

Content Analysis of the Nowruz Speeches of the Iranian Supreme Leader (2013-2021)

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Abstract

The Nowruz speeches of the Supreme Leader of the Islamic Republic of Iran are considered as drawing the lines of the country's one-year plans in line with long-term policies and macro-goals of the system. Therefore, paying attention to these statements and their scientific analysis to identify problems and provide practical solutions to overcome them, it seems necessary. The purpose of this article is to analyze the content of the speeches of the Iranian Supreme Leader, Seyyed Ali Khamenei, between 2013- 2021 and to answer the main question of what axes and categories the Supreme Leader has focused and emphasized in his speeches at the beginning of each year. What are the problems and difficulties mentioned? The research method used is quantitative and qualitative content analysis. In this method, the basic axes hidden in the text, the relationship between the categories as well as the time conditions or in other words, the conceptual model of each lecture have been extracted. The research findings show that during the five years in question, the main focus of leadership discussions in the opening speech of each year was economic issues and the Supreme Leader has always emphasized the issue of economics and in particular the "Resistance Economy" approach. In addition to the resistance economy, Iranian supreme leader also stressed the main issue of Iran's foreign policy, namely Jcpoa, and the need for hostility, especially regarding how to interact with the United States and Europe.

Keywords: Content Analysis, Nowruz Lectures, Supreme Leader (Seyyed Ali Khamenei), Resistance Economics

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Introduction

The first time the Supreme Leader of Iran officially chose a name for a year goes back to his Nowruz message in 2020; since then, this issue has been repeated every year as a tradition. The importance of these speeches and the naming of the years goes back to the place that the leadership has in the Iranian constitution. According to the country's constitution, it is the responsibility of the leadership to draw and communicate the general policies of the system and the direction of the country. This function is performed in a variety of ways, including speeches, communications, letters, orders, and in some cases government decrees; But one of the methods and methods of drawing the general orientation of the system and officials that Ayatollah Khamenei has proposed and followed, has been the choice of slogans and naming of different years. Therefore, it is important to study the speeches of the Supreme Leader in various fields of domestic and foreign policy.

The speeches of the Supreme Leader have been mainly focused on current issues, so that in addition to accurately identifying the issues and problems of society, they always emphasize solutions and ways out of it and provide advice to officials and people to improve the situation. Considering the speeches of the Supreme Leader over the last 8 years, the issue of Jcpoa (Joint Comprehensive Plan of Action) and the economic pressure of the United States and similar issues have been important, and the proximity of time also confirms this point. Due to the US withdrawal from Jcpoa and the double economic pressure, the economic war against Iran became key. The recent US war against Iran has been economic. Sanctions imposed by economic pressure have also affected politics and culture.

With this description, the present article seeks to analyze the qualitative content of the speeches of the Supreme Leader (2013-2021) near the holy shrine of Imam Reza (AS) in order to extract their basic concepts and axes and to analyze them by examining the time conditions. The main question of the present study is that; what are the emphases of the Supreme Leader in the years 2013-2021, at the beginning of the year? What are the time conditions governing these emphases? To answer this question, an attempt is made to examine the Supreme Leader by using the method of quantitative content analysis as well as inferential analysis of the speeches of the recent years 2013-2021.

1. Research Objectives

The purpose of this article is to analyze the qualitative content of the Nowruz speeches of the Supreme Leader of the Revolution in 2013-2021. This research seeks to examine the main axes, the topics emphasized, the most used terms, the causes and conditions of the day, as well as the solution and way out of the problems.

2. Research Questions

- What are the main axes in the speeches of the leadership in the years 2013- 2021?
- What words have had the most repetition in the speeches of the Supreme Leader during the years under study?
- What are the topics emphasized in the lectures?
- What are the time conditions for giving lectures?
- From the leader's point of view, what is the solution to overcome the problems?

3. Research literature

The results of searches in scientific databases show that no dissertation, article or book has been published on the subject of the present study. Therefore, the present study is innovative and innovative in every way. However, the following are some of the studies that have examined Imam Khomeini (May God have mercy on him) in various subjects by using the method of quantitative or qualitative content analysis of leadership views:

Ali Adami and others (2013) in a study entitled "Analysis of the Quantitative and Qualitative Content of the Supreme Leader's Anti-Western Positions Before and After the Sanctions of the Central Bank of the Islamic Republic of Iran" concluded that Ayatollah Khamenei, as in the past, emphasized that sanctions It has failed in its goal to separate the people from the system. Davood Nemati Anaraki et al. (2013) in an article entitled "Content Analysis of the BBC Persian Base on the Ninth Election of the Islamic Consultative Assembly" and According to the findings of the article, the most news coverage on the BBC news site was in December and March 2011 and the most coverage was of fundamentalist personalities and the conditions for registration of candidates, the sedition of 2009 and the refusal of reformists to run in the parliamentary elections. Yahya Fawzi and Fatemeh Ghorbani (2014) in a study entitled "Analysis of the Quantitative and Qualitative Content of Imam Khomeini's Interviews and Messages Based on the Imam Sahifa" conclude that; The most important political categories in the messages are: religion and politics, the position of the clergy, the continuation of the struggle, unity, resistance and independence from foreigners; Also, the reasons for the formation of the Islamic Revolution, the nature of the Islamic Republic and its future, the need to remove the Shah and dismantle the illegal monarchy, armed uprising and the Shah's army, political issues in interviews and conversations of the Imam Sahifa are considered. Meysam Ghahremani and Hadi Keshavarz (2016) in an article entitled "Qualitative content analysis of the model of the political system in the book of Velayat-e Faqih Imam Khomeini (RA)" have examined the content of the book Velayat-e Faqih. According to the findings of this study, most of the principles of

