

الرؤية والرسالة والهدف

الرؤية (Vision) :

الريادة في مجال نشر البحوث العلمية ، والسعي للوصول لتصنيف عالٍ متقدم بين المجالات العلمية المحكمة ، وأن تكون مجلتنا نبراساً للعلم والمعرفة ، وواجهة علمية وثقافية مشرقة لكليتنا الموقرة ورمزاً خلاقاً يجمع بين الأصالة والحداثة.

الرسالة (Mission) :

إثراء الحركة العلمية بأجود أنواع البحوث والدراسات المتخصصة والتربوية ، التي تربط بين الأصالة والحداثة ضمن اطار حضاري بناء ، باستشارة همم الباحثين وتنمية قدراتهم في النشر العلمي الأصيل وباللغتين العربية والإنكليزية ، وبما يسهم حتماً في إيصال الفكر الوطني / التربوي لكل شعوب العالم . وإتاحة الفرصة للباحثين لتقديم الصورة الحقيقية الناصعة لدور المرأة في المجتمع الإنساني ككل وفي بلدنا العراق بشكل خاص.

الأهداف (Aims) :

تسعى مجلتنا إلى تحقيق الأهداف الآتية :

١. تنشيط البحث العلمي التخصصي في العلوم الإنسانية والمجالات التربوية وقضايا المرأة .
٢. تشجيع البحوث والدراسات والأنشطة العلمية التي تربط الأصالة بالحداثة وصولاً إلى تنمية الاعتزاز بماضيها الجميل والاختيار الواعي لما في الحداثة من توجيهات ينتفع منها الجيل الجديد .
٣. التواصل العلمي والبحثي الهادف مع المراكز العلمية ، والعلماء والباحثين لإبراز دور المرأة في المجتمع علمياً وتربوياً ، وإبراز نشاطاتها البناءة في مجال التخصص والتعليم .
٤. تسليط الضوء والاهتمام عما وصلت إليه المرأة لعراقية من رقي ومساهمة فاعلة في التنمية المستدامة لمجتمعنا الطيب .
٥. تنمية الوعي التربوي لدى الجيل الجديد من خلال استعراض الأفكار والأنشطة التربوية والتعليمية التي تساهم في انماء روح الاحترام للأصالة والانتقاء الواعي للحداثة.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

الرَّحْمَنُ ﴿١﴾ عَلَّمَ الْقُرْآنَ ﴿٢﴾ خَلَقَ
الْإِنْسَانَ ﴿٣﴾ عَلَّمَهُ الْبَيَانَ ﴿٤﴾

سورة الرحمن: الآيات ١ - ٤

مجلة
كلية التربية للبنات

مجلة علمية محكمة

دورية فصلية

تصدر عن كلية التربية للبنات

Iraqia University

**Journal of the College of Education
for Women: A Peer-Reviewed
Academic Journal**

جهة الإصدار: كلية التربية للبنات / الجامعة العراقية اختصاص المجلة: العلوم

الإنسانية والتربوية

ISSN 2708-1354 (Print)

ISSN 2708-1362 (Electronic)

رقم الاعتماد في دار الكتب والوثائق العراقية 2138 لسنة 2016م نوع الإصدار: (فصلي) كل
ثلاثة أشهر.

نطاق التوزيع: داخل العراق البريد الإلكتروني: -

wom.mag.uni@aliraqia.edu.iq

هاتف سكرتارية التحرير: 07747936814 (الهاتف الأرضي) داخلي: (2028)

مجلة كلية التربية للبنات - الجامعة العراقية ، المجلات الأكاديمية المحكمة:

<https://www.iasj.net/iasj/journal/349/issues>

○ حقوق النشر محفوظة.

○ الحقوق محفوظة للمجلة.

○ الحقوق محفوظة للباحث من تاريخ تسليم البحث إلا في حالة تنازله الخطي.

ما ينشر في المجلة من بحوث ووجهات نظر تعبر عن أصحابها

ولا تعبر بالضرورة عن آراء هيئة التحرير أو وجهة نظر الكلية.

التعريف:

مجلة علمية دورية محكمة فصلية تصدر عن كلية التربية للبنات
الجامعة العراقية تعنى بنشر البحوث في المجالات الإنسانية والتربوية
تحمل الرقم الدولي:

ISSN (print): 2708 – 1354 ISSN (online): 2708 – 1362

مجلة معتمدة في دار الكتب والوثائق العراقية بالرقم: (2138) لسنة 2016م
وتقوم بنشر البحوث العلمية القيمة والأصيلة
في مجالات العلوم الإنسانية المختلفة باللغتين العربية والإنجليزية.

دعوة:

ترحب هيئة تحرير المجلة بإسهامات الباحثين، وأصحاب الأقلام من
الكتاب والمثقفين في أقسام الفكر الإسلامي، والعلوم الإنسانية،
والاجتماعية، والتعليمية والتربوية، وكل ما له صلة بشؤون المرأة
والمجتمع، وقضايا الإنماء التربوي والتعليمي، والبرامج التطويرية
المعاصرة على وجه العموم ، على وفق قواعد النشر المعتمدة من هيئة
تحرير المجلة ، على وفق تعليمات وضوابط النشر في المجلات العلمية
الصادرة من دائرة البحث والتطوير في وزارة التعليم والبحث العلمي الموقرة.

أولاً : رئيس هيئة التحرير:

الأستاذ الدكتور

ورقاء مقداد حيدر / الشريعة / الفقه المقارن / قسم الشريعة الإسلامية

ثانياً : مدير التحرير:

الأستاذ الدكتور

أحمد عبد الجبار فاضل / اللغة العربية / البلاغة والنقد / قسم اللغة العربية

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١.	أ.د. مولود عويمر: تخصص: التاريخ / جامعة الجزائر / كلية العلوم الإنسانية	عضواً خارجياً
٢.	أ.د. إبراهيم عبد الرحيم أحمد ربابعة: تخصص: أصول فقه / جامعة الوصل / كلية الدراسات الإسلامية/ الإمارات العربية .	عضواً خارجياً
٣.	أ.د. عبد الملك بو منجل: تخصص: اللغة العربية/ النقد الأدبي/جامعة سطيف ٢ ، الجزائر/ كلية الآداب واللغات .	عضواً خارجياً
٤.	أ.م.د. نجاه موسى الفيتوري : تخصص: تربية وعلم نفس/علم نفس تعليمي/ الجامعة الأسمرية الإسلامية / كلية التربية / ليبيا .	عضواً خارجياً
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٦.	أ.د. سوسن صالح عبدالله سرية : تخصص: اللغة الإنكليزية/الترجمة.	عضواً ومدققاً لغة الإنكليزية

٧.	أ.د. بشرى غازي علوان : تخصص: اللغة العربية / اللغة .	عضواً
٨.	أ.د. نهلة عاشور منسي : تخصص: فلسفة إسلامية / الفقه الإسلامي .	عضواً
٩.	أ.د. محمود دهام نايف : تخصص: أصول الدين / الحديث النبوي .	عضواً
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١١.	أ.م.د. وصال كاظم حسين : تخصص: اللغة العربية / البلاغة والأدب.	عضواً
١٢.	أ.م.د. أسيل عبد الحميد عبد الجبار : تخصص: علم النفس التربوي.	عضواً
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١٦.	أ.د. يونس يحيى عبدالله : تخصص: اللغة العربية / اللسانيات النصية.	عضواً ومدققاً لغوياً
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٢. براء إبراهيم سالم / سكرتيرة المجلة .

