

# Repetition and Sentence Construction In Slogans of Arab Revolutions

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## ABSTRACT:

This study aims to investigate slogans as used by Arabs speakers during revolutions. It shows one of the important lexical features that characterized slogans namely repetition as a narrative device which has been used for the purpose of emphasis in respect to its various kinds. The study also classified slogans according to Quirk and Green (1973:191) classification of sentence with relation to the direct speech act theory. The data is collected from the internet, TV channels and newspapers.

Key words: slogans, repetition, speech act theory, direct speech act.

## 1.Introduction

This paper presents a descriptive study of slogans as used by people in real life situation of Arab society to express their emotions, ask questions and commit themselves to action. According to J. L. Austin (1962), language is action, and much of interaction between human beings, is based on verbal action such as: request, promise, protest and so on. Thus, slogans are part of a performance--- embodied actions taking place in a particular situation (Elliotcolla:263). Slogan is therefore can be defined as a motto or phrase that expresses a goal or an aim used for different purposes. It must have clear purpose and express a goal inside. Slogans also, have been defined in the field of communication by Bowers and Ochs (cited in Denton 1980:10) as "imperative sentences---- that are single words or short phrases with imperative mood strongly implied". Slogans at the same time which has been used for political purposes becomes the power by which societies express their needs and demands, i.e., they have deep meanings and achieve their aims by changing the political regime of different countries. The purpose of this study is to shed lights on slogans as used in real- life situation to supply those who have interest in such studies. It aims to provide answers to the following questions: how does repetition make slogans work and worth? and what are the syntactic features that characterized slogans? As linguistic terms, Tauli (cited in Al-Abed Al-Haq 1998 :47) states that an ideal term must do all the job necessary for its purpose. However, the study proved thaw the language of slogans, not only is

meaning something , but also doing and performing different functions through the speaker's intention it has on the listener .

The current paper is divided into two sections in addition to introduction .The first section deals with repetition as one of an important lexical features . Second , slogans are classified according to Quirk and Green (1973:191) classification of sentences with relation to the direct speech act theory . Finally, the conclusion summarizes the most important findings followed by references .

## **Section 1**

### **1. Lexical Features**

This section is restricted to investigating repetition for the purpose of emphasis on one hand and answering the question of "How does repetition make slogans work ?" on the other hand. It also classifies three kinds of repetition , i.e., in respect to its verbal / nominal sentence , word /letter respectively.

#### **1.1 Repetition**

In this section, we try to shed lights on repetition as an important device that characterized slogans .So, Repetition is defined as an instance using of words , phrase or clause more than once in a short passage dwelling on a point .It generates power in many different contexts . (Wales1989:402) . Thus , to answer the previous question which says , "how does repetition make slogans work ?" It is very clear that the slogans appeal to a wider audience . Consequently , repeating something three times or more sticks in the memory ,recites by heart and becomes solid in mind . So , memorizing slogans even if they were few words by repeating them over and over what makes slogans work and worth .See these examples :

"Go, go ,game is over". ارحل، ارحل، انتهت اللعبة .

Leave leave leave for good , let our country see the light.

ارحل ارحل ارحل روح خلي بلدنا تشوف النور

#### **1.2 Function of Repetition**

Yule (2006) states that language is used to perform actions . This can be achieved when the hearer be able to understand what is said . As a consequence , speaker/hearer or writer/reader must share the situational and cultural contexts ,i.e., they belong to the same community Yule( 2006 :14 ) . Thus , a shared history , the cultural background knowledge , beliefs (to a great extant) religion and expectations ,showing different ways of using language through slogans They act to unify Arabs ,i.e., the repetition of slogans as a social expressions identify the behavior of community members in real-life situations (Fawaz:4) as used by people through revolution . So, the the repetition of the words" the people want " الشعب يريد " became a well-known words by a large

## Repetition and Sentence Construction In Slogans of Arab Revolutions Hind ..... Hamid Mohammed

network of associations .It functions to convey protest in different way of using language. Since the slogans are verbal reports of the individuals . ( Austin 1969),. See the following :

" The people want to fell down the regime " .

الشعب يريد اسقاط النظام

"The people want to fell down the president " .

الشعب يريد اسقاط الرئيس

"The people want to execute the president " .