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the political system model that Imam Khomeini presents in this book, derives from the theme of "desirable government in Islam", which is the rule of law and divine law. Abbas Zohori Einuddin and Saeed Pourali (2019) in an article entitled "Qualitative content analysis of the speeches of the President of the Eleventh Government (Hassan Rouhani) at the United Nations with an inductive approach" using the qualitative content analysis method have concluded that the most repetition and emphasis of the President In his speeches, the Republic focuses on "violence, war in the region and the world." President's proposal to exit war and unrest in the region; It has been dialogue and interaction. Ali Yaghoubi et al. (2019) in the article "Analysis of the qualitative content of the televised debates of the 11th presidential election from the perspective of political development" have examined the 11th presidential election. Its many characteristics include constructive interaction with the world, information transparency, and democracy. According to the research findings, the winning candidate program has more emphasis on the main concepts of political development and its components than its competitors.

Overall it can be said; the attention and focus on the slogans of the year by the leadership as well as the application of content analysis method is the distinguishing feature and innovation of the leading research with other researches that have been done in the field of messages and speeches of the Supreme Leader.

4. Research Method

The root of content analysis is in hermeneutics, which considers the goal as navigating the final meaning of the text (Mohseni Tabrizi and Salimi, 2012, p. 5). Content analysis is a "research method" and "analytical tool" that is applied and useful in a wide range to analyze different forms of communication (written text, recorded speeches, open interviews, historical documents, political speeches, visual images, nonverbal behaviors or Any other type of message is used (Abu al-Ma'ali al-Husseini, 2013: 2). Content analysis is more than a simple word counting game and it is a process that pays attention to the meanings, intentions, consequences and content of phrases and words. For this reason, for example, to describe and describe the reality of words or sentences, the real context and space in which the data is formed must also be considered (Zeighami et al., 2008: 3).

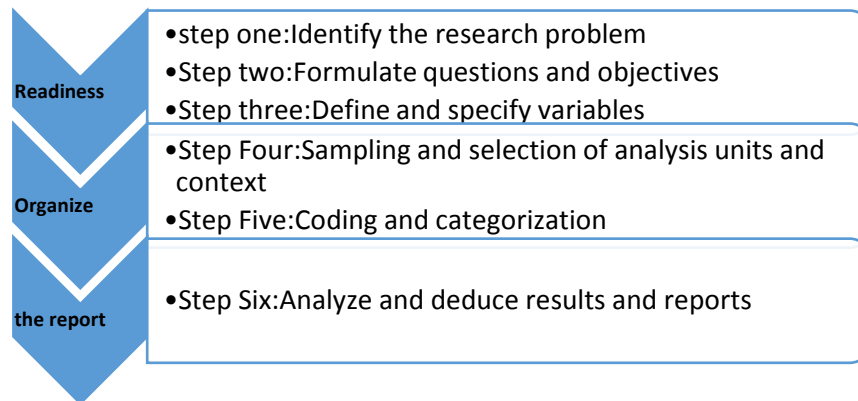
According to the applications and goals of content analysis method, we can point to two general types of content analysis method: 1) quantitative content analysis, 2) qualitative content analysis. This division seems to be based on the dominance of the positivist method and methodological interpretive theories. In quantitative methods, data is usually analyzed briefly. In this method, a collection of documents or texts can be extracted, counted and classified. In qualitative methods,

small amounts of composite and detailed data are analyzed (Fazeli, 2018: 99).

The method in this paper is quantitative and qualitative content analysis. The research period covers the years 2013 to 2021. The steps to be taken in qualitative content analysis to answer research questions and hypotheses are as follows:

YEAR	TITLE
1999	Imam Khomeini
2000	Imam Ali
2001	National Authority and Job Creation
2002	Honor and Pride of Hosseini
2003	Service
2004	Responsiveness
2005	National Solidarity and Public Participation
2006	The Holy Prophet (PBUH)
2007	National Unity, Islamic Cohesion
2008	Innovation and prosperity
2009	Officials move towards Reforming the Consumption Pattern
2010	Double effort and double work
2011	Economic Jihad
2012	National Production, Support for Iranian labor and Capital
2013	Political Epic and Economic Epic
2014	Economy and Culture, with National Determination and Jihadi Management
2015	Government and Nation, Empathy and Common language
2016	Resistance Economics, Action and practice
2017	Resistance Economics, Production and Employment
2018	Support for Iranian Goods
2019	Production Boom
2020	Production Mutation
2021	Year of Production, Supports, Obstacles

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Source: (Mo'meni Rad and Collegues, 2013, p. 13)

The present study covers the years 2013 to 2021 in terms of time period. Unit of analysis used; the sentence and the method of selection were sampling and purposeful. For this purpose, sentences and words were coded. Coding is a method developed by Glaser and Strauss to analyze data. Accurate reading and coding of data lines and breaking it down into the smallest possible component is possible (Strauss and Corbin, 2011). (Formal validity test) To assess the reliability, two methods of pre-test and repetition were used.

5. Research Results

Every year, on the first day of Nowruz, the Supreme Leader chooses a name for a year, which is given in her first speech near the shrine of Imam Reza (AS).

Table 1: Nomination of Years by the Supreme Leader

6. Abundance of Words in 8 Years of Nowruz Speeches

As stated in the research method section; the first step in examining the lectures of the leadership from 2013 to 2021 with the method of qualitative content analysis is to examine the repetition of words, which is shown in the table below.