ضوابط النشر في المجلة

١. تتخصص المجلة بنشر الحوث العلمية القيمة والأصيلة في المجالات الإنسانية، والتي لم يسبق نشرها أو تقديمها إلى أي جهة أخرى (بتعهد خطي من صاحب البحث) ضمن المحاور المشار إليها في التعريف أعلاه، شرط الالتزام بمنهجية البحث العلمي وخطوات المتعارف عليها محلياً وعالمياً، وتقبل البحوث بإحدى اللغتين العربية أو الإنجليزية بنسبة محددة.
٢. تخضع البحوث المرسلة إلى المجلة جميعها لفحص أولي من هيئة التحرير لتقرير مناسبتها لتخصص المجلة، ثم لبيان أهليتها للتحكيم، ويحق لهيئة التحرير أن تعتذر عن قبول البحث بالكامل، أو تشترط على الباحث تعديله بما يتناسب وسياسة المجلة قبل إرساله إلى المحكمين.
٣. ضرورة تحقق السلامة اللغوية مع مراعاة علامات الترقيم، ومتانة الأسلوب ووضوح الفكرة عل أن يكون الباحث مسؤولاً عن السلامة اللغوية للبحث المقدم باللغتين العربية والإنجليزية.
٤. ترسل البحوث المقبولة للتحكيم العلمي السري إلى خبراء من ذوي الاختصاص قبل نشرها، للتأكد من الرصانة العلمية والموضوعية والجدة والتوثيق على وفق استمارة معتمدة ولا تلتزم هيئة التحرير بالكشف عن أسماء محكميها، وترفض البحوث المتضمنة في خلالها إشارات تكشف عن هوية الباحث.
٥. لضمان السرية الكاملة لعملية التحكيم تكون المعلومات الخاصة بهوية الباحث أو الباحثين في الصفحة الأولى من البحث فحسب.
٦. يلتزم الباحث بإجراء التعديلات الجوهرية المقترحة من المحكمين للبحث.
٧. يحق لهيئة تحرير المجلة رفض البحث واتخاذ القرار وعدم التعامل مع الباحث مستقبلاً عند اكتشافها ما يتنافى والأمانة العلمية المطلوبة بعد التثبت من ذلك.
٨. تنتقل حقوق طبع البحث ونشره إلى المجلة عند إخطار صاحب البحث بقبول النشر، ولا يجوز النقل أي عن البحث إلا بالإشارة إلى مجلتها، ولا يجوز لصاحب البحث أو لأي جهة أخرى إعادة نشره في كتاب أو صحيفة أو دورية إلا بعد أن يحصل على موافقة خطية من رئيس التحرير.
٩. لا تدفع مكافأة للباحثين عن البحوث المحكمة التي تقبل للنشر في المجلة وتقدم رئاسة هيئة التحرير مكافأة خاصة للمحكمين.
١٠. تعتمد المجلة آلية التوثيق المتنوعة فتقبل البحوث بآلية التوثيق بالهوامش سواء أكان في نفس الصحيفة ، أم في نهاية البحث، كما تقبل البحوث بآلية التوثيق في المتن بالطريقة المتعارف عليها عالمياً ب APA.

١١. تقبل المجلة كذلك البحوث الميدانية أو العملية، شرط أن يورد الباحث مقدمة يبين فيها طبيعة البحث ومدى الحاجة إليه ، ومن ثم يحدد مشكلة البحث في هيئة مسائلات أو فرضيات، ويعرف المفاهيم والمصطلحات، ويقدم ،عندها قسماً خاصاً بالإجراءات يتناول فيه خطة البحث ومجتمع والعينات والأدوات ، فضلاً عن قسم خاص بالنتائج ومناقشتها، ويورد أخيراً قائمة المراجع.

١٢. لا يجوز نشر أكثر من بحث للباحث في العدد الواحد من المجلة سواء أكان بحث منفرداً أم مشتركاً مع باحث آخر.

١٣. يزود صاحب البحث- عند نشره- بنسخة واحدة مستلة مختومة من البحث المنشور في العدد.

١٤. تحتفظ هيئة التحرير بحقها في أولوية النشر في كل ما يرد إليها من مطبوعات، تأخذ بنظر الاعتبار توازن المجلة، والأسبقية في تسليم البحث معدلاً بعد التقويم، واعتبارات أخرى، ويخضع ترتيب البحوث في العدد الواحد للمعايير الفنية المعتمدة في خطة التحرير.

١٥. البحوث المنشورة في المجلة تعبر عن آراء أصحابها، ولا تعبر بالضرورة عن رأي هيئة التحرير أو رأي الكلية.

١٦. جميع المراسلات المتعلقة بالمجلة كافة تكون باسم رئيس التحرير، أو مدير التحرير عبر العنوان البريدي wom.Mag.uni@aliraqia.edu.iq ، أو رقم هاتف المجلة.

١٧. أخيراً تؤكد هيئة التحرير على ضرورة الالتزام بالبحث الموضوعي الحر والهادئ والبعيد عن كل أشكال التهجم أو المساس بالرموز والشخصيات، وتتأى عن نشر الموضوعات التي تمس المقدسات، أو تلك التي تدعو إلى العصبية الفئوية والطائفية، وكل ما يوجب الفرقة ويهدد السلم المجتمعي.

دليل المؤلف Author Guidelines

١. يقدم الباحث طلب خطي (استمارة رقم 1 المرفقة) مختوم بالختم الرسمي لجهة الانتساب .
٢. يقدم الباحث ثلاث نسخ ورقية مطبوعة مكبوسة على ورق (A4) وعلى وجه واحد، وتكون إعدادات حواشي الصفحة 2.5 سم من كل جانب بخط (Simplified Arabic) بحجم 14 للمتن و 12 للهامش، و 16 غامق للعنوان الرئيسي و 15 غامق للعنوان الفرعي. وإذا كان البحث باللغة الإنجليزية فيكون بخط (Times New Roman) .
٣. لا يزيد البحث عن خمس وعشرين صفحة ، ويكون من ضمنها المراجع والحواشي والجداول والأشكال والملاحق. ويتحمل الباحث ما قيمته ثلاثة آلاف دينار عن كل صحيفة زائدة.
٤. يوقع الباحث التعهد الخاص بكون البحث لم يسبق نشره، ولم يقدم للنشر إلى جهات أخرى، ولن يقدم للنشر في الوقت نفسه حتى انتهاء إجراءات التحكيم (استمارة رقم 2).
٥. يلتزم الباحث بتقديم نسخة من كتاب الاستلال الإلكتروني للبحث وبخلافه يتعذر النشر.
٦. يتعهد الباحث بجلب نسخة إلكترونية من البحث على قرص حاسوب (CD) بعد إجراء جميع التعديلات المطلوبة وقبول البحث للنشر في المجلة.
٧. يرفق مع البحث خلاصة دقيقة باللغتين العربية والإنجليزية على ألا تزيد على صحتين مع السيرة الذاتية.
٨. يسدد الباحث أجور النشر والخبراء بحسب مقدارها بكل لقب علمي على وفق المنصوص عليه في الكتب الرسمية ، ويتم تسليم الأجور إلى الجهة الرسمية في القسم المالي للكلية بوصلات رسمية تحفظ حق الباحث وإدارة المجلة ، ولا تسترد الأجور في حالة رفض رئيس التحرير أو المقيمين للبحث المقدم لأسباب علمية أو لسلامة الفكرية أو غيرها.
٩. يستلم الباحث إيصالاً خطياً بتاريخ تسليم البحث. ثم يُعلم بالإجراءات التي تمت.
١٠. إذا استخدم الباحث واحدة من أدوات البحث في الاختبارات أو جمع البيانات فعليه أن يقدم نسخة كاملة من تلك الأداة إذا لم تنشر في صلب البحث أو ملاحق .
١١. تلتزم المجلة بإرسال البحث إلى مقومين بخطاب تأليف، استمارة رقم 3 المرفقة ، على أن يتم تقويم البحث في مدة أقصاها ١٠ أيام، وبخلافه يقدم الخبير اعتذاره في أسبوع، وعندما يكون التقويم العلمي إيجابياً باتفاق اثنين من المقومين يحال البحث إلى المقوم اللغوي لتدقيقه لغوياً.

دليل المقيم Reviewer Guidelines

أدناه الشروط والمتطلبات الواجب مراعاتها من قبل المقيم للبحوث المرسلة:

١. يقوم البحث على وفق استمارة معتمدة للتقويم (استمارة رقم 4) تتضمن الآتي:

أ- فقرة تتعلق بموضوع البحث هل سبقت دراسته من قبل بحسب علمكم؟ وهل يوجد اقتباس حرفي؟ (الإشارة إلى الاقتباس إن وجد) أو استلال مع تحديد مكان الاستلال.

ب - جدول تقويمي فني تفصيلي يعبر عنه بـ (24) فقرة محددة صيغت على وفق مقياس ليكرت الثلاثي: جيد (3)، مقبول (2)، ضعيف (1) ويقوم الخبير بالتأشير على اختيار واحد منها تبعاً لقناعاته بمحتوى الفقرة وعدم ترك أي فقرة بدون إجابة.

