

Employing a Logo in TV Advertising Campaigns: an Analytical Study of the Slogans of the Winning Blocs in the Parliamentary Elections of 2018

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Slogans are one of the important methods used by parties, blocs and political figures to promote their electoral programs and to communicate the contents of those programs to the public. They are used as they received great attention by these parties and blocs during election periods and various political events and events. The importance of the research comes from the view of the cognitive approach. It is one of the research areas that did not receive sufficient attention in academic research in Iraq, as reflected in the importance of the research to focus on the contents of slogans used during the advertising campaigns for political parties and political blocs. The researcher aims through this research to reveal the contents of the political slogans of the winning parties in the parliamentary elections through television. The researcher reached a number of results, most notably the following: 1. The interest of alliances and political parties varied in the topics they focused on in their slogans used in the election campaign in 2018. 2. Alliances and blocs agreed upon to pay less attention to religious issues than the rest.

Keywords: *Logo, Election campaigns, Advertising campaigns, Methodological framework for research.*

Research Problem

There were comprehensive changes witnessed in Iraq after 2003 at various levels, especially political ones where the political arena has seen the emergence of many parties and organisations. Naturally, with the emergence of parties there was intensified competition among them for the purpose of winning the support of the public. Various methods of communication, including slogans, were used as a means of winning in the parliamentary elections in 2018. This research aims to find out what the implications of use of political

slogans from parties and blocs were in the 2018 parliamentary elections through the following research question:

What are the implications of the political slogans of the winning parties in the parliamentary elections via television?

The Importance of the Research

The research comes from the great role played by political slogans raised by the blocs and parties, which can achieve positive results if used properly. Therefore, the importance of the research is as follows:

1. This research is important because it contributes to the evaluation of the role of slogans of political parties in the Iraqi elections.
2. It enriches scientific research through the information it can provide on the process of political parties employing slogans through television advertising campaigns.
3. It contributes to understanding the effect of the logo on television on the receiver.

Research Objectives

This research seeks to achieve the following objectives:

1. Stand on what the logo is and how it affects the audience.
2. Identify the contents of political slogans used by Iraqi political parties in television advertising campaigns.
3. Reveal the nature and form of television slogans used by the winning parties in the 2018 parliamentary elections.

Research Areas

1. Spatial field: it represents the spatial field of research in a number of TV channels (Al-Furat, Baladi, Afaq, Al-Ahd, Fallujah) because they represent different political parties with their tendencies and affiliations, which witnessed the broadcasting of slogans from different blocs and political parties, namely, Siroun, Al-Fath, Al-Nasr.
2. Time domain: this was represented by the period from 10/2/2018 to 15/5/2018, a time domain for research, as this period received the most promotion of slogans. This was due to the synchronisation with the election campaigns that preceded the parliamentary elections.

Research Methodology

This study is part of the descriptive and analytical studies. It provides information about the characteristics and features of the slogan used by Iraqi parties through a number of local TV

channels (Al-Furat, Biladi, Afaq, Al-Ahd, Fallujah) and describes their artistic aspects (Abu Arqoub Ibrahim, 1993).

Research Society

This research community consists of advertisements broadcast through a number of local TV channels (Al Furat, Biladi, Afaq, Al Ahd, Fallujah) during the period leading up to the 2018 parliamentary elections.

Research Sample

The sample was represented by the slogans of the winning blocs in the 2018 elections, namely, Sa'iroun, Fatah, Victory and Wisdom, which were broadcast on local TV channels (Al-Furat, Biladi, Afaq, Al-Ahd, Fallujah) for the period from 10/2/2018 to 15/5/2018, which is the duration of the election. The researcher used a comprehensive inventory method.

Search Tools

The researcher relied on two scientific instruments:

1. Observation

It is one of the tools of scientific research, and adopted by the researcher in order to identify the most important contents of the logos for the purpose of registration and classification within categories.

2. Content Analysis

Content analysis is meant to conduct a thematic and qualitative study of the content or contents, by categorising thematic semantics into major and sub-categories, or within taxonomic categories, and grouping them under a certain idea.

Search Terms

Logo: A picture, or visual element is used to denote a trademark or a particular commodity, and may be used to denote the specificity of something specific or a particular family, or to clarify an idea, and to present an emblem as well as a state, city, union, state, organisation, any institution, company, or body (1).

Election Campaigns: A planned, organised and monitored communication activity is conducted by institutions, groups or individuals over a specified period of time in order to achieve certain objectives using different means of communication, and a series of media messages by adopting influential grooming methods on a specific subject, with or against it and targeting a large audience (2).