Year 2017	Year 2018	Year 2019	Year 2020	Year 2021					
Production	73	Youth	42	Westerns	۴۲	Islam	37	Production	33
Economy	۵۱	Revolution	۳۱	Economy	۳۲	the Prophet	۲۶	(production	
Nation	۳۹	Economy	۲۲	Production	۲۷	Enemy	۲۴	leap)	۱۴
Election	۳۵	Production	۲۱	Youth	۲۵	Strong	۲۳	Nation	۷
Enemy	۲۲	Capacity	۱۹	Enemy	۲۴	Patience	۱۹	Election	۷
Difficulties	۲۰	Authorities	۱۹	War	۲۱	Resurrection	۱۶	Enemy	۶
Youth		Product	۱۹	Europe	۱۵	Nation	۱۳	Protection	۶
Oil	۱۵	Difficulties	۱۸	Boycott	۱۳	Production	۱۳	Maximum	۵
Authorities	۱۵	Protection	۱۷	Capacity	۱۳	Quran	۱۳	pressure	2۷
Export	۱۴	America	۱۶	Difficulties	۱۳	Values	۱۲	Break	
Domestic	۱۴	Oil	۱۶	Nation	۱۲	Youth	۱۱	coronaviru	۶
production	۱۴	Freedom	۱۵	Waiting	۱۲	America	۹	s	
National	۱۳	Government	۱۴	Authorities	۱۲	Medicine	۷	Investment	
Development	۱۳	Region	۱۵	Region	۸	the faith	۷		
Fund	۱۱	Justice	۹	The	۷	the West	۷		
Unemployment	۹	Independence		opportunity	۷				
Smuggling	۸			Oil					
Management									
Security									
Investment									

Table 2: Vocabulary repetition

Year 2013	Year 2014	Year 2015	Year 2016
Nation	۱	Nation	۶۷
Enemy	۱۳	Economy	۵۰
Economy	۶	Culture	۲۷
Election	۳	Production	۲۴
America	۲	n	۲۳
Science	۶	Capacity	۲۲
Weakness	۲	Young	۲۰
Program	۶	Election	۱۴
The	۲	Enemy	۱۳
Nuclear	۲	Getting	۱۳
issue	۱	stronger	۱۱
Negotiation	۹	Boycott	۹
Oil Ability	۱	the	۸
Region the	۸	freedom	۸
opportunity	۱	America	۸
	۲	Developm	۸
	۱	ent	۸
	۲	22	۸
	۱	Bahman	۸
	۱		۸
	۹		۸
	۹		۸
	۹		۸

If we want to choose the most frequent words, according to the word count, we should mention that the most repetitions are related to the words in the field of economics. In this section, we are faced with 794 words, in the next priorities of which foreign policy with 605 words and then 424 words in the field of domestic policy have the most frequency. (See: Table 3)

Table 3: Vocabulary Repetition

Abilities to overcome problems	Domestic policy	Foreign policy	Economy
289	424	605	794

Figure 1: The Trend of Repetition of Economic Themes from 2013-2021

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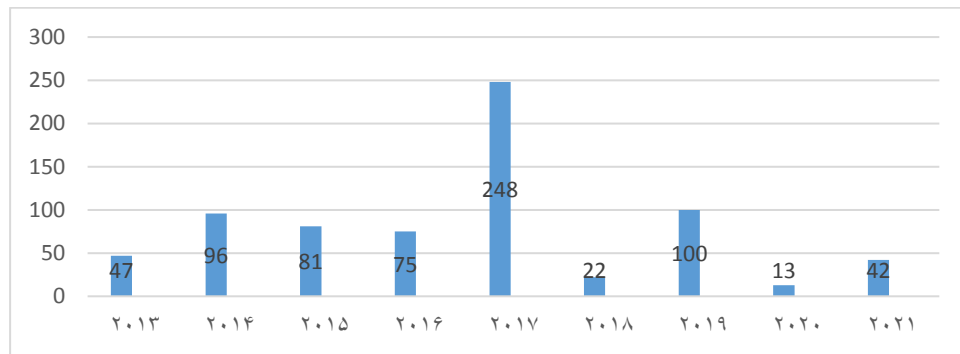


