A Cognitive Linguistic Study of Political Caricatures Based on Students' Construes

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Abstract:

The present work is qualitative in nature; it is concerned analysing silent visual data, particularly political caricature image. The aim of the study is to investigate the role of major or filed of specialty in deciphering and construing the selected panel. To meet this objective, cognitive linguistics as an approach has been adopted, as it highly suits reflecting the individual differences and similarities among the participants. The model adopted in the analysis has been Croft and Cruise's model of "Construal Operations" in (2004). Since the study is qualitative and small scale in nature, only one panel (i.e. caricature image) has been adopted based on the jury members' opinions. The caricature has been selected from an online newspaper and submitted to a number of 30 participants from the political science college at Al-Nahrain University. The study has revealed that despite sharing the same interest and major of study, the have been many differences in the way the figures of the panel in question are being conceptualized and mapped. There were no exact answers, but roughly similar points of similarities here and there. Three of the four stages of the adopted model have been seen essential in the process of thinking. Besides, the participants were metaphorically oriented and their lines of thinking have been basically situated.

Key words: (cognitive linguistics, construal operations, culture, political caricature, visual representation).

دراسة لغوية معرفية للرسوم الكاريكاتورية السياسية بناء على تصورات الطلاب

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الملخص:

تعتبر الدراسة الحالية دراسة نوعية تهتم بتحليل البيانات البصرية الصامتة، وخاصة صور الكاريكاتير السياسي. حيث يتمحور الهدف من الدراسة الحالية بالتحقق من دور التخصص أو مجال التخصص في فك رموز وتفسير اللوحة المختارة. لتحقيق هذا الهدف، تم اعتماد منهج علم اللغة المعرفية؛ كونه يتناسب بشكل كبير في تمثيل وابراز الاختلافات والتشابهات الفردية بين المشاركين. حيث تم اعتماد نموذج كروفت وكروز "عمليات التأويل" في (٢٠٠٤) في تحليل البيانات. ونظرًا لأن الدراسة نوعية وصغيرة الحجم بطبيعتها، فقد تم اعتماد لوحة واحدة فقط (أي صورة كاريكاتورية) بناءً على آراء أعضاء لجنة التحكيم. وقد تم اختيار الكاريكاتير من صحيفة إلكترونية وتقديمه إلى عدد من المشاركين من كلية العلوم السياسية في جامعة النهرين. وقد كشفت الدراسة أنه على الرغم من تقاسم نفس الاهتمام والتخصص في الدراسة، إلا أن هناك العديد من الاختلافات في طريقة تصور ورسم شخصيات اللوحة المعنية. لم تكن هناك إجابات دقيقة، ولكن كانت هناك نقاط تشابه تقريبية. كما وقد تبين أن فقط ثلاثة مراحل من المراحل الأربع للنموذج المعتمد كانت أساسية في عملية التفكير. فضلاً عن ذلك، كان المشاركون موجهين مجازيًا وكانت خطوط تفكيرهم محددة بشكل تطبيقي مقارن.

الكلمات المفتاحية: (علم اللغة المعرفي، عمليات التأويل، الثقافة، الكاريكاتور السياسي، التمثيل البصري)

1. Introduction

Political caricatures have always been used to express different political disagreements and opinions. The internal language of its symbols functions implicitly or sometimes explicitly to criticize specific social events or phenomena. Accordingly, political cartoons is considered a universal tool of communication between the government and society. It further works as a social reaction against certain political events; it involves the depiction of a series of events or prominent figures on a national or global level (Dugalich, 2018).

Due to the multiplicity nature of both forms and meaning, political caricatures have started to be regarded as an important means of expression for political idea, criticism and even satire. The figures adopted by the caricaturist usually depict a particular reality as it is, or add some extra exaggeration on it in a satirical way. Usually the highlighted pictorial meaning involves the adaptation of various conceptual metaphorical and linguistic devices, such as: idioms, metaphors, allegories, symbols and cultural references that are familiar to

the reader. In other words, political cartoons requires the use of imaginative, memorable, and sometimes humorous visuals as well as visual representations of different aspects of social, political and cultural reality, reflecting as a result the micro in addition to the macro culture of the person who does the construal process. Sometimes, the pictorial representation works hand in hand with the linguistic one in the process of triggering and accessing the right meaning, or in activating the different aspects of encyclopaedic information, political, historical, or cultural knowledge. Here, one must highlight a very essential issue in any pictorial decoding, which is that the result of the decoding will be culture-specific. In other words, the decoders will yield various construes, reflecting their level of knowledge about the world regarding the thing being highlighted or his familiarity with it (Dergisi,2021).