Advertising Campaigns: is the dissemination of information about an idea or service in a way planned and continuous and for a continuous period for the purpose of achieving a goal, using the optimal and planned use of the means of advertising combined (3).

The Theoretical Framework for the Research

Logo concept

It is an image or graphic illustration, which is the specific face through which a specific person, organisation, company, product, or even a country is identified. The logo consists of a symbol, name, abbreviations, or expressive graphic. To Combine two forms such as letters and symbols, the logo may have one colour, or more than one colour, or in black and white (4). It is a conjunction that converts text in sophisticated stages into an image that is recognised from a form and a colour without the need to read, in a more precise sense, the possibility of converting the language logo into an iconic form (5).

Logo Development Criteria

There are a number of criteria that must be adhered to in the development of the logo, the most important of which are:

- 1. Distinction:** The main objective of the logo is to distinguish the organisation or company that owns the logo, so it is necessary that the logo is distinctive and unique, which is not similar to other logos.
- 2. It represents the basic idea of the owner well:** The type of site and company or institution plays a key role in the selection of the type, specifications and colours of the logo so that it represents it as required.
- 3. Simplicity:** It is essential for the logo to be quick to understand and simple.
- 4. Zoomability:** The professional logo maintains its clarity, features and characteristics when zoomed in or out.
- 5. Clarity:** The logo must remain clear even if printed in black and white, as the logo is used officially in correspondence between institutions, states and companies, and often printed in black and white, so it is necessary to maintain the clarity of its elements.

Steps for Choosing a Logo

The process of selecting a logo goes through a number of steps, as follows (7):

1. Identify well the company, organisation or person, in terms of specialisation, features, history, branches, locations, products, and objectives.
2. Discuss the official and take his thoughts and opinions about the logo.

3. Coordinate and arrange all information related to the company or organisation, before starting the logo design.
4. Create a new logo and working on it in a creative way; it is a serious mistake to imitate a previous logo.

For Any Company, Institution or Party

The slogans of the Iraqi parties

In the framework of the competition to reach the Iraqi parliament, the political entities nominated to choose an electoral slogan, but the methods are different. Muqtada al-Sadr, the leader of the Sadrist movement launched a campaign under the hashtag “million electoral reform”, which called on the Iraqi street to “not despair, and participate to change the faces of politicians as a step towards achieving the desired reform”. To confirm his call, Sadr posted a photo of his electoral card on social media.

In this context, the alliance said that the next step was to call for wide participation in the elections in order to change the current reality and form a government capable of implementing the demands of all.

The head of the coalition of the rule of law Nuri al-Maliki had visited all provinces to show his political program and called in his speeches to apply the principle of “political majority”, and considered it the solution to get rid of all crises.

For its part, the Fatah Alliance, headed by Hadi al-Amiri, General Secretary of the Badr Organisation, entered the elections along with the movement of Asaib Ahl al-Haq and the rest of the Hashd factions (Mandil Abdul Jabbar, 2015).

Logo in TV

Regardless the severity of the disagreement about a logo, we all agree that the slogan of any party is the first window that will meet the eye of the viewer. Hence, the slogan was the title or the symbol through which you will know the party that expresses it, which is the name of the human signifier. When it appears, the new logo is the reason for its technical work in a way that is clear and enclosed and the inauguration of the logo. That is, he must attend the answer to the question: Why was it designed in this way? (9)

Identity: Everything that represents the self-image of the entity is a homogeneous composition that includes the personality of the entity, its philosophy, culture and aesthetic interface (such as logo, website, product packaging, and designs), which affect the recipient’s production of that entity (10).

The logo is a symbol used to identify the place, or the product through a marker (teacher, signature), which is not a direct promoter, and rarely describes the work, which exists to prove the existence of the identity, not to interpret it.

The Effectiveness of the Political Slogan

The slogan is a direct and concise expression that summarises the goals of propaganda and can be repeated easily in all means and possible ways so that it becomes a tool of discrimination for the political group, party or political leader, not only political forces to promote slogans on television, but some of these slogans began to be allocated to young people's full pages on the media (12).

The slogans have evolved with the development of the Iraqi political situation, which has moved from general polarisation to a state of conflict and political polarisation between the various political actors in the scene and then began the process of promoting slogans expressing the thought of each stream through television, which has become the main field of communication to the public as well. About social networking sites.

