. تحاول هذه الدراسة أيضاً تحديد الاساليب الأكثر شيوعاً والتي يلجأ اليها مستخدمو الفيسبوك، وكذلك التعرف على اللغات اللفظية وغير اللفظية التي يستخدمها مستخدمو الفيسبوك العراقيون في صفحة وزارة الكهرباء العراقية. الغرض من هذه الدراسة هي سد الفجوة المعرفية للتعبير عن الشكاوى عبر الإنترنت التي يعبر عنها المتحدثين العراقيين، وعلى حد علم الباحثة، لم يتم إجراء أي بحث في هذا المجال. استخدمت الدراسة الإطار التحليلي لأولشتين ووينباخ (1987) وتروسبورج (1994) لتحليل البيانات. بالإضافة إلى ذلك، وجدت الباحثة ستة تقنيات جديدة تم تضمينها في الاستراتيجيات المعتمدة. انتهت الدراسة ببعض النتائج بناءً على التحليل العملي والتكرار الموجود في بيانات الدراسة المشار إليها سابقاً. الكلمات المفتاحية: الشكاوى، الفيسبوك، اللغة غير اللفظية، الأفعال الكلامية.