For the importance of political caricature in people's lives, the researchers of the present work are to address the following objective, "examining the role of major on the participants' construes of the selected political caricature". In other word, to derive the conclusions of the study, the following research question is to be addressed: "what is the role of major or field of knowledge in the participants' construes of the selected political caricature?"

2. Theoretical Background
2.1 Concept of Visual Language

Communication between people can be classified into two aspects: direct and indirect communication. The former is reflected through the use of gestures, words, language and so on, whereas the indirect communication is based on using different objects which are very popular in product design, advertising, logo, illustration ant so on. In other words, the latter form of communication is called the visual or pictorial language (Chang,2012).

In this vein, Wang (2008) defined visual language as "a sound set of principles and elements of designs which carry meanings". In (2012), Chang added that visual language implies the use of certain symbols arranged in a particular way, words, shapes, and the structure of the design. All these components are said to have an impact on people. Chang further added that visual language can be regarded as an effective tool for expressing one's behavior, cultural values and attitudes. That is why, visual language represents a problematic source of language, as it indicates different and/or similar things to different people, emphasizing as a result the individual differences. Wang (2008) added that when communicating, people usually utilize verbal and non-verbal symbols. The former type is represented by words and languages, whereas the latter includes "drawing, music, dance and even gestures" (p.1). Furthermore, Wang pinpointed to a very important issue, which is that people differ among themselves regarding which means of communication is the easier and more transparent one. Some see that people from different cultures and places might trigger different imageries and perception about the described or highlighted words. That

is, the verbal language is difficult. Others, consider the pictorial language is easier, as it is much more transparent and leads to a consensus of idea, and the dispute still goes on.

2.2 The Concept of Visual Literacy

The term "visual literacy" has been defined in various ways, shedding light on its different aspects. For example, Pettersson (1994) suggested that visual literacy refers to a set of visual skills that individuals can obtain and develop through observation or though indulging in many sensory experiences. Having well developed vision competencies is essential to the learning of a normal human. It further helps one to be characterized as being a visually literate person, who is capable of interpreting and distinguishing visible objects, symbols, and actions, which are either man-made or naturally encountered in his environment.

As for Hortin (as cited in Moore & Dwyer, 1994), visual literacy means "the ability to understand (read) and use (write) images and to think and learn in terms of images". He further stated that visual literacy acts as a method to develop and improve one's ability to think visually. Furthermore, Duchak (2014) stated that visual thinking can be associated with visual literacy to mean "the ability to turn information of all types into pictures, graphics, or forms that help communicate the information". In other ways, visual literacy can be regarded as an acquired skill that is useful for the accurate interpretation of visual messages and for their production as well. As for Duchak (2014), he elaborated that the human brains are associated with images. That is, they are qualified to perceive images holistically and the texts in one step at a time.

2.3 Previous Studies

Many studies have been conducted on caricatures from different perspectives. Azeez and Al-Bahrani (2019) did a study entitled "A cognitive linguistic study of satirical language in AL-Hajjar's caricatures". The purpose of the study was to first investigate the satirical humour created or produced by Iraqi caricaturists. Second, they wanted to examine the way receivers react or respond to such a type of humour. To fulfil these two objectives, the researchers adopted Kostler's theory of "Bisociation" when analysing (20) satirical caricatures drawn by four Iraqi caricaturists, namely, Hamoudi Athab, Maitham Radhee, Dheaa Al-Hajjar, and Ali Aatib. To achieve the first objective, the researchers investigated the gestures, icons, metaphor, metaphtonymy, and the various devices adopted in the genre of satirical humour and relations, such as: teasing, irony, sarcasm and puns. As for the second objective, (5) caricatures were presented to randomly selected students in order to examine the kind of appreciation being experienced to them whether behaviourally, cognitively or emotionally. The study arrived at the conclusion that satirical humour was emotionally highlighted and its appreciation depended mainly on the personality of the receiver and the message's content. Furthermore, the study revealed that irony controlled most of the studied caricatures.