ت - مكان محدد لملاحظات الخبير الخاصة بتفاصيل البحث، أو أساسيات العامة (علمية أو منهجية) كي يستفيد منها الباحث.

ث - خلاصة التقويم المتعلقة بصلاحية النشر على وفق ثلاث خيارات (صالح للنشر أو صالح بعد إجراء التعديلات، أو غير صالح للنشر) على وفق المعايير المحددة في الاستمارة.

ج - مكان محدد لتنشيط مسوغات عدم الصلاحية للنشر إذا حكم بذلك.

٢. على المقيم التأكد من تطابق وتوافق عنوان الخلاصتين العربية والإنجليزية لغوياً.

٣. أن يبين المقيم هل أن الجداول والأشكال التخطيطية الموجودة واضحة ومعبرة.

٤. أن يبين المقيم هل أن الباحث اتبع الأسلوب الإحصائي الصحيح.

٥. أن يوضح المقيم هل أن مناقشة النتائج كانت كافية ومنطقية.

٦. على المقيم تحديد مدى استخدام الباحث المراجع العلمية.

٧. يمكن للمقيم أن يوضح بورقة منفصلة التعديلات الأساسية لغرض قبول البحث.

٨. توقيع الخبير على الاستمارة تمثل تعهداً خطياً بأنه قام بتقويم البحث علمياً على وفق المعايير الموضوعية، وإن البحث يستحق التقويم الحاصل عليه ومطلوب تسجيل اسمه على وفق ما مثبت في الاستمارة.

وزارة التعليم العالي والبحث العلمي
الجامعة العراقية
كلية التربية للبنات

مجلة
كلية التربية للبنات

مجلة علمية محكمة

فصلية دورية

تصدر عن كلية التربية للبنات

نعنى بنشر البحوث في المجالات الإنسانية والتربوية

العدد الثاني والثلاثون (32) الجزء الأول

الصادر بتاريخ: 2026/ 3/15

افتتاحية العدد...

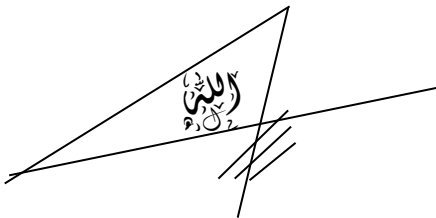
الحمد لله رب العالمين ، والصلاة والسلام على نبيِّنا محمدٍ ، وعلى آله وصحبه تسليماً كثيراً...

أما بعد...

يولّد عدد جديد من مجلة (كلية التربية للبنات / الجامعة العراقية) يحمل الرقم (32) ، الثاني والثلاثين ، بتاريخ 2026/3/15 ، يحوي بحثاً متنوعاً بين لغوية وأدبية وتربوية ونفسية وتاريخية واجتماعية ، وبحوث اللغة الإنكليزية ، ليكون العدد منهلاً للباحثين والدارسين والقراء عموماً ، يروي عطش المعرفة وحب العلم والتميز .

وفي هذا الإطار تؤكد إدارة المجلة حرصها على أن تكون البحوث المنتخبة في المجلة مثمرة للمجتمع والإنسان العراقيين ، وأن تلتزم بمبادئ وزارة التعليم العالي والبحث العلمي وتعليماتها ، في نوعية الموضوعات التي تعالجها ، وإسهامها المباشر في تنمية المجتمع العراقي والارتقاء به في سلم العلم والمعرفة .

نسأل الله السداد والتوفيق للباحثين والقراء ، ونسأله تعالى السداد لنا في عمل تحرير المجلة ، وأن يكون العمل خالصاً لوجهه الكريم ، ويكون لبنة في البناء المعرفي والعلمي لكليتنا الرصينة ، وخطوة نحو التقدم والازدهار العلمي لعراقنا الحبيب ، ومن الله التوفيق ، وصلى الله على سيدنا محمد وآله وصحبه وسلم تسليماً كثيراً.



هيئة تحرير المجلة

ربيع 2026/3/15

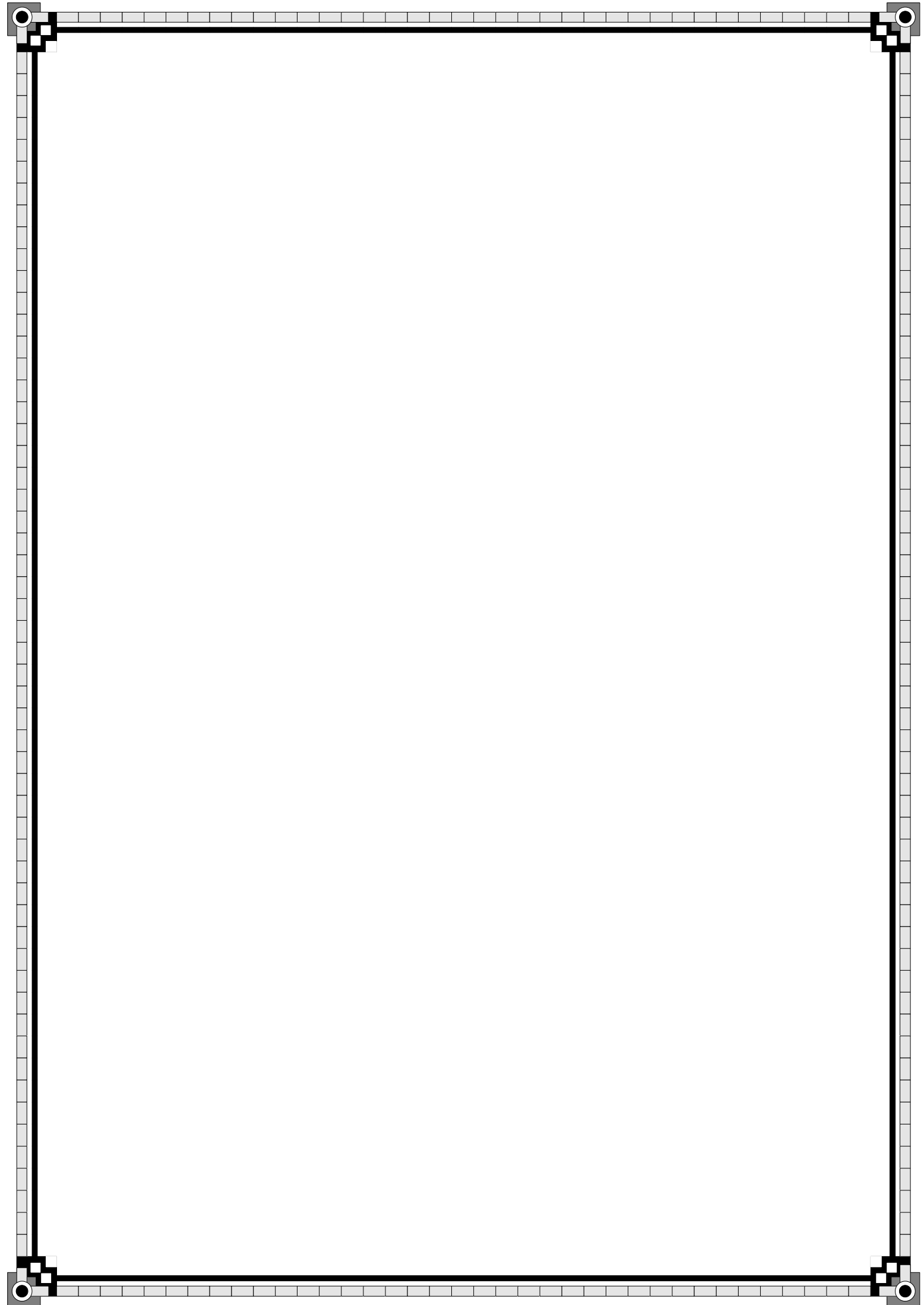
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**“A Stylistic Analysis of Zohran Mamdani’s
Winning Speech“**

A Term Paper

Submitted in Partial Fulfilment of the Requirements for
Stylistics

Course of Master of Arts in English Linguistics

Sajad Talib Jessas

Prof. Dr. Sarab Kadir Mugair

ABSTRACT

Zohran Mamdani’s winning speech has been widely celebrated for its emotional force and its ability to rally a diverse urban constituency, yet its linguistic architecture has not been examined. To date, no existing study has systematically analysed the speech’s vocabulary, sentence structures, patterns of repetition and use of metaphor, nor demonstrated how these stylistic elements interact to shape its persuasive force and its ability to mobilise the audience. This study attempts to fill such a gap, that leaves our understanding of the linguistic strategies that underpin the speech’s impact incomplete, and highlights the need for a focused stylistic investigation using a mixed-method design and an adapted Leech-and-Short model. It also accounts for how these stylistic patterns help the speech to persuade and mobilise its audience. Furthermore, it evaluates the adequacy of the adapted model for analysing this speech and for linking its stylistic features to its persuasive effect. This research postulates that Mamdani’s winning speech will display clear, recurrent patterns in vocabulary, sentence patterns, repetition and metaphor that can be systematically identified using Leech-and-Short model which is adequate for describing the speech and relating its stylistic features to its persuasive effect; these stylistic patterns directly support the persuasive and mobilising purpose of the speech, especially by building solidarity with the audience and framing opponents and action. The data for this study consists of the full English transcript of Zohran Mamdani’s winning speech delivered on the night of his election as mayor of New York City.

