

Social Movements in Iran: Why do Iranian Social Movements Fail?

Our project examines the discourse of the Iranian Revolution of 1979 by analyzing revolutionary slogans. It involves studying over 4,000 slogans, translated from Persian, to identify the themes and narratives present. Utilizing Antonio Gramsci's theory of cultural hegemony and Ernesto Laclau's discourse theory, we investigate the construction of a counter-hegemonic narrative against the Shah's regime.

The goal is to uncover the strategic use of language and symbolism in rallying support for the revolution, thereby enhancing our understanding of how discourse influences social movements. The study aims to shed light on the narrative strategies and ideological foundations within the revolution's discourse.