

Logical and emotional appeals in the messages of the protest movements on the social network

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ABSTRACT

In view of the recent developments on the COVID-19 outbreak and in response to the declaration of a Modified Enhanced Community Quarantine (MECQ) in Laguna by President Rodrigo Duterte through the recommendation of the Inter-Agency Task Force (IATF), the Laguna State Polytechnic University joins the government to keep the faculty engaged and satisfied in their job. This descriptive-correlational study investigated the relationship between work engagement, job satisfaction, and work performance of 340 LSPU faculty. The researchers-made online survey instrument was content – validated by experts in the fields of educational management, quality assurance, statistics, and research. It is highly accepted in terms of suitability and appropriateness of items and reported a Cronbach $\alpha = 0.953$ which indicates an excellent index of reliability. It was a program in the Google Form, and the extracted data were treated using frequency count, percent, and weighted mean. The multiple linear regression using the Enter Method was employed for the inferential analysis of data. The results revealed that employee engagement and job satisfaction are important aspects of productivity that affect faculty performance and organizational success. Hence, the faculty may capitalize on their work engagement and job satisfaction since they are the best predictors of their performance. The school leaders need to be flexible and very creative in establishing policies and practices to meet the requirements of the teaching force in migrating to the new normal.

Many protest movements emerged, and with different premises, they used the social network Facebook to spread and market their ideas in the protests that erupted in Iraq on October 1, 2019, as Iraq was not far from the political changes and social transformations taking place in the region. The content analysis method was adopted to analyze the sample publications. The persuasive solicitation of the messages of the protest movements is a set of logical and emotional methods that deal with the behaviour opposed to the political system, which takes the form of collective protest behaviour and which uses social networks as a space to express itself in the form of messages consisting of symbols prepared and formulated by the page owner in an understandable verbal or non-verbal form. For the recipient, which expresses his goals and is indicative of the means of work, its requirements, and the directions of its paths, with the intent of making changes in it to reach specific goals. The research community was identified with three pages that were distinguished by several characteristics, including that they gain importance by the protesters and represent its interface as well as the interactive standard and the percentage of likes and comments. And these pages are (Steven Nabil, Sheko Mako and Clean Brothers)

Keywords

Facebook, protest, persuasion, logical inducements and emotional inducements

Introduction

Research problem

Facebook is a social media platform that people use to connect with new people or people they already know. Many protest movements have emerged and with different premises have worked to employ these networks to disseminate and market their ideas, as well as to coordinate between these movements and organize political events expressing their orientations. The role of social networks has become prominent in the protests that erupted in Iraq on October 1, 2019, as

Iraq was not far from the political changes and social transformations taking place in the region. Some of the Iraqi Facebook pages, through their various platforms, managed to deal with high professionalism, which achieved a wide public follow-up, through which they were able to mobilize thousands of protesters and create a public opinion supporting them in their demands.

The problem of the current research lies in the need for scientific knowledge to study an important aspect of these protests that swept the

Iraqi provinces in the centre and south with high momentum and to stand on the persuasive solicitations that formulate the content of the messages published by these protest movements through the Facebook network.

Research importance

After the year 2003, Iraq witnessed a political change, as it transformed from a totalitarian regime to a democratic one that believes in freedom of expression and political participation, and given the deteriorating economic conditions in the country and the wars and economic siege it went through in the eighties and nineties of the last century, and the entry of American forces as a force The occupation and collapse of state institutions and their control over the capabilities of the country, then entering into a democracy restricted by sectarian and ethnic determinants and the accompanying spread of financial and administrative corruption and nepotism, in addition to the political contradictions that pervaded the Iraqi political scene. With the spread of the culture of social communication, the concepts of "protest" and the intersections with it, such as expression of opinion, rejection, support and boycott, took on a new character and a modern image that differs from what it was before these developments.

This prompted the growing manifestations of protest and political rejection of the practices of the political system in this period, using social networks, which attracted public opinion, and formed one of the non-traditional mass mobilization methods that became popular and widespread in Iraqi society, especially among young people and workers abroad who found Through which it is an important channel for communication and political and social interaction with political issues. Social networks did not stop at conveying the course of the protests. Rather, their interactive nature and wide use, especially among youth groups, turned into one of the main drivers of protest with remarkable effectiveness in forming the protest movement through the rapid and intense politicization movement, linking active pages to each other, coordinating their field movement within the protests and creating A communicative environment with patterns of social and political communication, and its guiding content for the audience has had an unprecedented impact.