Key Words: Political speech, Persuasion, Mobilisation, Metaphor, Zohran Mamdani, Repetition.

1. Introduction

Political speech is a form of public discourse in which language is used not only to convey information, but to construct identities, legitimise particular world-views and invite audiences to act collectively (Chilton, 2004;

Fairclough, 2000). Within this genre, stylistic choices in vocabulary, syntax, repetition and figurative language are central to how leaders frame political situations, align themselves with the people and differentiate them from opposed groups (Beard, 2000; Charteris-Black, 2011). Yet, despite a substantial literature on political rhetoric and critical discourse, the detailed stylistic functioning of individual contemporary speeches is often left implicit. Zohran Mamdani's winning speech is a case in point: it has been widely noted for its emotional resonance and capacity to mobilise a broad urban constituency, but there has been no systematic account of how its language operates at different stylistic levels to produce these effects.

The present study addresses this gap by applying an adapted version of Leech and Short's (2007) stylistic framework to Mamdani's speech. Further, it identifies, describes and quantifies the main patterns of vocabulary, sentence patterns, repetition and metaphor while accounting for how these stylistic patterns help the speech to persuade and mobilise its audience. Moreover, to evaluate the adequacy of the adapted Leech-and-Short stylistic model for analysing this speech and for linking its stylistic features to its persuasive effect.

The data for this study consist of the complete transcript of Zohran Mamdani's winning speech on his election as mayor of New York City. The speech is in English and was obtained as a publicly available written transcript, then lightly normalised for spelling and punctuation without altering wording. In its final form, the text contains 2,256 running words distributed across 126 orthographic sentences, and is treated as a single, coherent unit of analysis rather than sampled or excerpted.

2. Theoretical Background

2.1 Political Speech

McGee (1980) defines political speech as a discourse that is concerned with the allocation of power and resources in society. This, therefore, implies

aspects of governance and societal structure through which political speech addresses. Campbell and Huxman (2003) observe that political discourse is a site of struggle over meaning and identity. They further note the rhetorical strategies in the political speech aimed at both the emotional and intellectual engagement of audiences. In this study, Zohran Mamdani’s winning speech is treated as such a political text. Its vocabulary and sentence patterns are analysed together with repetition and metaphor as stylistic resources used to legitimise his project and organise the audience into a collective agent.

2.2 Style in Political Discourse

Style, in political discourse, refers to the patterned linguistic choices through which politicians shape how messages are perceived, including lexical selection and pronoun use; syntactic patterning; figurative language and memorable soundbites that make positions acceptable to audiences (Beard 2000; Charteris-Black 2011). This paper draws on these insights to analyze Zohran Mamdani’s winning speech in terms of the stylistic resources provided by its vocabulary and sentence patterns, repetition and metaphor—how they frame political identities in support of the speech’s persuasive/mobilizing function.

2.2.1 Vocabulary

Vocabulary is the set of lexical choices, individual words, and fixed or semi-fixed phrases that a politician selects to name social actors, issues, values and proposed actions in a given discourse event which includes not only denotational labels but also evaluative and ideologically loaded items that frame these realities in particular ways (Chilton, 2004). Within Leech and Short’s framework, vocabulary concerns recurrent patterns of lexical choice, including semantic fields, evaluative items and pronominal reference (Leech & Short, 2007). Vocabulary in political speech helps construct in-groups and out-groups. It either legitimizes or delegitimizes a

policy. It signals the alignment of a speaker toward a particular ideological stance. All this can be achieved by choice, as options available to the speaker (Beard, 2000; Charteris-Black, 2011).

2.2.2 Sentence Patterns

Leech and Short consider, as a primary dimension of style, the structure of sentences comprising types of clauses, levels of complexity, and that within an overall balance between coordination and subordination (Leech & Short, 2007). This study deals with dominant sentence patterns in the speech. These include parallel constructions as well as rhetorical questions.

2.2.3 Repetition

In their discussion of foregrounding and parallelism, Leech and Short state that repetition is a principal means by which linguistic forms gain stylistic salience (Leech & Short, 2007). Lexical and syntactic repetition in Mamdani's speech as a resource for reinforcing key themes and advancing its persuasive and mobilising function shall be examined in the present study.

2.2.4 Metaphor

Leech and Short consider metaphor as a part of figurative language within the lexical-semantic features through which texts display perspective and tone (Leech & Short, 2007). This is further developed in studies of political metaphors by Charteris-Black (2011). In this paper, metaphors used in the speech are categorized into conceptual domains such as light/darkness, rebirth, journey to show how they frame Mamdani's political project as historical, moral and collective.

2.3 Persuasion and Mobilisation in Political Language

Persuasion in political language is understood here as the strategic use of patterned choices in vocabulary, sentence structure, repetition and metaphor to shape how audiences interpret political issues and to secure acceptance of particular viewpoints (Chilton, 2004). Mobilisation denotes

the further discursive step whereby these same stylistic resources construct listeners as a collective and orient them towards joint action (Charteris-Black, 2011; van Dijk, 1997).

2.4 Literature Review

In “Implication Analysis Of Interpersonal Metafunction In Donald Trump's Victory Speech”, Mugair and Khadum (2017) examined mood, pronouns and modality by adopting Halliday’s Systemic Functional Grammar as their analytical framework, demonstrating how a high proportion of positive declaratives, the strategic cycling of “we–you–we”, and frequent use of modal verbs such as will, can and must build optimism, solidarity and speaker commitment. It demonstrates how systematic analysis of pronouns and clause types can reveal the persuasive and mobilising functions of a victory speech. By contrast, the present paper does not work within Systemic Functional Grammar, but within an adapted Leech-and-Short stylistic model, and extends the focus beyond mood and pronouns to include vocabulary, sentence patterns, repetition and metaphor in a single integrated account of Mamdani’s speech.

In “A Stylistic Analysis of the Language of Political Campaigns in Nigeria” Using a register-based stylistic model, Jenny (2007), found that the stylistic study of political campaign language reveals that lexical choices, imagery, repetition and rhetorical questions are systematically exploited to persuade, manipulate and align voters with particular parties and candidates. In contrast, the present research quantifies the patterns of vocabulary, sentence organisation, repetition and metaphor in Zohran Mamdani’s speech with the explicit aim of linking those patterns to persuasion and mobilisation within a single, carefully analysed text.

Taken together, these studies show that stylistic analysis has been fruitfully applied to major political speeches and campaign discourse, and that vocabulary, clause structure, repetition and metaphor (or closely related categories such as mood and pronoun choice) are central to

persuasive effects, and that speech style can be described with rigorous linguistic tools. However, none of them provides a systematic account of Zohran Mamdani's winning speech, nor do they examine in detail how its vocabulary, sentence patterns, repetition and metaphor co-operate, within an adapted Leech-and-Short framework, to realise its persuasive and mobilising function. It is this specific gap that the present paper addresses.

3. Methodology

3.1 Research Design

This study adopts a mixed-methods design in the sense that it combines a qualitative stylistic analysis with quantitative description to provide an in-depth account of the language of Zohran Mamdani's winning speech. Mixed design is appropriate when a phenomenon requires both close qualitative interpretation and numerical indicators to be fully understood (Creswell & Plano Clark, 2018).