Research Framework

Implications of the slogans of the Iraqi parties in the 2018 parliamentary elections

Alliances and political blocs participating in the parliamentary elections 2018 and the most prominent slogans

The Alliance

An Iraqi electoral alliance formed to run the legislative and local elections of 2018, includes parties whose ideologies and political views are contradictory, most notably the Sadrists and the Iraqi Communist Party. The results of the general elections held on May 15, 2018, with 54 seats.

The formation of the "walkers towards reform" was announced on January 17, 2018, during a conference held at the Sheraton Hotel in Baghdad in the presence of leaders of allied parties and political and social figures, as well as supporters of the parties and currents under the coalition.

"Walkers for Reform" carried the slogan "to build a civil state, a state of citizenship and social justice."

The coalition includes the Iraqi Communist Party, the National Integrity Party, the Iraqi Republican Rally Party, the Progress and Reform Party, the State Fair Party and the Youth and Change Party.



The Sadrist movement within the coalition of the “marching towards reform” Integrity Party was founded after the dissolution of the current leader Muqtada al-Ahrar bloc, which represented in the previous parliamentary session, where it won 34 seats in parliament (the House of Representatives) and three portfolios.

Highlights Logos

(A) moving towards reform;

To build a civil state, a state of citizenship and social justice.

The civil state is our choice to get rid of the system of quotas and political sectarianism.

The Conquest Alliance

The Fateh Coalition is an Iraqi political alliance established by Hadi al-Amiri in 2018. It includes most of the Popular Mobilisation factions as well as 15 political parties, including the Badr Organisation, Asaib Ahl al-Haq, the Supreme Council, the Justice and Unity Alliance headed by Amer al-Fayez, and the Future Iraq Alliance headed by Ibrahim Bahr al-Ulum, the movement of fulfilment and change headed by Iskandar and Tut.

Highlights Logos

It is the time of Iraq.

Change and improve services and prevent the return of ISIS.

Victory Coalition

An Iraqi political electoral alliance established by former Iraqi Prime Minister Haider al-Abadi, and announced its founding on January 13, 2018, was the slogan of maintaining victory and fighting corruption and quotas.

National Wisdom Stream

It is one of the Iraqi political parties founded in Baghdad on July 24, 2017. It announced the establishment of Ammar al-Hakim and reminded observers that the basis of the perpetuation of this trend is to leave the legacy of the Supreme Islamic Iraqi Council because of the collision of the National Youth Project with some visions that disagreed with his veteran brothers in the Supreme Council. He decided not to respect his founding brothers and not to break them to begin a new title on the basis of building an Iraqi state in which the rights are preserved in a harmonious and comprehensive way and broader than the narrow project used by the Supreme Council.

Highlights Logos

- We work hard

Practical procedures for analysing the content of slogans of political blocs and parties

This framework consists of the practical procedures whereby a sample of advertisements has been selected and analysed in order to extract the main and sub-categories and calculate their frequency and percentages.

1. The nature of the topics covered by the slogans of the Alliance

Table 1. Topics covered by the slogans of the Alliance

Rank	Ratio	Repeat	Themes	s
First	%30	90	Economical	1
Second	%25	75	A wish	2
Third	%22	65	Social	3
Fourth	%16	50	Political	4
Fifth	%7	20	Religious	5
100		300	Total	

The results indicated in Table 1 show that the most important topics that the mass of those who have been interested in the electoral slogans are economic issues and rank first with 90 iterations which accounted for 30%. Security issues come in second place with 75 iterations. Social issues are followed by 22 per cent (65 per cent), political issues (50 per cent) and religious (50 per cent). The results show that an alliance is bad when focused in its slogans on economic issues primarily because economic issues have become the preoccupation of the majority of the Iraqi people. Despite the presence of a major component in the coalition with a religious orientation, the National Integrity Party, religious topics rank last with the least number of iterations, which explains the orientation of the coalition to the national space and to build a civil state as it is presented in his slogans during the period of election propaganda.

2. The nature of the topics covered by the logos of the Fatah Alliance

Table 2. Topics addressed by the logos of the Fatah Alliance

Rank	Ratio	Repeat	Themes	s
First	32%	95	Economical	1
Second	29%	88	A wish	2
Third	17%	51	Social	3
Fourth	12%	35	Political	4
Fifth	10%	31	Religious	5
100		300	Total	

The results in Table 2 show that the most important issues that the Fatah Alliance has been interested in its electoral slogans are security issues with 95 iterations, which rank first (32%), and economic issues come second (29%) after collecting 88 repetitions, followed in the third place in terms of important political issues with 51 repetition (17%) and religious topics come in fourth place in terms of interest in 35 repetition (12%). The last place is social issues with 31 repetitions and 10%.