Social networks have created a new type of

(virtual) protest movement between people by allowing them to easily and easily exchange their opinions and ideas in the form of dialogues in a circular form of communication with a wide scope for dissemination. In Facebook, there is no consideration of geographical borders, and it also allows the idea of conversation, and open dialogues that are characterized by globalists, as it allows communication with people inside and outside the country, in addition to the feature of creating virtual communities separate from its original community, as it allows its users to choose friends, groups and pages that we publish and activate within, It reflects their choices and expresses their affiliations, and it also strengthens belonging to sub-identities within society and allows them to retrench within groups according to their affiliation to these identities by creating groups that share a specialization or religious or social affiliation.

The importance of this study increases because it works to reveal the persuasive solicitations adopted by the protest movements in Iraq through their use of social networks.

Research objectives

1. The logical inferences used in the message of the protest movements.
2. The emotional appeals used in the message of the protest movements.
3. Behavioural solicitations are used in the message of the protest movements.

Research limits

The current research is determined by the messages of the protest movements on the social network Facebook and the pages (Stephen Nabil, Sheko Mako, Clean Brothers) in Iraq for a period from 1/10/2019 to 31/1/2020 AD.

Theoretical framework

Cognitive consistency theories complement each other, and they are what will be adopted in this research as a theoretical framework for the current research with its integration with social inclusion as a complementary and detailed topic for the components of the trend and a starting point for understanding the theory in its practical reality.

Followers of this theoretical perspective see that people seek to bring about consistency or harmony between their beliefs and trends. The individual's cognitive system includes a momentum of information known as knowledge cognitions that are organized and linked in the

form of Cognitive Systems, and these cognitive systems are flexible and changing as long as there is new information that the person constantly acquires. Although there is no precise definition of the term Cognitive Consistency, it indicates a group of opinions based on the general assumption that inconsistent knowledge leads to an uncomfortable psychological state, which leads to behaviours aimed at achieving psychologically comfortable consistency, and in some cases, defensive mechanisms work on Resistance to this new information coming to the cognitive system as a result of its inconsistency and inconsistency with the rest of the cognitive elements. On this basis, theories of cognitive consistency are based on an important assumption: that all individuals are motivated to appear consistent and consistent always. That is, the principle of cognitive consistency is based on the basis that individuals always tend to behave in a manner that reduces inconsistency in attitudes, feelings, beliefs, and explicit behaviour, as well as in the knowledge and information they hold. Since the state of consistency as a psychological state is always required, so in the event of a cognitive inconsistency, this state will lead to psychological imbalance, and this leads to pressure to change the direction, then to reduce or get rid of the inconsistency, and then the return of the state of equilibrium Psychological stability, and some researchers considered cognitive consistency to be the distinguishing feature of the trends system, so cognitive consistency in the field of persuasion was used to change trends, and this use was called the "Socratic Method of Persuasion", which includes bringing about change in ideas, opinions and trends. The individual is persuaded through a persuasive message from an external source, whether through one-way communication channels and means or mutual communication networks (face-to-face)(Aminzade and McAdam, 2001).

Cognitive balance theory

He explains the formation of trends through the processes of cognitive balance, as he sees that the state of equilibrium occurs when the relationships between the cognitive elements are consistent and that the trends towards things and people have positive or negative attractiveness, and these trends may or may not coincide. Therefore, there may be equilibrium or imbalance in the order of trends. Some researcher believes

that there is a permanent movement towards equilibrium and that there are two types of relationships behind trends towards people and things(Casero-Ripollés, Feenstra and Tormey, 2016):

- One Relationship: Reading represents one relation between the individual and the book without referring to any sentimental direction or position on the book.
- Emotional relationship: Uses terms such as hates, loves, rejects, prefers etc.

According to this theory, the author of the communicative message tries to change the trends of the individual reader or viewer, by causing a defect in the individual's trends by introducing new directions that differ from the directions carried by the individual, and here the process of discord or conflict occurs between the old and new trends, so the individual seeks either to Preserving the old trends and bearing the dissonance, and this is difficult for him to live in a state of instability, or to adopt the new trends mentioned in the media, and accordingly, trends will go and be replaced by other trends in the individual to achieve balance(Ghanem, 2002, pp. 65-66).