Quantitative analysis is the systematic description of observable linguistic features through very basic numerical measures such as frequencies and relative proportions (Creswell & Creswell, 2018). The quantitative component "of this study comprises the count of lexical items such as key ideological terms and pronouns; proportionate distribution of sentence types; frequency count on prominent repeated forms and metaphoric expressions.

The qualitative component, by contrast, is concerned with interpreting how these stylistic patterns function within the discourse of the speech. Qualitative methods are suited to exploring how specific linguistic choices operate in context and to explaining their pragmatic and rhetorical significance (Dörnyei, 2007). Here, qualitative stylistic analysis is used to relate patterns in vocabulary, sentence structure, repetition and metaphor to the speech's persuasive and mobilising function.

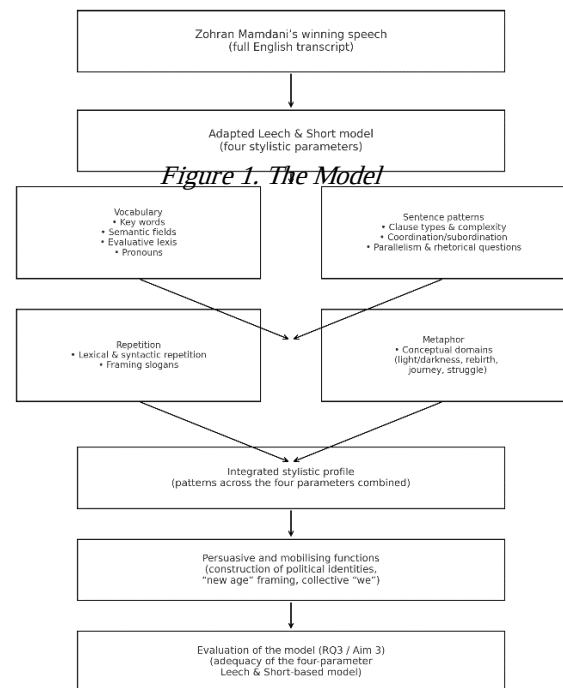
The mixed methods design incorporates these two complementary procedures, thus allowing and enabling a more thorough exploration of the speech content than would have been possible through either approach

alone. Numerical description provides transparency and rigour in showing the concentration of particular stylistic features, while qualitative interpretation explains how these features contribute to the construction of political identities, the framing of a new age for New York, and the organisation of the audience as a collective agent. This combination strengthens the validity of the analysis and accords with broader arguments for multi-method research in language studies (Tashakkori & Teddlie, 2010).

3.3. Data Collection and Description

The data for this study consists of the full English transcript of Zohran Mamdani’s winning speech delivered on the night of his election as mayor of New York City. The transcript was collected in its entirety so that the speech could be analysed as a complete rhetorical event rather than as a set of isolated excerpts. Apart from the correction of obvious typographical issues, no changes have been made to the wording, punctuation or sequencing of the original text.

For the purposes of analysis, the speech is treated as a single unit but is examined internally at four stylistic levels (vocabulary, sentence patterns, repetition and metaphor) according to the adapted Leech-and-Short model. Instances of relevant features (for example, key lexical items, pronouns, sentence types, repeated phrases and metaphorical expressions) are identified and coded across the whole transcript. Frequency counts and qualitative notes are then used to describe the distribution of



these features and to interpret how they contribute to the speech's persuasive and mobilising function.

3.4. Model of Analysis

The analysis is based on a traditional stylistic model adapted from Leech and Short's (2007) checklist, focusing on four parameters: vocabulary, sentence patterns, repetition and metaphor. These parameters correspond directly to the research questions and aims and provide a structured way of relating linguistic choices to the persuasive and mobilising function of Zohran Mamdani's winning speech (Charteris-Black, 2011).

3.5. Analysis Procedures

The analysis followed an adapted version of Leech and Short's (2007) stylistic model and adopted a mixed-method research design, combining quantitative statistics with qualitative description. It was carried out in four successive phases on the complete transcript of Zohran Mamdani's winning speech.

The quantitative component counts the frequencies and percentages of key lexical items and semantic fields, the distribution of personal pronouns, the proportions of simple, compound and complex sentences, the occurrence of parallel structures and anaphoric runs, and the number and distribution of metaphorical expressions within each conceptual domain.

It is the qualitative analysis that shall provide this interpretative depth to which, by itself, these numbers do not speak. Through a close reading and context-sensitive coding, it will group lexical items into larger meaningful semantic fields; distinguish positive from negative evaluative lexis; attempt an interpretation of pronoun choices in terms of identity construction; analyze how particular sentence patterns, repetitions and metaphors function within specific stretches of discourse. The speech was analysed exhaustively through four phasis of analysis:

In Phase 1, Vocabulary, all content words were identified and grouped into semantic fields. Personal and possessive pronouns were extracted and classified by person and number, and items of evaluative

lexis were noted and coded as positive or negative in context. Frequent words and short phrasal frames were then identified and counted.

In Phase 2, Sentence Patterns, the text was broken down into orthographic sentences. Each sentence was labeled as being simple, compound or complex; and declarative, imperative or interrogative. Sentence length (in words) was recorded to distinguish long periodic sentences from very short, emphatic ones, and instances of syntactic parallelism marked.

In Phase 3, Repetition, repeated words, phrases and clause-openings were systematically traced across the speech. For each item, its exact frequency and distribution (opening, middle, closing sections) were recorded, and anaphoric sequences were listed to show how repetition organises the discourse into rhythmic, memorable units.

In Phase 4, Metaphor, all expressions clearly non-literal in context were identified and assigned to broader conceptual domains. The frequency and distribution of each domain were noted, and their framing functions were interpreted in relation to persuasion and mobilisation.

3.6 Criteria for Choosing the Model and the Data

The adapted Leech-and-Short model was selected because it offers a well-established, linguistically grounded checklist for relating patterns of vocabulary, syntax and figurative language to communicative function (Leech & Short, 2007). By foregrounding the four parameters of vocabulary, sentence patterns, repetition and metaphor, it corresponds directly to the problem, gap and aims of this study and is compatible with a mixed-methods procedure in which qualitative interpretation is supported by quantitative description (Charteris-Black, 2011; Creswell & Plano Clark, 2018).

One complete English transcript of Zohran Mamdani’s winning speech was chosen because of the political weight and symbolic significance of the event itself: a Muslim, immigrant, who is publicly opposed Donald Trump and subsequently won the mayoralty of New York

City.

4. Data Analysis

The analysis of Zohran Mamdani's winning speech was conducted in four successive phases corresponding to the four stylistic parameters of the adapted Leech-and-Short model: vocabulary, sentence patterns, repetition, and metaphor.

4.1 The Vocabulary: (semantic fields, evaluative lexis, pronouns, key words)

4.1.1 Semantic Fields

Table 1. A Sample of the Key Lexical Items of Work and Economic

Lexical item	Count	Lexical item	Count	Lexical item	Count
work	4	labour	1	kitchen	1
working	4	strike	1	burns	1
childcare	3	warehouse	1	commute	1
buses	2	floor	1	cab	1
rent	2	delivery	1	cooks	1
rent-stabilized	2	bike	1	job	1
shift	2	handlebars	1	groceries	1
tenants	2	teachers	1	rights	1
volunteer	2	bus	1	waste	1

The speech is lexically organised around five dominant semantic fields: work and economic life (49 tokens), city and democracy (57 tokens), hope and change (66 tokens), oppression/enemies (32 tokens), and identity and community (54 tokens). As indicated in Table 1, it is through repeated use of work-related lexis (work, working, childcare, rent, tenants, buses) that makes explicit the embedding of discourse in everyday economic experience and enables the tracking of how higher-level abstract political arguments are construed in terms of more concrete social realities.

4.1.2 Main Pronouns

Table 2. Main Pronouns

Pronoun	Exact count	Pronoun	Exact count	Pronoun	Exact count
we	67	it	26	they	8
I	30	our	16	them	8
you	30	us	12	their	7

The speech contains 67 tokens of “we” versus 30 of “I”, 30 of “you”, 16 of “our”, 12 of “us”, and only 8 each of “they” and “them” with other 33 tokens distributed over “my” 10 “your” 4 “me” 4 “him” 3 “his” 2 “yours” 2 “themselves” 2 “ourselves” 2 “myself” 1 “ours” 1 “her” 1 “she” 1. Pronoun analysis gives direct and immediate information about the construction of social relationships between the addressee or audience, on one hand, and any other participant, real or fictional.