Abdulwahid (2022) analysed a number of Iraqi political caricatures. The study aimed to examine the way political cartoons are produced and their main features as well. This paper adopted Barthes' Semiotic theory when analysing a number of different political caricatures declared through the campaign election 2018 in Iraq. Moreover, it focused mainly on the format of the caricatures that is used as a communicative medium on online platforms to identify the fundamental senses and the current political issues. Besides, the study provided a useful method to understand and interpret political caricatures.

Al-Fatlawi and Al-Bahrani (2019) conducted a study on a selection of Iraqi caricatures to investigate the effect of "the type and the number of figures on accessing the intended meaning". The results indicated that the figures of any panel or image play a role in accessing and /or deriving the intended meaning. However, what is much more important is the way and the type in which these figures were mentally associated and combined.

Waad and Al-Bahrani (2020) examined the role of persuasion in different images taken from a selection of tourism brochures. The results showed that the angle from which the image was taken affects the persuasive sense of the image. Furthermore, there are different content techniques to be used when highlighting the conceptual and associative images in the tourists' mind to ultimately persuade them to visit the place.

2.4 Adopted Model of the Study

The researchers have adopted Croft and Cruise (2004) model of "Construal Operations'. This model is highly concerned with the way people pass through four basic stages when conceptualizing anything and to address various cognitive aspects. These four stages involves the following: (1) "**attention/ salience"**, (2) "**judgment/ comparison"**, (3) "**perspective/ situatedness"**, and (4) "**constitution/gestalt"** (as cited in Barczewska, 2017).

This first stage, attention/salience is given the first sequence by Croft and Cruise (as cited in Jensen, 2011). It means the first thing or things that capture(s) the listener's or addressee's attention. It involves the pivotal idea that the whole panel later depends on when developing one of its construes. The second operation is called the judgement/comparison. Croft and Cruise (2004) explained it in terms of shedding points of similarity and difference using any of the conceptual metaphors or figures of speech. The third operation in sequence is termed the perspective/situatedness stage. This stage involves triggering similar cases or instances in the world that can be applicable to this selected panel (Croft & Cruise, as cited in Jensen, 2011). The fourth stage which is called the constitution/Gestalt stage or operation implies as Croft and Cruise (2004) stated conceptualizing someone or something by focusing on details, such as: "shape, temporal, physical features". The description can take either forms, stative or dynamic one (Croft & Wood, 2000, as cited in Jensen, 2011, p.8). To illustrate these stages or operations

diagrammatically, consider the Diagram 1, which has been drawn by the researchers of the present work:

Diagram 1. Construal Operations by Croft and Cruise (2004)
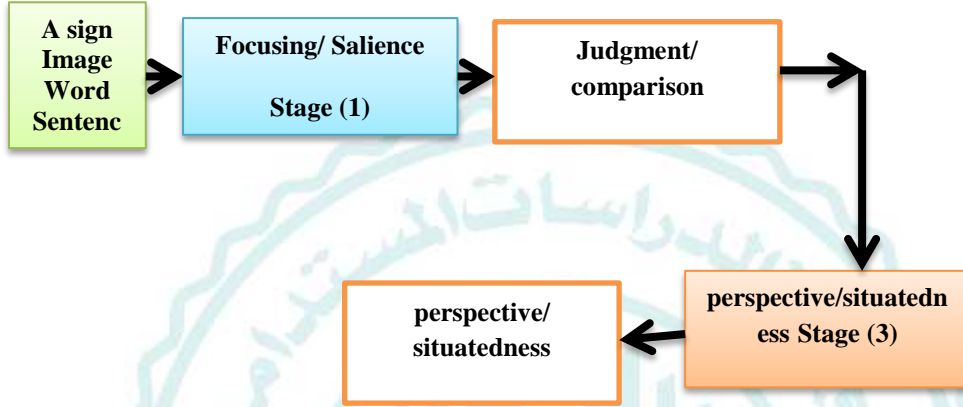
3. Methodology of the Study