Through these two relations, we conclude that the basic idea of equilibrium is: that the relations of unity tend to be organized and harmonize with the emotional relations to bring about a state of equilibrium. There is a permanent orientation and movement of the individual towards a state of equilibrium, which is the state in which the relationships between the existing elements are arranged regularly and there is no pressure to change, so the sender of the persuasive message is not concerned with single trends but with systems of directions so that the change in one of these directions is reflected In adapting the rest of the trends in the system, and these systems are controlled together by the principles of balance, and thus the balance and stability of the system of trends within the individual is ensured (Harvey *et al.*, 2019).

On the basis that individuals have two types of attitudes (consistent directions and inconsistent directions), the individual clings to the directions that are consistent with his cognitive system and do not cling to the trends This theory was presented by (Charles Osgood) and explains the process of acquiring trends that are not consistent with his system The cognitive system seeks to

form trends that are consistent with its cognitive system (Jasper, 1998).

On this basis, the change of direction does not occur in cases of harmony. Rather, it is the cases of inconsistency that lead to a change of direction, because in the case of inconsistency, pressures appear to restore the state of harmony to the relationship between the elements, and that is through changing the direction (Ji *et al.*, 2018). This theory was developed by Leon Festinger in 1957 and modified in 1964, but its first beginning dates back to 1934 and the basic assumption of this theory is that your opinion of the world corresponds to how you feel and what you have done. And that individuals are motivated to seek harmony in their attitudes, so you see them tend to be consistent between their attitudes or between their attitudes and behaviour. Although there are exceptions, a Catholic person may think that there is no difference between Catholics and Protestants, but he does not wish to establish a friendship relationship with a Protestant person, and when such cases arise Dissonance appears, which is an inappropriate relationship between the cognitive elements, which mean the knowledge that the individual possesses from his psychological world, that is, what the individual knows about himself and his behaviour, what he does, what he feels, what he wants, what he desires, or about his surroundings in which he lives. Cognitive elements can include: ideas, attitudes, beliefs, values, images of past behaviour, expectations about future events, and the cognitive elements included in this theory are not the same as the elements included in the theory of balance or harmony, in this theory the elements are in the form of pairs Just(Jost *et al.*, 2018).

Dissonance occurs as a result of what the individual has learned or what he has come to expect in light of what he believes to be true (Juris, 2008). The relations between these elements may take two forms:

1. Irrelevance: It is if one of the elements does not include anything about the other, that is, they have no common or mutual contents. Such as (I am six feet tall) and (Usually it is sunny in the summer). There is no connection between the two cases.
2. Relevance, which in turn is divided into two types:
 - A. Consonant relationship: It is if one of the

elements implies something about the other, such as (a person knowing that he smokes) and (the belief that smoking confirms manhood).

- B. Dissonance: It is if one of the elements is implicit in contrast to the other when they are considered alone. That is, the individual holds two ideas, one of which is the opposite of the other at the same time, such as the knowledge of the Catholic person that (his Protestant neighbours are peaceful) and yet (he feels afraid of him).

The essential basis of dissonance can be summed up by the word (But,) such as It is raining (but) I did not open the umbrella (the elements here are in dissonance) (Kilgo, Lough and Riedl, 2020) and Fender believes that the harmony or coherence of the perceptual elements is a psychological matter More than is logical, everything that appears harmonious in the mind of the individual represents harmony. Everything that does not represent this relationship represents a dissonance (Milan, 2015) This theory is a state of cognitive dissonance, a state of psychologically uncomfortable pressure to The extent that it pushes the individual to make attempts to reduce the resulting tension, which leads to the emergence of the driving force that tries to reduce or remove dissonance by changing the individual's attitudes so that the state of harmony and stability returns to the corresponding cognitive elements, so the individual effectively avoids situations and information that are likely to increase dissonance(Ost, 2004), including:

1. Logical inconsistency: as if you say all lions are yellow and this lion is black.
2. Cultural norms: A person who uses his fingers at an official banquet knows that this act is a violation of proper custom.
3. Previous experience: As if a person enters an elevator and presses the button marked with the letter (Up) up, but feels that the elevator is going down.
4. Circumstances that cannot be controlled: the person who decides how to use his money knows that his return depends on the economic conditions that do not fall under his control.
5. Dissonance may appear due to the occurrence of private ideas sometimes within more general ideas as if a fan loves the players of Al-Zawraa Club, but in a

referendum about two players, one of them from the Student Club and the other from Al-Zawraa prefers the Al-Zawraa player.