4.1.3 Identify Evaluative Lexis

Evaluative lexis are those words in the speech that clearly express positive or negative value judgements (good/bad, admirable/condemnable, hopeful/fearful), mainly adjectives and strongly value-laden nouns.

4.1.3.1 Positive Evaluative Lexis

Table 3. Positive Evaluative Lexis

Word	Count	Word	Count	Word	Count	Word	Count
best	2	compassion	1	hope	8	shining	1
better	3	competence	1	ironclad	1	strength	1
bold	2	excellence	1	mighty	1	success	1
brave	1	great	2	proud	1	unstoppable	1
clear	1	high	1	relentless	1	worthy	1

These are words that clearly evaluate something positively (hopeful, admirable, strong, successful, etc.).

4.1.3.2 Negative Evaluative lexis

These are words that clearly evaluate the speech negatively (crises, cruel, darkness, corruption, etc.).

Table 4. Negative Evaluative

Word	Count	Word	Count	Word	Count	Word	Count
authoritarianism	1	crises	1	corruption	1	despot	1
bloated	1	crisis	2	mediocrity	1	small	3
broken	1	cruel	1	oligarchy	1	timid	1
condemned	1	darkness	1	scandal	1	tyranny	1

Under an operational definition of evaluative lexis as explicitly value-laden adjectives and nouns, the speech contains 58 evaluative tokens across 42 types. Of these tokens, 32 tokens express positive evaluation (e.g. better, bold, hope, excellence) and 26 express negative evaluation (e.g. crisis, corrupt, mediocrity, tyranny), reflecting a strong bias towards hopeful and assertive value-judgement in the lexicon.

4.1.4 Key Recurring Words/Phrases

4.1.4.1 Key Recurring Words

Table 5. Key Recurring Words

Word	Exact count	Word	Exact count	Word	Exact count	Word	Exact count
New	35	Age	7	Working	4	Immigrant	2
City	28	Trump	7	Rent	4	Buses	2
York	13	Yorkers	6	Campaign	4	Change	2
Hope	8	Yorker	5	Government	4	Generation	2
People	8	Donald	5	Immigrants	3		
Together	8	Hall	5	Childcare	3		

The word “new” appears 35 times, “city” 28 times, “New York” as a bigram 13 times, and “hope” 8 times, so that the audience is repeatedly invited to see themselves in a hopeful “new age” for their city. This temporal and spatial framing is anchored in social reference: “people” occurs 8 times, while “immigrant(s)” appears 5 times in total ($3 \times immigrants$, $2 \times immigrant$), underlining that the imagined community is both popular and explicitly migrant.

4.1.4.2 Key Recurring Phrases

Table 6. Key Recurring Phrases

Phrase	Exact count	Phrase	Exact count	Phrase	Exact count
“we will”	16	“our city”	5	“together, New York”	3
“New York”	13	“city hall”	5	“hope over”	3
“this city”	7	“we are”	4	“generation of change”	1
“new age”	5	“we’re going to”	3	“turn the volume up”	1

The most salient recurring phrases include *we will* (16 tokens), *new age* (5), *this city* (7), *our city* (5), *city hall* (5), *together, New York* (3) and *hope over* (3), alongside 13 exact occurrences of the phrase *New York*. These phrases crystallise the central themes of collective agency, temporal transformation and urban belonging

4.2 Sentence Patterns

In this section we move from vocabulary to syntactic shape, Starting with the types of sentences.

4.2.1 Overall Distribution of Sentences Classified by Mood

Table 7. Sentences Classification

Short	Name	Definition
Simp	Simple	One independent clause, no subordinating conjunction introducing a finite clause.
Cpd	Compound	Two (or more) independent clauses linked by coordination (e.g. <i>and</i> , <i>but</i>), without subordination.
Cplx	Complex	Any sentence containing at least one finite subordinate clause (e.g. <i>that</i> , <i>when</i> , <i>who</i> , <i>because</i>). If a sentence has both coordination and subordination, it is counted as Cplx.
Type		Count
Simple (Simp)		42
Compound (Cpd)		10
Complex (Cplx)		74
Total		126

The speech is constructed syntactically form 42 simple sentences; 10 compound sentences; 74 complex sentences which greatly outnumbering compound and simple sentences. On an orthographic count, the speech

comprises 126 sentences, of which 123 are declarative and 3 are imperative, with no interrogatives or exclamative.

4.3 Syntactic Repetition: Key Repeated Content/ Functional Items

These are organised into tight anaphoric series, each of these series recycles the same initial structure while varying the complement (e.g. Hope over tyranny / big money / despair; We will freeze / make / deliver), which locks the underlying message into a highly regular rhythm. The presence of 18 very short sentences (such as “A mandate for change.”, “Hope is alive.”, “This city belongs to you.”) and 17 long periodic sentences (30–62 words) creates a marked alternation between extended, cumulative structures and sharp, easily quotable lines.

Repetition in Mamdani’s speech clusters around a small set of core ideas: a “new age” for a “city” defined by “hope”, enacted by “we” together. Lexically, “new” appears 35 times, “city” 28, the bigram “New York” 13, and “hope” 8, while “together” also occurs 8 times. These are then organised into tight anaphoric series: the four “mandate” sentences, the two “Hope is...” sentences, the three “Hope over...” sentences, the two “We have held...” sentences, the two “We will...” triads (within 16 total “we will” tokens), the three “I am...” identity sentences, and the five “It will be felt...” sentences, as well as the three-clause “Together, New York, we’re going to...” pattern inside sentence 123. Each of these series recycles the same initial structure while varying the complement (e.g. Hope over tyranny / big money / despair; We will freeze / make / deliver), which locks the underlying message into a highly regular rhythm.

4.3 Metaphor

Table 8. Metaphors

Metaphorical expression	Count	Metaphorical expression	Count
“dawn of a better day”	1	“stepped out from the old into the new”	1
“better day for humanity”	1	“generation of change”	1
“city that has been reborn”	1	“brave new course”	1
“flame of hope”	1	“shining city for all”	1
“moment of political darkness”	1	“moment comes, but rarely in history”	1
“New York will be the light”	1	“soul of a nation”	1
“new age”	5	“city they love finally loves them back”	1
“new era of leadership”	1		

A 37 distinct metaphorical expressions were identified in the speech, for instance “new age” appears 5 times; each of the other 36 expressions appears exactly once in the text.

Table 9. Metaphors Overall

Domain (from Phase 4.2)	Opening	Middle	Closing	Total metaphor tokens
1. Light Vs Darkness / Fire	2	3	1	6
2. Time / Age / Rebirth / Historical Threshold	2	7	3	12
3. Struggle / Bodily Stress / Structural Violence	6	1	3	10
4. Moral Order / Text / Game / Disease / City-Person	1	4	7	12
Total (All Domains)	11	15	14	40

Metaphorically, the speech frames the moment as a historic moral turning point brought about by collective effort. Across the text there are 40 metaphor tokens drawn from 36 distinct expressions, with “new age” alone occurring 5 times. Light and time metaphors (“dawn of a better day”, “moment of political darkness”, “New York will be the light”, “city that has been reborn”, “generation of change”) cluster especially in the middle third (where Domains 1 and 2 together contribute 10 tokens) and continue into the close.

The study shows that opening third metaphors are 11 metaphor tokens in number while middle third equals to 15 metaphor token, and closing third has 14 metaphor tokens. Numerically, metaphor tokens increase from 11 in the opening to 15 in the middle and remain high at 14 in the closing (against a total of 40).

5. Results and Discussion

This section presents and interprets the results of the stylistic analysis of Zohran Mamdani's winning speech. The findings are organised in line with the four parameters of the adapted Leech-and-Short model (vocabulary, sentence patterns, repetition and metaphor) and are then brought together to answer the three research questions (what are the main stylistic features of Zohran Mamdani's winning speech in terms of vocabulary, sentence patterns, repetition and metaphor and how useful is the adapted model for describing these features and relating them to the speech's effect?, And How do these stylistic features contribute to the speech's persuasive and mobilising effect?) and to evaluate the usefulness of the model.