الشعب يريد اعدام الرئيس

"The people want to eat " .

الشعب يريد ان يأكل

The people want electricity " ."

الشعب يريد الكهرباء

"The people want services " .

الشعب يريد الخدمات

"The people want peace " .

الشعب يريد السلام

It can be seen that the slogans share the same beginning with "The people want" expressing public demands such as " fell down the president" or " execute the president " . And the same words refer to express human rights through "services " , "electricity " or " living in peace " and "having their freedom " ,or may be expressing personal needs when they looking for work and other needs . So , the repetition of words that characterized the slogans not only meaning something but performing different functions in a context. (Yule :15).As a result ,this repetition reduces the distance between the speaker and the hearer . And the closer distance between the listener and the speaker the more successful in their interaction has been achieved.

### 1.3 Kinds of repetition

Describing the functions of the repeated use of words and people sayings the ( speaker/writer) have a distinct effect on the (hearer/reader) . Also repetition of these mottos varies and has different faces .

#### 2.3.1 Repetition of verbal sentence

See the following examples :

"Leave , leave , you traitor , you sold your country to Israel " .

ارحل ارحل يا عميل بعت بلادك لإسرائيل

" "leave" ارحلIt can be seen that the repeating of just the word "

Which is a verb Creates focus , and this focus creates power Wales (1989 ) , sometimes by addressing the president as it has shown above, or another by addressing people as :

"Raise , raise the chant/slogan , our people are free not afraid " .

ارفع ارفع الهتاف شعبنا حر ولا يخاف

## Repetition and Sentence Construction In Slogans of Arab Revolutions Hind ..... Hamid Mohammed

Also repeating "raise" which is a verb twice and more , performing another language function to convey "protest" and "encourage" for revolution .

"Raise , raise , the voice , the regime is scared to death"  
علي علي، علي الصوت ، النظام خايف موت  
Fall , fall ,fall the gang , the boss and the wolves .  
تسقط تسقط العصابة الزعيم مع الذيابة

### 1.3.2 Repetition of nominal sentence

Nominal sentence in Arabic may have verbs or lack them. It should begin with noun and here the slogans begin with nouns to have main focus in the sentence and to assure action like "revolution" or "change" as :

"Revolution , revolution everywhere against the traitor and the scoundrels " .

ثورة ثورة في كل مكان ، ضد الخونة والانذال .

"Change , change , leave, leave , you' re contemptible person" .

التغيير التغيير، ارحل ارحل يا حقير .

Rue , rue , house house we want your head , O torturer .

زنقة زنقة دار دار بدنا راسك يا جلاد .

### 1.3.3 Repetition of letters

On the other hand letters like "YES" or "NO" are repeated at the beginning , to show another kind of repetition like :

"Yes ,yes for changing"

نعم نعم للتغيير

"Yes , yes for peace"

نعم نعم للسلام

"No , no for terror"

لا لا للإرهاب

"No , no for the regime"

لا لا للنظام

We have to note that the most commonly letters like " yes" or " no" are used to assure positive or negative demands .

Consequently, repeating slogans whether words or sentences becomes the most lasting way to memorize them and read them a loud again and again holding the picture in the mind whether in a real life (street ) or by media .

## Section 2

### 2. Syntactic Features

This section shows the sentence construction through slogans ,i.e., declarative, imperative, and interrogative and its function with related to speech act theory .

## **2.1 Structure and Function**

J.L. Austin points at the beginning of How to Do Things with Words that the business of [sentence] can only be "describe some state of affairs or to state some facts". But we perform all sorts of "speech acts besides making statements Austin (1962:100). However, Slogans show certain syntactic features used when the speaker really intends what he or she says Yule (2006). So the relationship between structure and function is therefore a direct speech acts. It can be shown as follows :

Slogans	Structure	Function
الشعب يريدك ان ترحل	Declarative	Statement
لماذا لا ترحل يا عميل	Interrogative	Question
ارحل ارحل يا عميل	Imperative	Command

Table (1)

## **2.2 Speech Acts**

Traditionally , philosophy of language deals with , in general , the meaning of words . Austin in the mid of 20<sup>th</sup> century is not only focused on meaning of words in themselves , but it takes into consideration the context and the intention of non-linguistics factors Searle (1980). Thus, When language is used by human beings in real life situations, there are general communication goals associated with every utterance Austin (1973). Speakers express their emotions , ask questions , make request , commit themselves to action- they do things with words .So , the term "speech act" is used in linguistics pragmatic to describe such language actions Searle(1980).