6. Real-time information (sudden), when a person plans to go for a walk, he is usually confident that the weather is nice, and if it starts raining before he leaves, this new knowledge contradicts his previous experience(Stedman, 2016).

Dissonance increases with the increase in the number and importance of contradictory or contradictory knowledge. Dissonance decreases with an increase in the number and importance of harmonious knowledge.

The solicitations used in persuasion messages (change of direction)

The effects of persuasive communication occur by employing inducements of induction or motivation in light of their relationship to the organization of persuasive content, and employment may be to address the mind in emotional arguments against logical arguments or emotional solicitations that address feelings and may resort to the use of fear inducements and employ their effects on feelings, and grooming is "Stimuli or stimuli that raise the level of motivation, negatively or positively, to accept the recommendations or directions of the persuasive message. Grooming is a persuasive tactic used according to the specificity of the communicative situation and is characterized by diversity, flexibility, and addressing the mind or feeling, or both"(Toubiana and Zietsma, 2017).

The debate is old in the field of communication about the best persuasiveness used by the persuasive, and whether it is based on the appeal of the emotional needs of the audience, or is it based on the orientation of the mind, and accordingly, the persuasions used in the communication message can be explained as follows(Ghanem, 2002, pp. 65-66):

A. Logical "mental" inclinations

This method stems from the postulate that "behaviour is cognitive in origin," meaning that the individual acts in the light of the information available to him, and the light of his treatment of it, and thus behaviour can be controlled by controlling the information to which the individual is exposed, so there are several theories and principles that dealt with the kinetics The trend when forming and when changing and she sees the key to changing the trend or building it is the

cognitive component or component, and this, of course, does not reduce the role and importance of the other two components (emotional and dispositional), as the change in the cognitive aspect often leads to a change in the emotional aspect(Wiktorowicz, 2004).

These methods of persuasion focus on addressing the mind using logic and realistic arguments, which demonstrate the validity and logicity of what the communicator says to achieve his goals, and researchers who adopt mind grooming argue that if emotional arguments are confronted with logical arguments, the response of the receiving audience to the logical arguments whose formulation is built In a good way, it is better than others. The target audience, regardless of its level of education and status, wants proof of the validity of the communicative message to be convinced of it, and these argue with the phrase that "the audience is logical people" and their response to messages that appeal to emotion depends on the absence of logical alternatives (Young, 2021).

A persuasive message uses logic and empirical evidence to support the message. It depends on addressing the mind of the recipient, presenting arguments and logical evidence, and refuting counter-opinions after discussing them and showing their various aspects. It uses:

1. Citing real information and events. Provide practical, real-life examples
2. Provide figures and statistics and cite sources.
3. Building the results on the premises (generalization).
4. Refutation of the other point of view (justification).

B. Emotional appeal

Emotional grooming is a short-term reaction as a result of being quickly affected by immediate circumstances, and it is quickly dispersed, especially when there is a change in the circumstances that provoked it. Emotional grooming in advertising depends on finding appropriate feelings in the receiving audience by addressing feelings and emotions or by inducing fear of the undesirable consequences that result from the recipient's non-acceptance of the advertising recommendations. The intensity of emotional arousal constitutes an incentive for the receiving audience to respond to the objectives of the propaganda. The emotional state affects the structure of the cognitive process directly in the

receiving audience, and therefore it will be less resistant to the influence of advertising (Jost *et al.*, 2018).

Emotional solicitation includes threats and intimidation. Fear solicitation enhances persuasion but to some extent. Directions arising from moderate fear have a stronger effect than those arising from intense fear. In the latter case, the recipient resorts to ignoring the message or trying to forget it or turn it into a less exciting form. For the threat, the communicator is called here to present the problem and the solution at the same time (Newsom, Carrell, 2003, p. 98).