5.1 Vocabulary

Under an operational definition of evaluative lexis as explicitly value-laden adjectives and nouns, the speech contains 58 evaluative tokens across 42 types. Of these, 32 tokens express positive evaluation (e.g. *better*, *bold*, *hope*, *excellence*) and 26 express negative evaluation (e.g. *crisis*, *corrupt*, *mediocrity*, *tyranny*), reflecting a strong bias towards hopeful and assertive value-judgement in the lexicon.

Lexis is tightly clustered around time ("new"), place ("city", "New York") and collective agency ("we", "together"), with a bias towards

positive evaluation. This supports the idea that vocabulary is deliberately organised to project a hopeful, collective “we” in and for this city.

Pronoun patterns reinforce this lexis. The first-person plural “we” occurs 67 times, compared with 30 tokens of “I” and 30 of “you”; “our” appears 16 times, “us” 12, whereas “they” and “them” together account for 16 tokens. This configuration constructs a dominant, inclusive “we” (speaker + supporters + “working people”) addressing a “you” that is thanked and empowered, against a relatively smaller, clearly marked “they/them” (billionaires, bad landlords, Trump)

Work and economic life semantic field encodes everyday labour, housing and cost-of-living issues, grounding the speech in material struggle. City, institutions and democracy semantic field constructs New York as a political space (City Hall, government, democracy) that can be reshaped. Hope, change and “new age” semantic field is the core ideological field framing the moment as a historic “new age” built on hope and improvement. Oppression, enemies and structural obstacles semantic field names the opponents and structural dangers (Trump, billionaires, tyranny, oligarchy, crisis) against which the “we” is defined, while Identity, community and belonging semantic field builds a collective “we” rooted in New Yorkers, working people and marginalised groups (immigrants, Muslims, Black women, trans community).

5.2 Sentence Patterns

Syntactically, the speech is dominated by multi-clause structures (84/126 = 66.7% compound + complex), with complex sentences (74) greatly outnumbering compound ones (10).

5.2.1 Sentence Mood in The Speech

On the syntactic level, the speech is dominated by multi-clause declarative sentences with occasional, strategically placed imperatives. This pattern presents Mamdani’s vision as a sequence of asserted propositions and

developed arguments rather than questions or slogans alone. The overwhelming predominance of declaratives presents the vision as asserted fact, while a small set of imperatives ('breathe this moment in', 'hear me', 'let the words... become the agenda...') functions as direct, mobilising commands to the audience. At the same time, the presence of 18 very short sentences (such as "A mandate for change.", "Hope is alive.", "This city belongs to you.") and 17 long periodic sentences (30–62 words) creates a marked alternation between extended, cumulative structures and sharp, easily quotable lines.

Functionally, these sentence patterns enhance clarity, emphasis, rhythm and collective voice. The long complex sentences are used to accumulate causes, conditions and examples before being punctuated by short, rhythmically isolated sentences that deliver the evaluative "punchline". Imperative clauses such as "New York City, breathe this moment in", "let us speak now" and "Turn the volume up" occur at key turning points, converting the largely declarative argument into moments of direct mobilisation. The sentence patterns are systematically organised to render the message intelligible, to foreground key claims, and to voice a collective "we" that is led but not dominated by the "I" of the speaker.

5.3 Syntactic Repetition

Repetition in Mamdani's speech clusters around a small set of core ideas: a "new age" for a "city" defined by "hope", enacted by "we" together. Lexically, the speech constantly returns to a hopeful "new age" for this particular city, enacted collectively to structure the argument and to drive its persuasive, mobilising rhythm. These are then organised into tight anaphoric series. Each of these series recycles the same initial structure while varying the complement, which locks the underlying message into a highly regular rhythm.

Rhetorically, this patterning makes the speech memorable, chantable and mobilising. The repeated openings turn complex policy positions into easily recallable verbal units that an audience can echo, complete or chant. At the same time, the content of these repeated frames is consistently action-oriented. “we will” introduces concrete commitments, “hope over...” stages explicit choices, “it will be felt...” translates abstract politics into lived experience, and “together, New York, we’re going to...” directly positions the audience as co-actors.

These repetitions directly support persuasion and mobilisation. The “we will” runs move from declaration to commitment, listing specific acts in a form that is easy to recall and to hold the speaker accountable for. The “Hope over...” tricolon presents politics as a series of stark choices, hope versus tyranny, big money, despair (guiding the audience towards a particular moral evaluation).

Finally, the clause-level anaphora “Together, New York, we’re going to...”, combined with the high frequency of “we” (67 tokens) and place phrases such as “this city” (7) and “our city” (4), repeatedly positions the audience as a collective actor rather than a passive crowd. In this way, repetition does not merely decorate the speech; it structures its core themes into chantable, easily shared units that sustain emotional engagement, embed the promises in memory and invite listeners to see themselves as co-authors of the “new age” the speech proclaims.

5.4 Metaphor

Metaphor in Mamdani’s speech systematically amplifies its persuasive and mobilising force by casting the campaign as a historic transition achieved through collective struggle. This dense pattern of metaphors frames the moment as an age-shift rather than a routine alternation of politicians, inviting the audience to see their choice as stepping “from the old into the

new” and thus legitimising the programme as a morally charged break with the past.

Table 10. Domains of Metaphorical Expressions

Domain	Metaphorical expressions (from the speech)	Exact note on frequency	Main function in the speech
1. Light vs darkness /fire	“Dawn of a better day; better day for humanity; flame of hope; moment of political darkness; New York will be the light; shining city for all”	Each of these 6 expressions occurs one time.	Frames the political moment as a movement from darkness to light, casting Mamdani’s project as moral illumination: hope as a “flame”, New York as “the light”, the city as “shining”. This morally elevates the campaign against trump and “oligarchy/tyranny”.
2. Time, Age, Rebirth, Historical Threshold	“New age; new era of leadership; city that has been reborn; stepped out from the old into the new; generation of change; moment comes, but rarely in history; soul of a nation”	“New age” repeated 5 times; each of the other 6 expressions repeated once	Presents the victory as a historic turning point: an “age” ending and a “new age” beginning, a “reborn” city, a “generation of change” and the “soul of a nation” finding utterance. This frames the speech as more than local politics: it is the threshold of a new historical phase.
3. Struggle, Bodily Stress, Structural Violence	“Reach for something greater; grasped it; toppled a political dynasty; breathe this moment in; held our breath; air has been knocked out of our lungs; back against the wall; terrify a despot; long-broken system; dismantling the very conditions that allowed him to accumulate power”	Each of these 10 expressions occurs 1 time.	Encodes politics as physical effort and struggle: bodies reaching, grasping, toppling, holding breath, having the air knocked out of their lungs, backs against the wall. Power structures are “long-broken” and must be “dismantled”. This underlines the cost of past defeats and the determination required to confront trump and “the system”.
4. Moral Order, Text, Game, Disease, Personified City	“Turn the page on a politics...; ledger of democracy; altar of caution; history book for proof; prism of misinformation; rules of the game; culture of corruption; traffic in division and hate; scourge of antisemitism; campaign in poetry; govern in prose; city they love finally loves them back”	Each of these 12 expressions occurs 1 time.	Uses textual, sacred, game and disease metaphors to conceptualise politics as something to be “written” (campaign in poetry / govern in prose), “accounted” (ledger of democracy), “worshipped wrongly” (altar of caution), “played by rules” (rules of the game), or “sick/contagious” (culture of corruption, scourge). The city is personified as a loving agent. This makes the political project feel like a struggle to restore a just moral order and a city that “loves them back”.

Light/darkness + age/rebirth metaphors jointly frame the speech as a moral-historical transition, while struggle + moral-order metaphors present politics as a fight to dismantle a broken system and rewrite the “rules of the game”. More importantly, the type of metaphors in the closing becomes more programmatic and summarising as in the final third concentrates “new age / generation of change / brave new course” (time–rebirth frame), combines this with moral-order metaphors (rules of the game; culture of corruption; campaign in poetry / govern in prose), and ends by personifying the city itself (the city they love finally loves them back). Thus, the trajectory is:

1- **Opening:** many struggle metaphors (6 tokens) + a first light/rebirth signalling what is at stake.

2- **Middle:** peak of light/age metaphors (3 + 7 tokens) framing the campaign as historic transition.

3- **Closing:** high density of time/rebirth plus moral-order metaphors (3 + 7 tokens), used to articulate what the “new age” must do and what a just city will feel like.