The present study is qualitative in nature. It involves as Denzin and Lincoln (2018) maintained detailed descriptions to gain the depth of analysis. It also requires the combination of interpretative and material techniques to know more about the world around us. In this vein also, Hadjadj (2015) added that since such a type focuses on descriptions that is done by the participants or respondents and reported by the researchers, one needs to be objective in knowledge transfer and in eliciting information. This by itself requires the adaptation of open-ended questions or any measuring tool. Besides, Ritchie, Lweis, Nicholls, and Ormston, (2013) further shed light on the importance of having a very limited sample size in such types of studies for the study to be deep and focused. In other words, generalization is a must, as the purpose behind the study is to gain knowledge and not to quantify and generalize things.

Speaking of the approach adopted in this study, it is cognitive linguistics. It is an interdisciplinary approach that involves the combination of mind, philosophy, psychology, artificial intelligence, neuro-linguistics, anthropology, and culture (Thagard, 2005). This approach is characterized by being subjective in nature because it reflects people's deciphering, construes, and their own understanding. This approach is not a theory or a model; instead, it represents an amalgamation of a number of theories and models that are related to many disciplines. The basic element of cognitive linguistics is called concept, or the mental category or image highlighted whenever one hears a word, sentence, phrase, or sees an image, etc. (see Evans & Green, 2006; Geeraerts & Cuyckens, as cited in Nerlich & Clarke, 2007). In other words, the linguistic or semiotic aspect used represents, as Evans

and Green (2006) stated, "a window into cognitive function providing insight into the nature, structure and organization of thoughts and ideas" (p. 5).

As far as the present work is concerned, one caricature-image has been selected from an Iraqi electronic newspaper titled, "The Seventh Day". The caricature image has been published on October 20, 2019 to highlight the point that the Iraqi layman is suffering due to the destruction and deterioration that hit most of its infra-structures to the extent that he has started thinking of getting away from it, as illustrated in Figure 1.

Figure 1. Iraq a stripped off apple https://images.app.goo.gl/z1fN5BfYVYrGj6uo6

This one caricature image has been selected for the purpose of eliciting the conceptual construes triggered on the part of the (30) participants chosen. The participants have been selected randomly based on their interest to participate in the study. They all belong to the second year stage at the college of political sciences. That is, they all share the same filed of knowledge, and are politically-oriented. To meet the objective of the study, which involves, "examining the role of the field of knowledge on the participants' construes of the selected political caricature", the participants have been provided with a number of questions that reflect the steps of the adopted model, as listed below:

1. What is the general idea of the caricature in question?
2. What captures your attention? What does the apple refer to?
3. What do the worms symbolize?
4. Who is that man?
5. Is what happening in the caricature similar to something which you have seen or experience or heard in your life?
6. What other details you can provide?

As it is clarified, each of these five points is related to one of the four stages of the model adopted in the analysis. For instance, the first question is related to the stage of **attention/ salience** stage, the second, third and fourth are related to the second stage, which

is that of **judgment/ comparison**, the fifth question is related to stage number three, which is called the **perspective/ situatedness** stage. Finally, the sixth and last question is connected to the fourth stage, which is called the **constitution/gestalt.**

To maintain the validity of the study, the researchers have prepared a cover letter to a number of three jury members explaining in it the following: the problem of the study, the objective, the model used in the analysis, the number of the images to be used and the number of the participants. The jury members have opined to limit the idea of the paper to one caricature image with (30) participants to have more depth of analysis and to highlight the detailed descriptions as reflected in the participants' understanding. In this respect, Dawson (2009) stated that qualitative research investigates "attitudes, behaviour and experiences" to gain "an in-depth opinion from participants" (p. 15).

As for the reliability of the study, the researchers have submitted a tentative analysis of the same caricature image after gaining the approval of the jury members to a number of 10 participants to see whether there are different points of view or not. The tentative results have shown that despite belonging to the same field of disciplines and being politically interested, there are points of difference and similarity regarding the highlighted construes. The second step of meeting the reliability of the study has been via submitting the analysis to the raters to kill any sort of subjectivity and biasness- if any.