Among the most important methods of emotional arousal is the following (Kilgo, Lough and Riedl, 2020).

1. Emotionalism

Emotional grooming aims at influencing the recipient's feelings and emotions, raising his psychological and social needs, and addressing his senses to achieve the goals of the communicator or propaganda. The content of the grooming must be meaningful to the recipient to respond to the purpose of the grooming and emotional tension occurs. One of the most common stimuli in this method is fear stimuli. Provoking fear activates the emotional appeal of the recipient, such as: raising people's fear of weapons of mass destruction or ethnic conflict, or warning people of dangerous infectious diseases so that they rush to periodic medical examinations. Which makes the receiving audience accept the publicity. Here, it should be noted that some studies have found that when people are exposed to communication content that provokes fear and tension, their fear aspect decreases if they have previously been exposed to something similar. The previous exposure leads to a kind of "emotional immunization" in the recipient, as the element of surprise increases the degree of emotional grooming.

2. Mockery

This method is used to belittle an issue, situation, person, or group to make them appear weak, shaky and disrespectful to an audience and make them laugh and joke. The public or expressing support for the cause or the person who has been put into the position of ridicule so that they will not be crowded with him and the ridicule will withdraw from them. This irony is expressed through the speech of a politician or a sarcastic journalist, or caricatures or jokes.

Research Methodology

Research community

After looking at many of the pages on the social networking sites Facebook, whose contents represent the protest movements in Iraq, and given the quantity of these pages, the researcher identified three pages given the interactive criterion (Table 1) and what came out of the exploratory questionnaire and the interviews conducted by the researcher With several protesters in Tahrir Square as a method to reveal the quality and type away from the quantity, this method has provided important information in determining the pages with which users of social networks interact with protesters.

Accordingly, the research community was identified with three pages that were distinguished by several characteristics, including that they gain importance by the protesters and represent their interface as well as the interactive standard and the percentage of likes and comments. These pages are (Stephen Nabil, Sheko Mako, and the Clean Brothers), as shown in (Table 1). And for the period from (1-10-2019 until 31-1-2020).

Table (1). Show likes and follow-up ratios for pages that represent the research community

Sheko Mako's page		Stephen Nabil's page		Clean brotherhood page	
Likes	Follow-up	Likes	Follow-up	Likes	Follow-up
3616607	3664007	1490002	1565445	2525466	2966781

The research sample

Since the research community is the publications presented by the pages (Stephen Nabil, Sheko Mako and the Clean Brothers) for four months from (1-10-2019 until 31-1-2020) and due to the difficulty of analyzing all units of society, the researcher resorted to determining (25 %) of the research community, which is 30 days, distributed throughout the research, which is 120 days, and the number of publications subject to analysis according to the duration of the research may reach (858) publications.

The researcher has chosen the method (the regular circular method), through which each unit of the community can have an equal chance of appearing in the sample. According to this method, it was adopted by choosing (the first week of the 10th month, the second week of the 11th month, the third week of the 12th month, and the fourth week of the 1st month), as this period represents the peak of the protests in Iraq (Table 2).

logical inferences used in the thesis

Table (2). Show the number of publications in the pages of the research sample by period

Period		Number of posts			Total
Week	Month	Sheko Mako's page	Stephen Nabil	Clean brotherhood	
First	October 1	96	33	30	159
Second	October 2	22	101	69	192
Third	Canon 1	36	34	64	134
Fourth	Canon 2	102	112	159	373
Total		256	280	322	858

Measurement method

The researcher adopted the method of content analysis to analyze the sample of publications on the pages subject to analysis, namely: (Steven Nabil, Sheko Mako, Clean Brothers),

Analysis form

The analysis form prepared by the researcher was used. Indicators of logical and apparent validity were achieved for this form, in the language of the stability value, according to the Holste equation 0.94.

Results and discussions

View and discuss search results

- The first objective: to identify the logical inferences used in the message of the protest movements (Steven Nabil, Sheko Mako, and the clean brotherhood).

This goal includes revealing the logical implications included in the communicative content (citing information and real events, providing practical examples from real life, presenting numbers and statistics, citing sources, building results on-premises (generalization), and refuting the other point of view (justification).