Figure 2: The Trend of Repetition of Foreign Policy Themes from 2013-2021

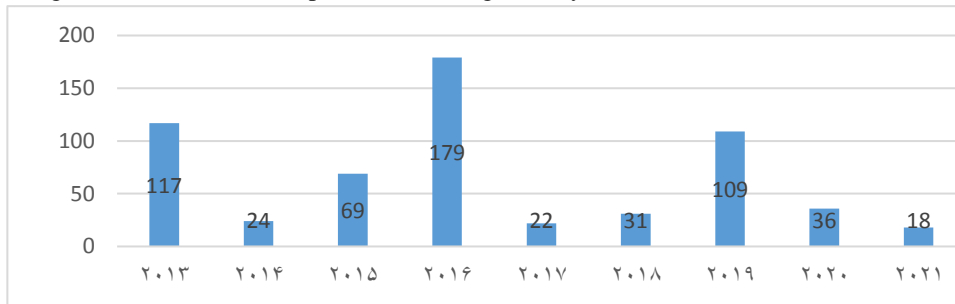


Figure 3: Repetition of Domestic Policy Themes from 2013-2021

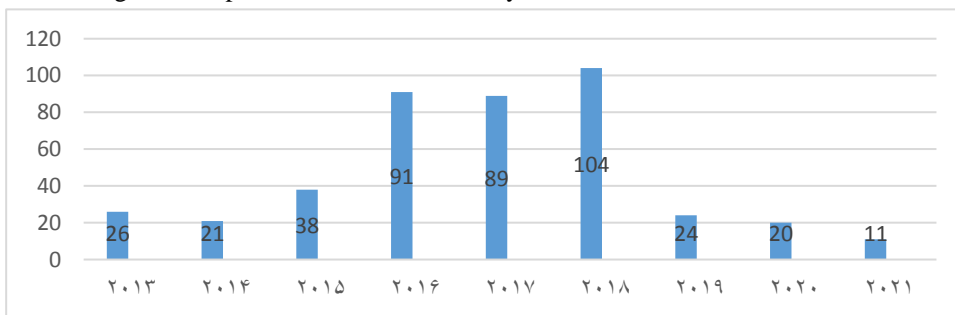
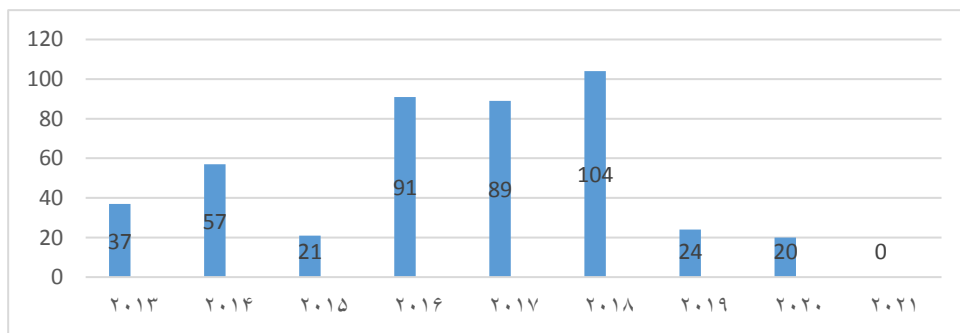


Figure 4: The Process of Repetition of Themes of Overcoming Problems from 2013-2021



7. The Main Points in the lectures of 2013-2021 leadership

To answer this question, categories and subcategories must be examined.

Table 4 - Categories and Subcategories Related to Economics

Categories	Subcategories
Economic lessons of Sanctions in 2012	1) Recognize our weaknesses: Our weakness in the economy is dependence on oil, disregard for macroeconomic policies, policies and consistent daily decisions, 2) with strong vigor, the hostile effects of enemies are minimized, 3) economics is an important issue.
Resistance Economics is a way to get Stronger	1) Make the country's economy in such a way that no one on the other side of the world can influence our economy with a decision, this is the resistance economy, 2) Resistance economy: means the economy that is resistant; It is not overturned by global provocations, by global shocks, by American and non-American policies; It is an economy that relies on the people, 3) a scientific model tailored to the needs of our country, 4) This economy is endogenous; It boils from the capacities of our own country and our own people; 5) the economy is not introverted; Interacts with global economies; 6) is people-based; By the will of the people, the capital of the people, the presence of the people is realized, 7) the economy is knowledge-based, 8) it is justice-oriented; That is, it is not limited to the indicators of the capitalist economy. 9) Resistance economy is the best solution to the country's economic problems.
Requirements for the Realization of a Resistance Economy	1) Officials should support national production, 2) Officials should provide legal protection, should encourage, 3) Owners of capital and labor who are producers, they should also care about national production, 4) Increase productivity, 5) Owners Capital in the country, prefer productive activity to other activities, 6) people at all levels, promote national production, 7) emphasize the consumption of domestic products, 8) buy domestic goods is a necessity to strengthen te economy.
Economy and the Enemy (economic war)	1) The enemy's priority is an economic issue, 2) The enemy seeks economic solutions to hit the Iranian nation economically, 3) The enemy's goal of economic pressure is to discourage the nation from the Islamic Republic, 4) The enemy's goal is Economic pressure is to put a distance between the Iranian nation and the Islamic system, 5) the enemy's plan is economic, 6) the enemy is waging an economic war with us, 7) The enemies will focus on our economy, 8) Their goal of economic pressure is a political goal, 9) The enemy's goal is to pit the Iranian people against the Islamic system, 10) The United States is the main cause of these pressures, 11 The enemies want to force it to disrupt security.
The Country's Economic Challenges and two Macro Perspectives	1) One of the biggest challenges of the country is the issue of national economy, 2) economy, economic prosperity, public welfare and improving the quality of life is what the people want, 3) the country's economy needs a serious move, 4) all forces must come together and Take the issue of economics seriously. 6) Two macro views of the country's economy: 1-6) Endogenous economy; An economy that derives its substance and substance from within the country and from the facilities of the country and from the capabilities of our people, 2-6) looking at the progress of the economy with the help of aid outside the borders; He says to change our foreign policy so that our economy will be right, to come to terms with some arrogant one in order for the economy to prosper. The second view is a completely wrong, barren and useless view. They are not satisfied to a small extent. 7) In its nuclear negotiations, we have to look inside the country, there are many internal capacities and a resilient economy is the way forward. 9) Support medium and small manufacturing enterprises; 10) Strengthen the activities of knowledge-based enterprises; 11) Rely on science and technology; Reducing the import of consumer goods, 15) Fighting smuggling, 16) People can also play a role: invest, consume domestic products, avoid extravagance, 17) Sanctions are the only tool of the enemy, 18) Sanctions have shown us that We must rely on ourselves.
Economic vacuums in Iran	1) Unemployment of young people and especially unemployment of educated youth, 2) livelihood of the poor, 3) stagnation of production, 4) shortage of production.
Sanctions and Economic Opportunities	1) Countries with natural interests in the face of sanctions thought of economic reforms, 2) the motivation to escape economic dependence, 3) save the economy from monopoly, 4) focus on non-oil revenues to run the country, 5) focus on counter-sanctions plans 6) Focus on finding alternatives to the oil economy, 7) Find ways to defuse sanctions.
Countermeasures (Resistance Economy)	1) Turning a hostile dilemma (surrender or tolerance) into a duality of tolerance or endurance, 2) implementing a resistance economy (action and action), identifying the country's advantageous economic activities and chains, 3) reviving domestic production 4) paying attention to foreign trade that produces power. Do not weaken our domestic economy; 5) manage the financial resources that enter the country from foreign banks and centers, 6) establish knowledge of important sectors of the domestic economy 7) exploit the sectors