The results indicate that the most important issues associated with the Fatah Alliance are security issues, and this may be due to the fact that most of the entities under this alliance are the leadership of the Popular Mobilisation. Therefore, the security file is ranked first on the ladder of their interests as well as the Alliance invested events that preceded the duration of electoral propaganda represented in the fight against ISIS as a basis for its electoral propaganda, as well as an explanation of social issues in the last place.

3. The nature of the topics covered by the slogans of the Victory Coalition

Table 3. Topics covered by the slogans of the victory coalition

Rank	Ratio	Repeat	Themes	s
First	33%	99	Economical	1
Second	30%	90	A wish	2
Third	26%	77	Social	3
Fourth	7%	22	Political	4
Fifth	4%	10	Religious	5
100		300	Total	

The results in Table 3 show that the most important issue that the Victory Coalition focused on in its electoral slogans are social issues, which rank first with 99 iterations (33%). Economic issues come second (90) with a percentage of 30, followed by security issues (26%) with 77 repetitions, political issues with 22 repetitions (7%) and religious topics (4%) with 10 iterations.

The results show that the Victory Coalition focused in its slogans primarily on social issues because they relate to the interests of a large number of displaced people who were forced to leave their homes as a result of the control of ISIS over large parts of the country, as well as the focus of the President of the coalition Haider al-Abadi on efforts to reconcile the various segments of society. As a result, the great rift occurred because of the political tensions between the various parties and political blocs. Despite the decline of the President of the coalition of a party of a religious nature, the Islamic Dawa Party, religious issues ranked last with the least number of iterations, and may be the reason You get to not accept people into religious propositions after years of employing them on various occasions (Sameh El-Sherif, 2017).

4. The nature of the subjects addressed by the slogans of the National Wisdom Stream

Table 4: Topics covered by the Logos of the National Wisdom Stream

Rank	Ratio	Repeat	Themes	s
First	50%	150	Economical	1
Second	23%	70	A wish	2
Third	14%	42	Social	3
Fourth	9%	23	Political	4
Fifth	4%	10	Religious	5
100		300	total	

The results shown in Table 4 indicate that the most prominent topics that the National Wisdom Movement has focused on its electoral slogans are social issues (150), which account for 50%, followed by economic issues (23%) with 70 repetitions, security issues (14%) with the repetition rate of 42, political topics with 23 repetition rate (9%). Finally, religious issues are resolved with 15 iterations and 4%.

The results indicate that the most important issues of concern to the National Wisdom Movement are social issues. While religious issues are ranked last in an attempt by the current leadership, which also comes from a religious environment represented by Ammar al-Hakim, to move away from the tyranny that dominated the mother organisation, which separated the current represented by the Supreme Islamic Council, as well as reading the leadership of the Yar atmosphere prevailing between the layers of society that are not in favour of not dealing with religious slogans.

Results

The researcher reached a number of results, most notably the following:

1. The interest of alliances and political parties varied in the topics focused on in their slogans used in the election campaigns in 2018, where the Alliance focused on economic issues,

while the Alliance focused on security issues, while the victory coalition and the National Wisdom Stream Social.

2. Alliances and blocs agreed upon to pay less attention to religious topics than the rest of the topics, as the Alliance Sairon, the victory coalition and the National Wisdom Stream reported religion last on the list of priorities, while the Fatah Alliance ranked second.

3. Alliances and blocs paid considerable attention to economic issues. They put the Alliance on the top of the list of interests, while the Alliance of Fatah and the National Wisdom Stream and the Victory Coalition ranked second.

4. The political issues did not receive much attention by the Alliance of Sairoun, the National Wisdom Movement and the Victory Coalition.

Conclusion

1. Most alliances and blocs participating in the 2018 parliamentary elections warn that religious slogans no longer produce positive results as in previous entitlements, so they did not focus on them despite their religious background.

2. The emergence of a state of awareness among the blocs, parties and alliances of the need to change their alignments was evident through the alliances that included components, parties and personalities of different affiliations.

3. Despite the fact that elections are a political practice, the parties involved have given more attention to slogans dealing with economic, social and security issues than political slogans, and this may appear to be a recognition of the public's indifference to the political process.

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