Table (7). Show the results of the analysis of the pages (the research sample) according to the

Logical directory type	Stephen Nabil's page			Sheko Mako's page			Clean brotherhood page			Total repetitions	%	Rank
	Repetition	%	Rank	Repetition	%	Rank	Repetition	%	Rank			
Provide practical, real-life examples	82	0.31	1	72	0.32	1	89	0.36	1	243	0.33	1
circular	77	0.29	2	67	0.30	2	72	0.30	2	216	0.30	2
Citing sources	54	0.21	3	51	0.23	3	44	0.18	3	149	0.20	3
justification	31	0.12	4	21	0.09	4	20	0.08	4	72	0.10	4
The use of statistics	18	0.07	5	11	0.05	5	19	0.08	5	48	0.07	5
Total	262			222			244			728		

The method of presenting practical examples from the reality of life ranked first among all the pages subject to the research, and the reason for this is because the realistic examples were the harmony of the needs and requirements of the target audience, such as issues of administrative and financial corruption, as well as the lack of necessary services in the field of electricity, health, education and others. As for the method of generalization in messages, this category came in second place among all the pages subject to the research, and there is a slight difference from the method of providing practical examples from the reality of life. An example of this is that the security establishment practices violence against protesters in the wake of individual cases. This is what led these pages to practice the method of covering up cases of violence that befall security men, such as the use of Molotov cocktails and the burning of security personnel. Since the theories of cognitive consistency are based on the premise that all individuals are motivated to appear consistent and consistent always. The publication of the topic (that the security establishment practices violence against protesters) works to reduce the inconsistency in attitudes, feelings, beliefs, and explicit behaviour, as well as in the knowledge and information that the protesters carry when they hear the news of (violence perpetrated by some protesters and the injury of security men). Since the state of consistency as a psychological state is always required, and the absence of the first topic (that the security establishment

practices violence against protesters) will lead to a state of cognitive inconsistency, and this will lead to psychological imbalance. If it continues, it may lead to the formation of trends that reject the protests. If we follow the events, we find that these trends rejecting the protest movement have grown and developed with the increase in violent cases that accompanied the protests, such as the burning and looting of some shops in the protest square and the killing of a young boy by some protesters and their failure to prevent them by other protesters.

About citing the sources in the letters, this category came in third place among all the pages subject to the research, with a difference not insignificant from the previous two methods. This indicates that the protest movement adopted this method to create credibility and reliability in the news and information it publishes. According to Haider's theory, the author of the communication message is trying to change the rejection of the protest movement or support the trends in favour of the protest movement in the individual reader or viewer, by causing a defect in the information published by the government and placing the government in a position that lacks credibility and is not reliable, and here the process of discord or conflict between the old trends occurs. And the new, so the individual either seeks to maintain the old trends and endure dissonance, and this is difficult for him to live in a state of instability, or adopts the new trends mentioned in the messages of these pages to achieve balance. (Haider) believes that there is a permanent orientation and movement of the individual towards a state of equilibrium, which is the state in which the relationships between the existing elements are arranged regularly and there is no pressure to change, so the sender of the persuasive message is not concerned with single trends but with systems of directions so that the change in one of these directions is reflected In adapting the rest of the trends in the system, and these systems are controlled together by the principles of balance, and thus the balance and stability of the system of trends within the individual is ensured (Milan, 2015).

The method of justification in the messages of the protest movement ranked fourth, with a clear and large difference from the other methods in all the pages subject to the study, and the reason for this is that the protest movement moved away

from this method except when necessary when it is accused and there is an urgent need for justification for fear of changing public opinion against what it calls for. According to Leon Festinger's theory, individuals are motivated to seek consistency in their attitudes. When news and information that has the power to make it acceptable and circulated against the pages of the protest movement emerges, dissonance appears among the movement's audience, and this represents an inappropriate relationship between the Cognitive Elements (Festinger, 1962, p.13), and in this case, he feels that the protest movement is doubtful. by her order. This is what drives the movement's pages to publish, justify, and defend themselves.

As for the method of using statistics in the messages of the protest movement, it ranked fifth among all the pages subject to research, with a large difference from other methods. This indicates the scarcity of statistics that the pages of the protest movement can obtain to support the contents of its messages with evidence and numbers.