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	on which we have invested; 8) In all foreign transactions, condition the transfer of technology 9) Seriously fight corruption, 10) Energy efficiency, 11) Pay attention to medium and small industries.
Domestic Production and its Benefits	1) Creating jobs and eliminating unemployment, 2) flourishing talents and youth initiatives, 3) not consuming important currency, 4) export leap (diminishing competition to show off foreign brands), 5) eliminating or reducing the problems and anomalies of society, 6) Creating national vitality.
Necessary facilities and tools for domestic production	1) Manpower: a) 33 million people of working age in the country, b) Ten million university graduates in the country, c) Nearly five million students in the country, d) Among the first ranks of the number of engineers in the world. 2) Skills: a) Our young people have the ability, b) We open the field for young people, c) Young people can solve many big knots and our problem, d) Universities are thirsty to cooperate with our industrial devices. 3) Capital: a) Personal capital, b) Benefit from the National Development Fund.
Needs of Domestic Production	1) Efficient, committed and religious management, 2) Involvement of people in production 3) Export, 4) Investment security (Economic security and investment security are very important), 5) People's sense of responsibility in the issue of domestic production.
Vulnerable Points of Domestic Production and Needs	1) Import: a) The import of goods that are sufficiently produced domestically, should be recognized as a legal and forbidden, b) What is produced domestically, should not be imported from abroad. 2) Smuggling: a) Fight smuggling gangs, b) Stop smuggling.
Benefits of Production Boom	1) Solve the problem of unemployment, 2) Solve the problem of inflation, 3) Solve the problem of poverty in the weak classes, 4) Solve the problem of the banking system, 5) Solve the problem of national currency value 6) Solve the problem of government budget deficit.
Requirements Causing Production Mutations	1) Cooperation and integrity of the relevant agencies, 2) Prevention of smuggling, 3) Prevention of improper import, 4) Provide incentives to the producer, 5) Serious judicial treatment of abusers.
Conditions for Achieving Economic Prosperity	1) Mujahideen and wise work, 2) Jihadi work and jihadi management, 3) Using the country's capacities, 4) Helping production, 5) Continuing the process of supporting Iranian goods, 6) Production boom with the support of the government and parliament of investors and economic activists 7) Do not neglect abuses (creating cover banks and fraud), 8) Prevent illegal imports.
Evaluation of production Mutation in ۲۰۲۰	1) The realization of this slogan was not as expected, 2) In the places where this slogan was realized, it was often in infrastructure and construction works and the like, 3) its result was not seen in the general economy of the country and in people's livelihood, 4) Our expectation was that the leap of production could open up the situation of the people, 5) the slogan of the leap of production is literally a slogan in the full sense of the word revolutionary, 6) it is an important slogan.
The Benefits of Realizing the Slogan of Production leap	1) It has profound economic effects on the country, 2) it affects the value of money and other major economic issues, 3) it raises national self-confidence 4) it raises public satisfaction 5) It guarantees national security.
Factors causing the Complete non-Realization of the production leap Slogan	1) Existence of barriers: weakness in legal observance, 2) smuggling, 3) improper import, 2) lack of support for production: lack of incentives.
Fundamentals of "Production; Supports, Obstacles »	1) Legal, governmental and governmental support should be provided from all sides to the leap of production, 2) The government should remove the obstacles and provide the necessary support 3) We should focus production 4) We should provide the necessary support, 5) Remove barriers to production.

Categories	Subcategories
Division of the Enemies of the Iranian Nation	1) The main nest of conspiracy against the Iranian nation: Today, whenever the name "enemy" is mentioned, the mind of the Iranian nation turns to the US government, 2) enemies who are not the first: 2-2) The British government plays a complementary role to the United States, 3-2) French government officials have also been openly hostile to the Iranian people in recent years; The United States speaks of the international community's enmity with Iran, but the international community has no intention of enmity with Iran and Iran and Islamic Iran.