As it is clearly noticed, the question have been provided in advance following the stages of the adopted model represent an open-ended question questionnaire. Such a tool highly suits the type of qualitative studies. The latter usually involves using any of the following methods or techniques, such as: field notes, interviews, conversations, photographs, recordings, and self-memo. in this context, MacDonald and Headlam (1986) elaborated, "qualitative methods can tell you how people feel and what they think, but cannot tell you how many of the target population feel or think that way as quantitative methods can" (p. 35). Accordingly, the collected answers reflect the participants' construes and point of linking knowledge. In other words, the study is reliable and does not represent the researcher's way of thinking.

Thus, the researchers are to put the following steps to achieve the solely objective of the present work:

1. Displaying the image in front of the participants,
2. Submitting the six questions one after the other; i.e., once the first is done, the second is presented and so on,
3. Pinpointing the significance of each of the four stages to the participants via studying whether the participant has passed through or discarded it, and
4. Identifying the points of similarity and difference in the participants' mental understanding.

4. Data Analysis

Speaking of the first stage of the construal operations, it has been noticed that a number of (23) participants are able to have similar focal points, which are that the script of Iraq and the apple. For them, the apple represents Iraq. The other (7) participants also have a focal point; however, it is not denotative as is the case with the (23) participants. Their varied attention points are connotatively activated. For instance, P4 sees the apple as governmental institutions; P7 sees the apple as the good environment that is usually polluted by bad people; P9 has a generic reference that sees the apple as countries in general that are eaten because of the deterioration; P20 sees the apple as the miserable reality in Iraq; P21 depicts the apple as the bounties of Iraq; P23 portraits the apple as the stolen bounties of Iraq; and P26 focuses on the man who is suffering from some of the deteriorated political parties.

As it is seen, all the (30) participants have a focal point; majorly their focal points are both the word Iraq and the apple; and then the rest focus on the apple alone, and only one participant focuses on the man. In other words, the stage of attention is essential to all of them, and all of them have experienced it.

Speaking of the second stage, which is that of judgment and comparison stage, it has been observed the following:

1. P1 has assimilated figuratively the apple to the country of Iraq; the worms as the neighbors who are searching of their favors in Iraq; and the man metonymically represents the Iraqi people, who are suffering because of the neighbor's interferences in their country.
2. P2 has assimilated the apple to the conflict between Iraq and Turkey, the worms represent the interferences of both Iran and even Iraqi people in the internal affairs, and the man is the Iraqi people who are suffering due to the interferences of Iran and some of its political parties.
3. P3 has portrayed the apple as being the country of Iraq, the worms are any external interferences to the internal affairs of Iraq. That is, the worms here have a generic reference. The man is the joker or the ally that plays on both sides for his own good. It seems that he is very happy for what is happening to Iraq.
4. P4 mentally conceptualizes the apple as the Iraqi country and its various institutions; the worms represent the deterioration and the favoritism that hit them; the man generically refer to the Iraqi people who are continuously suffering from their bitter reality. His miserable way of looking reflects the degree of damage he has got. Finally, the act of eating the apple or the form of an eaten apple metaphorically indicate the deterioration that eats away the Iraqi institutions.
5. P5 has construed the apple as Iraq; the worms metaphorically refer to the interferences that come from some of the political parties of Iran and Turkey, and the man metonymically refer to all Iraqi people. The Iraqi laymen are the direct victims of the conspiracy of the some of the neighboring countries.

6. **P6** has conceptualized the apple as being the country of Iraq, and the way it is disjointed internally because of internal and external interferences in in its affairs. The man metonymically indicates the aggrieved and oppressed Iraqi people because of these interferences. The worms metaphorically mean the interferences that come from the neighboring countries.

7. **P7** has seen the apple as the society that is being destroyed by the worms. The latter metaphorically means the deterioration that has hit the various aspects of the society; and the man metonymically refers to any poor man that is oppressed due to the severe poverty and oppression he is experienced inside this society. The eaten apple metaphorically means that the bounties of Iraq are being stolen by others to the extent there will be a time when even the poor man will be exploited and killed.