- The second objective: to identify the emotional appeals used in the message of the protest movements (Steven Nabil, Sheko Mako, and the clean brotherhood).

This goal includes revealing the emotional appeals included in the communicative content (the style of slogans, fear stimuli, ridicule, and the use of symbols), and by looking at Table (8), the results were as follows:

Table (8). Show the results of the analysis of the pages (the research sample) according to the emotional appeals used in the message

Emotional grooming	Stephen Nabil's page			Sheko Mako's page			Clean brotherhood page			Total repetitions	%	Rank
	Repetition	%	Rank	Repetition	%	Rank	Repetition	%	Rank			
Logos	97	0.38	1	87	0.41	1	93	0.42	1	277	0.41	1
Fear triggers	81	0.32	2	61	0.29	2	71	0.32	2	213	0.31	2
The irony	49	0.19	3	39	0.18	3	37	0.17	3	125	0.18	3
Icons	25	0.10	4	25	0.12	4	18	0.08	4	68	0.10	4
The total	252			212			219			683		

It is clear from the emotional grooming methods adopted by the protest movement in its communication messages that the method of launching slogans came in first place among all the pages under study. It is a use of the style of stereotypes, but the adjectives and buzzwords are

launched based on a short phrase that does not describe people, but rather describes a situation, event, stage, party, or represents a future vision. This method is common among parties and mass movements to form an emotional and enthusiastic state in the individual. These slogans depend on formal brevity, which in turn evokes meanings and connotations related to the topics expressed by the protest movement. Loneliness relations tend to be organized and harmonize with emotional relations to bring about a state of equilibrium, so we have sentimental feelings towards elements that have the same intellectual unity (Toubiana and Zietsma, 2017). Between emotional feelings and cognitive elements, as (Haider) believes that there is a permanent movement and orientation of the individual towards a state of equilibrium, a state in which the relationships between the existing elements are arranged regularly and there is no pressure to change, so the sender of the persuasive message is not concerned with single trends, but rather with systems of directions so that The change in one of these directions is reflected in the adaptation of the rest of the trends in the system, and these systems are controlled together using principles Thus, the balance and stability of the system of trends within the individual is ensured (Brown.1965.p577). From this point, the pages of the protest movement with service demands were directed to exploit the emotional momentum to form trends that were not included at the beginning of the protest within the demands of the protesters, such as slogans against neighbouring countries that were accused With the support of the government, such as (Iran, outside, Baghdad remains free), and without prejudice to America, which brought these governments and supported it in the process of occupation and the handover of power in public.

As for slogans such as (I want a homeland) and (I'm coming down to take my right) they came to form an emotional and enthusiastic state for the individual, always reminding him of the goal of protest and making him in a state of cognitive consistency between his knowledge and trends and justifying any protest behaviour that may face rejection (such as cases of violence by some protesters against security personnel).

As for the method of fear stimuli, it came in second place, not great among all the pages subject to the study, and the reason for this is due

to the protest movement's endeavour to raise the fears of the masses and intimidate them from the unknown future and the difficulty of securing the requirements of life if the political system remains unchanged and reformed to urge them to support the protests and maintain their momentum and expansion patched it. Haider explains trend formation through processes of cognitive equilibrium. Attitudes towards things and people have a positive attraction or a negative attraction, and these directions may or may not coincide, so there may be a balance or an imbalance in the pattern of trends. That there is a permanent movement towards balance, and accordingly, the author of the communication message is trying to change the trends rejecting the protest movement among the individual reader or viewer, by causing an imbalance in his information and questioning it and raising feelings of fear about the future with such a government and placing the government in a position that lacks credibility. , and here the process of dissonance or conflict occurs between the old and new trends, so the individual seeks either to maintain the old trends and endure the dissonance, and this is difficult for him to live in a state of instability, or adopt the new trends contained in the messages of these pages to achieve balance.