The Method of American Enmity with Iran	1) Cast iron claw under velvet gloves: The Americans are hostile, they say you do not understand that we are your enemy, 2) The Americans sent a special agent to stop the sale of oil and the transfer of Iranian money, 3) The sanctions finally took effect; Our economy is in a state that is dependent on oil, 4) in the field of politics, they also sought to isolate Iran, 5) in the field of domestic politics, the purpose of these sanctions was to make the nation hesitate in its own way, 6) They wanted to isolate Iran in the region, but they could not.
The Nuclear Issue and Dialogue with the United States	1) The Americans keep sending the message that we are sincere in proposing a logical negotiation, in response to which we have told you many times that we do not seek nuclear weapons, you say we do not believe; Why should we believe you? 2) The offer of negotiations by the Americans is an American tactic to deceive public opinion, 3) Our perception is that the United States does not want the nuclear talks to end, 4) The Iranian people are right. 5) The international community has no worries about Iran's nuclear program; 6) If the Americans sincerely want the job done, the solution is for the Americans to renounce enmity with the Islamic Republic.
Challenges of the Nuclear Problem (2015)	1) First of all, in the field of nuclear issues, the enemies are moving with tact and policy-making: the United States needs nuclear talks very much, the US President says there are those in Iran who do not want the nuclear issue to be resolved through diplomatic talks; This is a lie. 2) Secondly, negotiating with the United States is only a nuclear issue: we are not negotiating with the United States on regional issues, the US goals on regional issues are the exact opposite of our goals. 3) Third, the Americans repeat that "we will sign a contract with Iran, then we will see if they will lift the sanctions if they fulfill the contract", this is a wrong and unacceptable statement. 4) Fourth, the Americans reiterate that Iran must have irreversibility in the decisions it makes and the things it accepts; We do not accept this, they are threatening more sanctions, military mobilization, these are threats that do not frighten the Iranian nation. 5) We did not break the covenant, we did not say two things, we did not make a fuss, The Americans broke the treaty.
The American Reality in the world Community	1) The realities of the international community do not go according to the wishes and intentions of the United States; 2) Did not find, recently in Europe, you see (in 2014) that the plans of the United States have faded.
America's hostile Behavior During the time of the Dictatorship	1) they plundered, they plundered wealth, 2) they did all that a colonial state and an arrogant state do to a weak country, 3) they held Iran under their own authority, 4) they did whatever they wanted; For example, Reza Khan was brought to power and then, when they were offended by him in a way, they took him and brought Mohammad Reza. 5) Creating strongholds for the continuation of domination: In itself, d) was the separation of religion from politics.
The Historical Confrontation Between the Westerners and Iran	1) British betrayal in the Iran-Russia wars, 2) dagger from behind in the Iran-Russia wars, 3) British pressure and consequent assassination of Amir Kabir by the stupid Qajar king, 4) British behavior in the process of Reza Khan's dictatorial rule, 5) American behavior The overthrow of Mossadegh's government, 6) The behavior of Westerners in the case of the imposed war and sanctions after the revolution.
The Cause of American Resentment of the Revolution	1) The revolution has pulled the country out of their clutches, 2) Iran encouraged other countries with the spirit of resistance, 3) In the region and other parts of the world, they say "Death to America", they burn the American flag, which is caused by the impact it is Iran, 4) the United States is helpless in the case of Syria, Yemen, Iraq, Palestine, and they see it all through the eyes of Iran, 5) the revolution destroyed the stronghold of the dictatorial regime and established popular rule, 6) The revolution destroyed the stronghold of fear, 7) The revolution destroyed the stronghold of unbelief in itself and turned it into self-belief, today the young Iranian says we can, 8) Destroy the stronghold of the separation of religion from politics.
America and the Tools of Enmity	1) injecting the idea of incapacity among the elites, 2) transmitting the politics and thought of their choice to the public opinion, 3) instilling a dilemma for the Iranian nation: Accepting US Impositions by Accepting the Agreement; 5) Agreement; Retreat is in America's favor. 6) America has propaganda tools, active diplomacy, governments under its command to exert pressure, 7) emphasis on creating a two-way discourse of surrender or tolerance, 8) Believing in bipartisan thinking and promotion by internal agents, 9) threatening sanctions, 10) active American tools: propaganda, (Iranophobia), influence, sanctions, 11) obstructing sanctions, by threatening, by engaging managers in second- and lower-level jobs. , To divert the senses of the great nation of Iran and the elites of the country to

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	things that are not on their list of main works; That is, practical impediment, 12) denying Iran's progress in their own propaganda.
America's Enmities in the Nuclear Deal	1) The Americans did not do what they promised, 2) they prevented the Islamic Republic from achieving its goals, 3) our banking transactions are still in trouble, 4) the return of our wealth in their banks is in trouble, 5) various commercial transactions It is difficult, 6) the Americans lifted the sanctions on paper but not in practice, 7) the United States does not fulfill its commitments by deception and fraud, 8) they made a mistake in the Burjam case.
The Confrontation between the Europeans and Iran in Jcpoa	1) Not standing up to the United States, 2) emphasizing Iran; "Do not leave Jcpoa ", 3) the Europeans have practically left Jcpoa, 4) the Europeans have imposed new sanctions against Iran, 5) the bitter joke of the financial channel.
Must face the Westerners	1) We should not look to the West, 2) We should not wait for the West, 3) We can not expect help from the West, 4) We can expect conspiracy and betrayal from the West, 5) We can expect a dagger from the West, 6) We can not hope for the West 7) Communication is not a barrier, trust is a problem
Consequences of Retreat in Agreement with the United States	1) The nature of the agreement with the United States is retreat (crossing the red line on Jcpoa), 2) The purpose of the nuclear deal was for Iran to be able to use its capabilities, which did not materialize, 3) An agreement is not enough, 4) Resolving the dispute with America means crossing the red line and values, 5) Jcpoa 2, 3, 4 and so on must be created so that we can live comfortably, 6) regardless of basic issues such as Palestine, support for the resistance, support for the oppressed nations, 7) Becoming what the United States wants: to extend a hand of friendship to the Zionist regime; Freedom, 10) Why about the duties of the Guardian Council, 11) They want to change the character of the Islamic Republic, 12) Deprive the Islamic Republic of content.
Iran and the United States in the Region	1) Iran's important contribution to breaking the back of the Takfiris in the region and the false claim of the United States in defeating ISIS, 2) The Islamic Republic was able to provide security in an important part of the region, 3) The United States protests why the Iranians in Iraq, why in Syrian issues and the like are involved, why are they interfering? 4) The Islamic Republic was able to thwart the US plan in the region, 5) The American lie "We were involved in the suppression of ISIS", 6) Iran's presence is at the request of governments, 7) Iran's presence is not interference in the affairs of countries, 8) Iran's presence in the region is a response to the request for help, 9) Iran's assistance with rational motives and It is done logically.
The Character of American officials as the most vicious enemy	1) a liar, 2) a backslider, 3) obscene, 4) greedy, 5) a charlatan, 6) a possessor of all kinds of ugly moral traits, 7) a tyrant, 8) a very ruthless, 9) a terrorist.
Claim of US medical Assistance to Iran in Corona	1) The United States has a shortage of medicine (pretending to help), 2) The United States itself is accused of producing the virus, 3) Despite the accusation, which wise man trusts the United States?
Solution to Deal with Hostilities	1) Patience, 2) Endurance, 3) Resistance, 4) Correct calculations, 5) Pursuing the drawn goals, 6) Moving and continuing with spirit, 7) Do not doubt, 8) Stop the enemy with courage and wisdom. 9) Defeat the enemy.