8. **P8** has depicted the apple as being the country of Iraq; the worms are the invaders who try to destroy the internal coherence of the country and the society and make the people busy with their problems. In this way, they will be able to deprive the country off its treasures unnoticeably. The worms are depicted as being happy as they are eating the goodness of the country for their own benefits. The man metonymically mean the Iraqi layman, and the eaten apple metaphorically means that the society or the country is unstable.

9. **P8** has assimilated the apple to any rich country that represents the corrupted people's focal greed. The worms are those corrupted people who want to deprive the country of its treasures; the man is metonymically indicates the layman who suffering from the lack of the essential and basic human rights, and finally the eaten apple metaphorically indicates the stolen country. They are worms are depicted as being happy for what they are doing and that nobody cares about the layman's suffering and cries.

10. **P10** has metaphorically compared the apple to the bounties of Iraq. Such richness is enough to make the Iraqi people live a very decent life. However, because of the corruption of the some of the political parties in Iraq, the Iraqi people, as metonymically represented by the man, have started suffering from a severe level of poverty.

11. **P11** has metaphorically assimilated the apple to the country of Iraq and to its various wealth. The worms metaphorically mean the neighboring countries and/or to some of their presidents who have ambitions and interests in Iraq. The miserable man is the Iraq layman who is being portrayed as being unsatisfied with his life conditions.

12. **P12** has compared the apple to the place of the society of Iraq. The man is the poor Iraqi layman and the worms are the different ethnic and/or national group that are in a continuous conflict among themselves. That is, the conflict is an internal one due to having different tents, traditions, ideas, etc. Or, the worms can metaphorically mean the conflict between some of the ruling political parties and the Iraq laymen.

13. **P13** and P14 have metaphorically compared the apple to the Iraqi society; the man metonymically refers to the Iraqi layman; and the worms metaphorically indicate the

some of the corrupted political parties that have originally come from outside Iraq. These people are interfering with the internal affairs of Iraq and are working secretly for their own benefits. They try to promote the idea that Iraqi people are in a good condition, whereas in fact they are suffering because of them.

14. P15 have mentally associated the apple with the Iraqi country; the worms metaphorically mean the external and internal parties that affect and interfere in the Iraqi internal affairs. The plurality of these parties and their various and different goals and interests have contributed in the destruction of the integrity of Iraq and of its people; and the man metonymically refers to the Iraqi layman who tries his best to get rid of this unhealthy situation but in vein.

15. P16, P17, P18, P19, P22, P23, P24, P25, P26, P27, P28, P29, P30 have all mentally associated the apple to the Iraqi country; the worms metaphorically represent the bad role of some of the political parties in Iraq; the man metonymically indicate the Iraqi layman who is suffering because of the cooption of these parties. P17 has specified the starting point of this situation, which is since 2003. It further seems that these parties have spent time wearing out in this country, and plundering its bounties; the man metonymically indicate the Iraqi layman or the poor people who are deprived of their basic human rights. It seems that the act of eating out the apple is metaphorically assimilated to the act of plunder that has hit the country in its various walks, such as: education, jobs, health, care, salaries, etc. P25 has added here, the figure of an apple that is full of with worms metaphorically indicates that the society of Iraq is no more healthy to live in.

16. Speaking of P21, the apple has been metaphorically assimilated to bounties of Iraq. The worms symbolize the people who are trying to steel these bounties from their people. The man is the Iraqi farmer who is exerting efforts in making Iraq flourished, but in vein because of these obstacles, the worms. That is, the Iraqi people gain nothing and are the losers.

17. P20 has metaphorically compares the eaten apple to the miserable reality and life in Iraq. The worms metaphorically mean the parties that have multiple bad interests in Iraq.

18. P28 has metaphorically conceptualizes the apple as the Republic of Iraq. The worms metaphorically indicate any of the following: the bad political parties, the bad role of the governorate, the external interferences, etc. The man metonymically refers to the state of the Iraqi people.