The method of irony came in third place among all the pages subject to the search, with a difference not simple from the other methods, and it is a method that appeals to the Iraqi masses, especially in the popular areas most interacting with the protest movement. The protest movement's messages adopted the method of irony to compel the words and actions of Iraqi officials to joke and belittle, as this method is used to belittle an issue, situation, person or group to make them appear to the public in a weak, shaky and disrespectful manner and make them a subject of humour and laughter, and this method is one of the most dangerous methods as It is transmitted by the supportive, neutral, and even the opposition public and this method may push the government public with weak faith in its cause not to publicly declare its support for the government or to express support for its cause or the person who has been mocked so as not to be crowded with him and ridicule them to withdraw. Thus, this method is a good way to create a void of inconsistency and cognitive dissonance among the individual between his pro-government tendencies

and his public behaviour of laughter and ridicule. According to the theory of Lyon Venker, individuals are motivated to seek harmony in their attitudes, you see them tend to be consistent between their attitudes and behaviour. When news and information emerge that has the power of irony that makes it acceptable and circulated in opposition to the subject of its pro-government tendencies, dissonance appears among the government public, and this represents an inappropriate relationship between the cognitive elements (Festinger, 1962, p.13), and in this case, he feels that the government of Doubtful. And he should support the new trends in support of the protests. The essential basis of dissonance can be summed up by the word (but,) such as I support the government (but it is) a subject of ridicule (the elements here are in dissonance) (Brown, 1965, p.585). What is logical, everything that appears harmonious in the mind of the individual represents harmony. And everything that does not represent this relationship represents a dissonance (Schellenberg, 1970, p.119) This theory is a state of cognitive dissonance, a state of psychologically uncomfortable pressure to an extent It pushes the individual to make attempts to reduce the resulting tension, which leads to the emergence of the driving force that tries to reduce or remove dissonance by changing the individual's directions so that the state of harmony and stability returns to the corresponding cognitive elements, so the individual effectively avoids situations and information that are likely to increase dissonance. (Brembeck,1976,p.136) (Festinger,1962,p.2).

The method of using symbols ranked fourth, with a significant difference from the first method, among all the pages subject to the research, and this indicates the low importance of the use of symbols among the pages of protest movements. The name of the Turkish restaurant building in the middle of the protest square came as (Mount Uhud) in a symbolic framework of Islamic history to mention the role of Uhud Mountain in the second battle that took place between Muslims and polytheists. This is an employment of the individual's imagination to classify himself among the Muslims who fought with the Noble Messenger (peace be upon him) against the polytheistic infidels, in this case, the government and the security forces. Thus, the public will feel that it has to be consistent with its knowledge according to the theory of cognitive consistency,

as the followers of this theoretical standpoint see that people seek to bring about consistency or harmony between their beliefs and trends. The individual's cognitive system includes a momentum of information known as knowledge cognitions that are organized and linked in the form of Cognitive Systems, and these cognitive systems are flexible and changing as long as there is new information that the person constantly acquires. And the new information here is the symbol that classifies the conflict between right and wrong, which leads to actions aimed at achieving psychologically comfortable consistency. And since all individuals have the motivation to appear consistent and consistent always. That is, the principle of cognitive consistency is based on the basis that individuals always tend to behave in a manner that reduces inconsistency in attitudes, feelings, beliefs, and explicit behaviour, as well as in the knowledge and information they hold. Since the state of consistency as a psychological state is always required, so in the event of a cognitive inconsistency, this state will lead to psychological imbalance, and this leads to pressure to change the direction, then to reduce or get rid of the inconsistency, and then the return of the state of equilibrium and psychological stability (Ghanem, 2002, pp. 65-66) Heider sees that there is a permanent movement towards equilibrium and that here there are two types of relationships behind the trends towards the protest movement, and they are the one relationship with the protest movement. And the emotional relationship: Here, mockery of the government, feelings of hate and rejection of it and those who support it, and feelings of love and preference are used to protest.

According to Haider's theory, the author of the communication message is trying to change the ideas that reject the protest movement or support the trends in favour of the protest movement among the individual who follows his publications, by creating a defect in the information published by the government, which is ridiculed. To maintain the old trends and endure dissonance, and this is difficult for him to live in a state of instability, or adopt the new trends mentioned in the messages of these pages to achieve balance. Through these two relations, we conclude that the basic idea of equilibrium is: that the relations of unity tend to be organized and harmonize with the emotional relations to bring

about a state of equilibrium.

Research Recommendations

1. The government should follow up on the logical evidence that is spread in the protest movement's messages and answer them.
2. The government should follow up on the prevailing methods of emotional appeal and maintain the emotional mood of the public.

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