Categories	Subcategories
Services of the Islamic Revolution compared to the period of Taghut	1) Sixfold increase in the country's roads, 2) Twentyfold increase in the capacity of the country's ports, 3) Thirtyfold increase in reservoir dams, 4) Fourteenfold increase in electricity production, 5) Fifty-sevenfold increase in non-oil exports, 6) Thirtyfold increase in petrochemical products, 7) Fifteenfold increase in steel products, 8) Twenty-five-fold increase in the number of students 9) Rural developments; 10) Significant military progress;
Preserved Values and Slogans of the Revolution up to 40 years old	1) Independence (no country in the world has a nation equal to the independence of the Iranian nation), 2) Freedom (in our country there is freedom of thought, freedom of expression and freedom of choice), 3) Democracy (our country's elections have not been delayed one day, even during War), 4) National self-confidence and self-confidence ("We can" spirit), 5) Justice (a lot of work has been done on justice, but it is far from the justice we seek), 6) the class gap has been reduced and the poverty line has been reduced, 7) the issue of religion and the implementation of Sharia (preservation of religion thanks to the Guardian Council) 8) Functions of the country's officials (Satisfactory statistics of performances, in different sectors).
22Bahman(march)	1) The crowd of the 22Bahman (22 march) in Tehran and in the big cities was both more and more enthusiastic, 2) The slogans of the people were meaningful and meaningful and passionate, 3) The reason for the crowded and enthusiastic march is that the influential factors in politics Arrogance, their tone was more rude and insulting to the Iranian nation.
Explain the Principles of Empathy and Dialogue between the Government and the Nation	1) Governments in the Islamic system must be supported by the people; Even by those who did not vote for this particular person in the government, 2) It is the duty of all members of the nation to support the officials of the country, 3) Any government that comes to power within the framework of the constitution is a legitimate government and the people should Help) 4) Every government has critics but these criticisms should be reasonable, 5) There is nothing wrong with mentioning; Reminders should be such that public trust in those in charge should not be undermined, 6) Of course this is mutual empathy, 7) Neither by the people towards the officials nor by the officials towards the critics; Neither humiliation nor insult. Reasons for the nation's support for the government: 1) Firstly, all governments's main concern is to solve the problems of the people, 2) Secondly, the goal of governments is to be able to solve the problems of the country to the best of their ability during their term of office.
Dimensions of Strengthening	1) Military power, 2) Economic power, 3) Scientific power, 4) Cultural power, 5) Political power, 6) Political independence, 7) Propaganda power, 8) Preservation of the country's young population, 9) Power in cyberspace, 10) Strength in the field of health, 11) Leap in production, 12) The Iranian nation must strengthen itself; National authority, 13) We have a lot of talent to become strong, facilities and capacities, 14) Our nation has also moved towards national authority and has come a long way.
General Goals and Demands of Iran	For the people of Iran: 1) National security, 2) National dignity, 3) Public health, 4) Public welfare, 5) All-round progress, 6) Independence, 7) Talent flourishing, 8) We need a strong economy, strong production, along with strong management.

Table 5 - Categories and Subcategories Related to Foreign Policy (Hostility)

Table 6- Categories and Sub-Categories to Domestic Policy

Table 7- Categories and Sub-Categories Related to Criticisms of Domestic Policy

Categories	Subcategories
Criticism of the Domestic Sphere	1) Inside, there are those who accept and spread two-sided thinking (surrender or sanctions), 2) hope to negotiate with the United States (pure damage), 3) create an irrational fear of the United States and superpowers, 4) when we say the United States He is the enemy, some people wonder why you say he is the enemy? Things have stalled, 8) disregard for the country's mineral capacity, 9) failure to operate a resilient economy in the export debate (restricting trade to five or six countries), 10) part of the economic problems caused by our own internal shortcomings, to managerial weaknesses. Is ours, 11) Inside, unfortunately, some people glorify the West, justify the evils of the West, and do not allow public opinion to notice how much evil there is in the West. Westernization from head to toe; Even today, new descendants of these professions; Of course, they do not say this explicitly, but this is what they mean. Those who constantly inject Western thoughts, Western lifestyles, Western methods, Western words inside, into our literature, into our thoughts, into our universities, into our schools, these are the pious They are new, 12) those who stand behind the 2030 document, the 2030 document, that is, the return of the Islamic way of life to the Western way of life, are the same pupils of today. Unfortunately, our intellectuals showed impatience with themselves.