### **2.2.1 Direct Speech Act in Slogans**

In linguistics an utterances is defined in terms of speaker's intention and the effect it has on a listener Yule (1973). As a result , Words which has been raised by people , often express directly what they intend , and appear more clearer to the hearer ,i.e., it is performed by the speaker using them .It reports people's action . See the example below :

"leave , leave , leave now "

ارحل ارحل ارحل الان

## **2.3 Syntactic structures**

There are typically three sentence forms used to mark some speech act .

### **2.3.1 Declarative sentence**

This type can be distinguished on the basis of slogans structure. And according to the Quirk and Green (1973) classification of sentence , declarative sentence "is a statement in which subject always present and generally precedes the verb. " And as Austin states before that "used to" describe some state of affairs or state some facts, but it is performing sort of speech besides making statement."(Austin 1962) . As a result when people say :

"People are free , and not afraid" .

الشعب حر ولا يخاف

It is not only speaking , but performing the speech of "challenge". Thus the real life situation , showing different ways of using language . Yule (2002) also see :

"People want you to leave" .

الشعب يريدك ان ترحل

It is performing the speech of "informing".

### **3.3.2 Interrogative Sentence**

Interrogative sentence is a single complete question ,usually begins with wh-question . It is typically used to ask question such as :

What one does in saying it.

What one does by saying it.

Thus through "questioning" the speaker is performing the speech "demanding" which has a distinct effect on the listener /reader when he is using them Austin (1973) .

Why don't you leave now?

لماذا لا ترحل الان

### **2.3.3 Imperative Sentence**

Quirk and Green (1973) state that these sentences " are sentences which normally have no subject , and whose verb in the imperative ."

Leave leave now.

ارحل ارحل الان

Raise raise the chants .

ارفع ارفع الهتاف

Say and repeat, you and she our country will stay dear to us.

قولوا وردوا انت وهي بلادي ستبقى غالية عليّة

People with "leave " and " raise " or "say" are performing kinds of speech by their utterances and performing such "commanding " , "requesting " or even "warning". Thus , according to the classification of sentence based on their

## Repetition and Sentence Construction In Slogans of Arab Revolutions Hind ..... Hamid Mohammed

purposes ,a typical association between sentence forms and speech acts can be shown in the following table :

Sentence Form	Example	Speech Act
Declarative	Assertion	Conveys information
Interrogative	Question	Elicits information
Imperative	Order or Request	Demands action

Table (2)

### Conclusions :

The study comes out that the sentences of slogans" produced" in a real life situation are:

1- Successfully interpreted by people through repetition ,whether it begins with noun , verb , or even letter .

2-The use of the linguistics forms and the users of these forms , discuss their intends , purposes , and aims are performing different kinds of speech showing different functions and ways of using language, i.e., and not only meaning something .

3- The relative distance between the hearer /and the speaker sharing the same situational and cultural context achieve a successful communication and interaction between them.

Finally ,we hope that the outcome conclusions would be of high benefit to all who has interest in such studies .

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## Repetition and Sentence Construction In Slogans of Arab Revolutions Hind ..... Hamid Mohammed

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### المخلص

تهدف هذه الدراسة إلى تحقيق الشعارات كما يستخدمها العرب المتحدثون خلال الثورات. لكنه يظهر واحدة من السمات المعجمية المهمة والتي تنتم الشعارات بها وهي التكرار كجزء من السرد الذي استخدم لغرض التركيز والتأكيد وتنوع استخدامها . تصنف الدراسة أيضا الشعارات وفقا لتصنيف Quirk and Green (1973:191) للجملة ( مثبتة ، منفية ، واستفهامية ) بالإشارة إلى نظرية الفعل الكلامي وتحديد الفعل الكلامي المباشر. وتم جمع البيانات من شبكة الإنترنت، وقنوات التلفزيون والصحف.

كلمات مفتاحية : الشعارات - التكرار - نظرية الفعل الكلامي - الفعل الكلامي المباشر 0