Regarding the third stage, which is that of perspective/situatedness, it has been noted the following:

1. P1, P2, P3, P4, P5, P6, P7, P8, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23, P24, P25, P26, P27, P28, P29, P30 have mentally conceptualized what is

there in the caricature as being similar to that to the Iraqi situation. In other words, this stage is essential to pass through.

2. P9 have conceptualized this situation as being a similar situation in many countries without specifying a particular country.

As for the fourth stage, which is the gestalt/constitution stage, it has been observed that few participants have highlighted some features about the identified items or figures. For instance, P3 has mentally conceptualized the man as being a happy joker that plays of both sides. P4 has focused on the miserable way of looking of the Iraqi people in general due to the external interferences in his country. P6 has focused on the sad gesture of the man's face. P7 and P12 have highlighted the poor status of the man. P9 has focused on the gestures of both the worms which are seen as being happy and the man, who is seen to be crying and shouting. Finally, P17 has referred to the starting point of this struggle with disintegration, which is that of 2003. In other words, this stage is of little significance to the participants, as the minority has geared the attention towards few other details.

5. Conclusions

To answer the research question, which reads: "what is the role of major or field of knowledge in the participants' construes of the selected political caricature?", based on the participants' construes, it has been found the following:

1. Despite belonging to the same filed of specialty, which is political science, one can find that the participants varied among themselves regarding deciphering the figures of the panel in question, as shown below:

a. speaking of the figure of the apple, it has been conceptualized with the following: the country of Iraq, the conflict between Iraq and Turkey, any society, any rich country, the bounties of Iraq, Republic of Iraq, and to the miserable life and reality in Iraq. That is, some think in a generic and collective way while others to particular aspects in Iraq. The mere mentioning of the script Iraq on the apple is enough to push the participants to regard the apple as Iraq. However, still we can see that some participants associated the apple to something particular in Iraq or to any rich country.

b. As for the worms, still there is no exact consensus on its deciphering. Some has assimilated it to the interferences of the neighbouring countries without stating which country specifically. Other have identified the countries to include either only Iraq or both Turkey and Iran, others have stated that these worms might represent any external interference, or to the interferences of the political parties of both Iran and Turkey, or to the internal and external interferences, the deterioration and disintegration that hit the Iraqi infra-structures, the corrupted people insides Iraq, the invaders who try to damage the unity and coherence of the Iraqi country, the bad role of some of the Iraqi political parties, some political parties from outside Iraq, some ethnic groups which have interests

in the Iraqi bounties, or to some people who want to steal the richness of the Iraq and the Iraqi people.

c. Speaking of the man figure, again the participants have highlighted certain differences in their conceptualizations. For instance, some have said the man represents, the Iraqi layman, and this reading is the major one. Others, have associated it with the joker that plays on both parts or sides, or it might refer to any poor man in any rich country, or to the farmer who exerts efforts to make his country looks flourished, but in vein, or to the state of the Iraqi people in Iraq.

d. Finally, there have been only two participants who have assimilated the image of an eaten apple to the way the deterioration kills and destroys the society from inside, or to indicate that the society is unstable and unhealthy from the inside.

2. Cognitive linguistics as an approach highly fits highlighting the points of difference and similarity among the participants. It has helped to reveal their various conceptualizations, their different mapping of the figures, their different points of emphasis, and some other exact details. That is, sharing the same major does not entitled them to have exactly the same answer or even way of conceptualizing things. This is because still the participants have different levels of thinking, levels of attention, and even different degrees of experiences and indulging with the world round.

3. Majorly, the basic figures of the panel represented by the man, the apple, the worms, the bites of the apple, and some gestures and colours have been highlighted with various degrees of attention. This has by itself reflected the level of their attention and the essentiality of this stage or operation in their process of analysis.

4. Generally speaking, the participants have been able to think metaphorically by linking the apparent features of these figures with experiences that share similarity to these features. Majorly their way of thinking has been comprehensive and not linear.

5. The only weak point noticed in their analysis has been the meagre usage of detailed descriptions of the figures being used in the panel. Such features might include, shapes, colours, gestures, size, etc. This further indicates that they think comprehensively and deductively.

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