At the same time, struggle and moral-order metaphors anchor that hope in bodily effort and structural conflict. In the opening, 6 of the 10 struggle-domain metaphors appear making politics feel like a prolonged physical ordeal that ordinary people have endured. In the closing third, the dominant metaphors shift to the moral-order/game/disease domain. This re-frames politics as a rigged game and diseased system that must be rewritten and cleansed, culminating in a personified city that finally “loves” its people in return. Together with the repeated temporal metaphors of “new age” and “brave new course”, this pattern ties hope (light, rebirth) to urgency (broken system, back against the wall) and collective agency: the metaphors invite the audience to feel they are stepping, together, out of darkness into a morally renewed, “shining” city.

By combining these domains with the repeated “new age” frame, the metaphors turn the audience into protagonists of a collective passage from darkness to light and from a “long-broken system” to a “shining city for all”, they do not merely decorate the speech but are central to how it persuades and mobilises listeners to see themselves as agents of historic change.

5.5 Verification of the Hypotheses

Two of the hypotheses have been introduced at the start of the study:

The First Hypothesis: Zohran Mamdani’s winning speech displays clear, recurrent patterns in vocabulary, sentence patterns, repetition and metaphor that can be systematically identified using the adapted Leech-and-Short model, which directly supports the persuasive and mobilising purpose of the speech, especially by building solidarity with the audience and framing opponents and action.

This hypothesis is conformed. Quantitatively, Mamdani’s winning speech shows a highly coherent stylistic profile across the four parameters of the model. At the level of vocabulary, the 2,256-word text is dominated by lexemes of time, place and collective agency, while pronoun use is strongly skewed towards the collectiveness. Evaluative lexis show a lexicon that clusters around a hopeful, collective “we” in and for this city, with a systematic tilt towards positive evaluation of the project and negative evaluation of its opponents.

Sentence patterns reinforce this organisation, that two thirds of the speech consists of multi-clause structures. In terms of mood, 120 sentences are declarative and only 6 imperative clauses in total. Rhythmically, there are 18 very short sentences and 17 long periodic sentences. The long, complex declaratives carry extended argument and narrative, while the short sentences provide sharp climaxes in the form of slogans. Repetition

and metaphor are integrated into this framework and they form tightly controlled anaphoric runs, and the 40 metaphor tokens systematically cast the moment as a shift from “political darkness” to a “shining” “new age” for a “reborn” city. Taken together, the speech does not exhibit random stylistic variation, but a coherent pattern in which vocabulary, sentence structure, repetition and metaphor are all organised to project a hopeful, collective, city-centred voice that underpins its persuasive and mobilising purpose.

The adapted Leech-and-Short model proves effective in accounting for how Mamdani’s speech works, but its limits are also clear. Focusing on four parameters, allowed us to identify a coherent stylistic configuration capturing the central mechanisms by which the speech constructs a collective “we”, sets up an us–them opposition, frames the political situation as an age-change, and converts that framing into rhythmic calls for action. In that sense, the model clearly “saw” the main levers of persuasion and mobilisation in the speech, and the quantitative profiles we derived from each parameter support this conclusion.

However, by design, it operates on the written transcript only, so features such as voice quality, prosody, timing, gesture, and facial expression fall outside its scope. Likewise, the model treats the speech largely as an autonomous verbal artefact; it does not systematically integrate intertextual factors, nor does it handle visual staging, crowd chants or media framing. These are not weaknesses in the sense of errors, but structural limits: the adapted Leech-and-Short framework is strong on textual patterning and weaker on performance and context. Overall, because it successfully isolates and explains the key textual mechanisms of persuasion and mobilisation, the model is a useful and largely adequate tool for analysing the stylistic organisation of Mamdani’s speech, provided its focus on the verbal, written dimension is explicitly acknowledged.

The Second Hypothesis: The stylistic patterns directly support the persuasive and mobilising purpose of the speech, especially by building solidarity with the audience and framing opponents and action.

This hypothesis is conformed. The four stylistic parameters work together to construct collective identities, frame political reality, and issue mobilising calls to action, and they do so in a numerically traceable way.

At the level of identity, pronoun and lexical patterns clearly separate a legitimised “we” with 67 tokens from a delegitimised “they” with only 8 tokens. This quantitative asymmetry is reinforced by lexical fields: “people” occurs 8 times, “working” 4 times, and the bigram “New York” 13 times, while “immigrant” appears 5 times. Evaluative lexis totals 58 tokens, with 32 positive and 26 negative. In combination, these figures show that “we” is repeatedly constructed as “working people”, “New Yorkers” and “immigrants” who are hopeful and deserving, while “they” (billionaires, bad landlords, Trump) are associated with crises, corruption and tyranny. Vocabulary and pronouns are not neutral but organised to produce a morally loaded us-them structure that underpins persuasion.

The same integration appears in how the speech frames reality and calls for action. Metaphorically, there are 40 metaphor tokens across 36 distinct expressions, so that the political situation is repeatedly cast as a passage from a “moment of political darkness” to a “dawn of a better day”, and “shining city for all”. This figurative frame is then synchronised with repetition and sentence patterns. Key promissory phrases recur with high frequency forming two triads of actions “new” appears 35 times, “city” 28, “hope” 8, “together” 8; the tri-clause pattern “Together, New York, we’re going to...” occurs 3 times in sentence 123; and the experiential chain “It will be felt...” extends to 5 sentences. These repeated frames are delivered within a syntax dominated by complex declaratives, punctuated by 6 imperative sentences “let us” clauses, and by 18 very short climactic sentences (such as “Hope is alive.”, “A mandate for change.”, “This city

belongs to you.”). Thus, the model’s four parameters converge: vocabulary and pronouns build a collective, hopeful “we”; repetition and sentence patterns convert that stance into chantable commitments and commands (“we will...”, “hope over...”, “together, New York, we’re going to...”); metaphor frames these commitments as participation in a historic “new age” and a move from darkness to light. In this integrated pattern, the stylistic features do not simply ornament the speech; they are the means by which it persuades and mobilises.

5.6 Additional Findings

1- The stylistic profile shows that Mamdani does not simply speak as a candidate or a protest leader, but as both at once. The repeated promissory frame “we will...” and the “It will be felt...” chain translate movement energy into concrete administrative commitments, while complex declaratives carry detailed descriptions of policy effects.

2- The speech builds a broad “people” that is explicitly multi-ethnic and immigrant, but firmly anchored in a specific city. The clustering of city terms with occupations and migrant identities suggests a form of urban populism where “the people” are defined by shared precarity and shared space, not by ethnicity or nationality alone. Thus, Mamdani’s rhetoric offers a stylistic template for inclusive populist discourse: the “us” is widened through list structures, semantic fields and metaphor, while still remaining locally grounded.

3- Although the speech contains strong denunciations of a “long-broken system”, a “culture of corruption” and “tyranny”, the evaluative lexis and metaphors show that its emotional centre of gravity is positive rather than purely oppositional. Hope, rebirth, light, love and dignity are more heavily recycled than images of enemies. Combined with the high frequency of new, hope and together, this suggests a stylistic strategy where indignation is subordinated to hopeful projection. In this speech, successful

mobilisation is not driven primarily by anger but by a carefully constructed affective horizon in which anger is framed as something that will be transcended in a “new age”.

4- The triple identity sequence “I am young. I am Muslim. I am a democratic socialist.” is striking, but the rest of the stylistic configuration works to normalise rather than exoticise this persona. The same sentence patterns, the same city/place lexis and the same metaphoric domains apply equally when Mamdani speaks about himself and when he speaks about “we, New Yorkers”. Stylistically, his minority and ideological identities are presented as unremarkable facts within a broader collective voice. A plausible inference is that the speech uses style to make an immigrant, Muslim, socialist mayor appears linguistically ordinary, embedded in the same “we” as everyone else, rather than as a special case needing justification.

6. Conclusion

This study set out to provide a rigorous stylistic account of Zohran Mamdani’s winning speech by (i) identifying, describing and quantifying the main patterns of vocabulary, sentence patterns, repetition and metaphor, (ii) explaining how these patterns contribute to the speech’s persuasive and mobilising function, and (iii) evaluating the adequacy of an adapted Leech-and-Short model for linking style to persuasive effect.

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APPENDIX

The full transcript of Zohran Mamdani’s victory speech after being elected NYC mayor: <https://www.theguardian.com/us-news/2025/nov/05/zohran-mamdani-victory-speech-transcript>.