Categories	Subcategories
Capacities of the Country The Status Ology of the Revolutionary Government in the Second Phase of the Islamic Revolution Emphasizing the Intellectual System of the Supreme Leader	1) Flowers of the region, 2) A unique country, 3) Abundant resources of oil and gas, 4) It has privileges from all over the world, 5) It is a large country, 6) With a talented population and talented people, 7) With a rich history, 8) Power Influential at the regional level and in some cases worldwide, 9) manpower (five million students, ten million university graduates), 33 million young people of working age, 10) a young country, 11) natural forces, and gas resources, in the first world, 13) No country in the world has gas as much as us, 14) Rich country, 15) Geographical location: We are neighbors with fifteen countries, transit transport is one of the great opportunities Is our neighbors's 75 million market.
Iran's Potential Capacities	1) The capacity of educated youth (ten million young university graduates and more than four million students), 2) the population wave (generation must be multiplied, because the future of this country needs these young people), 3) the size of the country and Neighborhood with free international waters (neighborhood with fifteen countries, located at the junction of east and west and north and south), 4) Valuable natural resources (ranked first in the world oil and gas reserves, abundant and valuable metals, pastures, forests, etc).
Youth and the Second Step	1) The youth must shoulder their shoulders under the burden of difficult responsibilities, large and small, 2) The need to move the country in the second step on the shoulders of the youth, 3) The engine of progress was lit by the youth, 4) The youth must pay the price to stand against the enemy for future generations Use their achievements, 5) young people should redouble their efforts, 6) young people should not deal with side issues and margins, 7) young people should follow unity, focused movement, faithful and militant movements, 8) young people should border with the enemy. Highlight; But do not create slight differences of taste with the internal forces.
Progress in the Shadow of Sanctions	1) Doing a lot of infrastructure work; In the field of roads, in the field of energy, in the field of discovering new sources of oil, in the field of discovering new sources of uranium, in the field of creating and developing power plants and refineries and tens of great industrial works, 2) great scientific advances during 2012, 3) our scientists Venus satellite sent into space, 4) In the field of biotechnology, we became the first in the region, 5) Production of various pharmaceutical items, 6) First in the field of nanotechnology, First in the region, 7) Progress in science and scientific production records, in publishing scientific articles, in the country's share in scientific production 8) In 2012, the number of students was twenty-five times the number of the revolution, 9) In the field of water, in the field of environment, in stem cells, in new energies, in medicinal plants, in nuclear energy, the country was able to achieve great progress.
Barriers to capacity Utilization	1) disbelief or indifference of some officials to the capacities, 2) mental challenge or ignorance of public opinion and some officials of the wealth of the country, 3) underemployment; Laziness and inefficiency of some officials, 4) trust in the foreign version (some officials have more confidence in the foreign version than in the domestic version, such as the expansion of Western population policy that "fewer children, better life"), 5) Practice the policies of the World Bank, the policy of adjustment and indifference to the resistance economy, such as borrowing from the World Bank or the International Monetary Fund, 6) political tribalism, 7) lack of serious fight against corruption, 8) dependence on oil, 9) Major flaws in lifestyle (consumerism, extravagance and overspending, extreme aristocratic welfare), 10) consumption of foreign sex and lack of prejudice against the national economy.

Table 8- Categories and Sub-Categories Related to the Country's Capacities

According to the categories and sub-categories, it should be said that most of the axes in the field of economy include the characteristics of resistance economy: domestic production, protection of Iranian goods, production boom, and economic prosperity.

8. Time Context Analysis of leadership lectures; Before the Jcpoa

The Supreme Leader always divides his speeches into three parts: The first part refers to issues of religious appropriateness, such as the discussion of the Besat in 2020. The second part is dedicated to the current issues and important events of the country in that year, such as the elections, and the third part forms the basic axis of the speech and its center of gravity. The present study has studied the second and third

parts of leadership lectures. The present article also divides the years of the Supreme Leader's speeches into two periods before and after Jcpoa. The speeches of the Supreme Leader of the Revolution before Jcpoa include the years 2012- 2015.

8.1. Political Conditions of 2012 and Affecting the Nowruz Speech of the Supreme Leader in 2013 (Year of Political Epic and Economic Epic)

One of the most important events that took place in 2012 was the holding of the 16th Summit of the Non-Aligned Movement in Iran, which also had important international repercussions. The presence of officials from 120 member states came at a time when the Islamic Republic of Iran was the target of negative propaganda attacks by Westerners and the Zionist regime. The Supreme Leader, in his first speech near the shrine of Imam Reza (AS) in 2013, pointed out: Not everyone should participate, or not participate actively. "The exact opposite of what they wanted happened."

Also in July 2013, the Americans and their European allies imposed a new round of sanctions on the Islamic Republic in order to contain Iran's nuclear program, despite numerous meetings, in order to force Tehran to retreat from its certain positions by putting pressure on the Islamic Republic. Sanctions have affected Iran's weakness, and that is the oil economy; The continuing increase in international pressure in the form of the escalation of sanctions in 2012 and the unprecedented decline in oil revenues may be one of the main reasons for the economic crisis in Iran this year, and thus the value of foreign exchange in Iran increased significantly, causing inflation.

Infiltration of Iranian-made drones into the heart of the occupied territories, hunting of one of the US spy planes (Archive 70) in the Persian Gulf waters and holding a powerful naval exercise in 2012 provinces, as well as strengthening scientific and technological advances, especially Iran's access to state-of-the-art drone technology. Which showed Iran's superiority to the West once again. On the other hand, advances in science and nanotechnology also peaked this year.

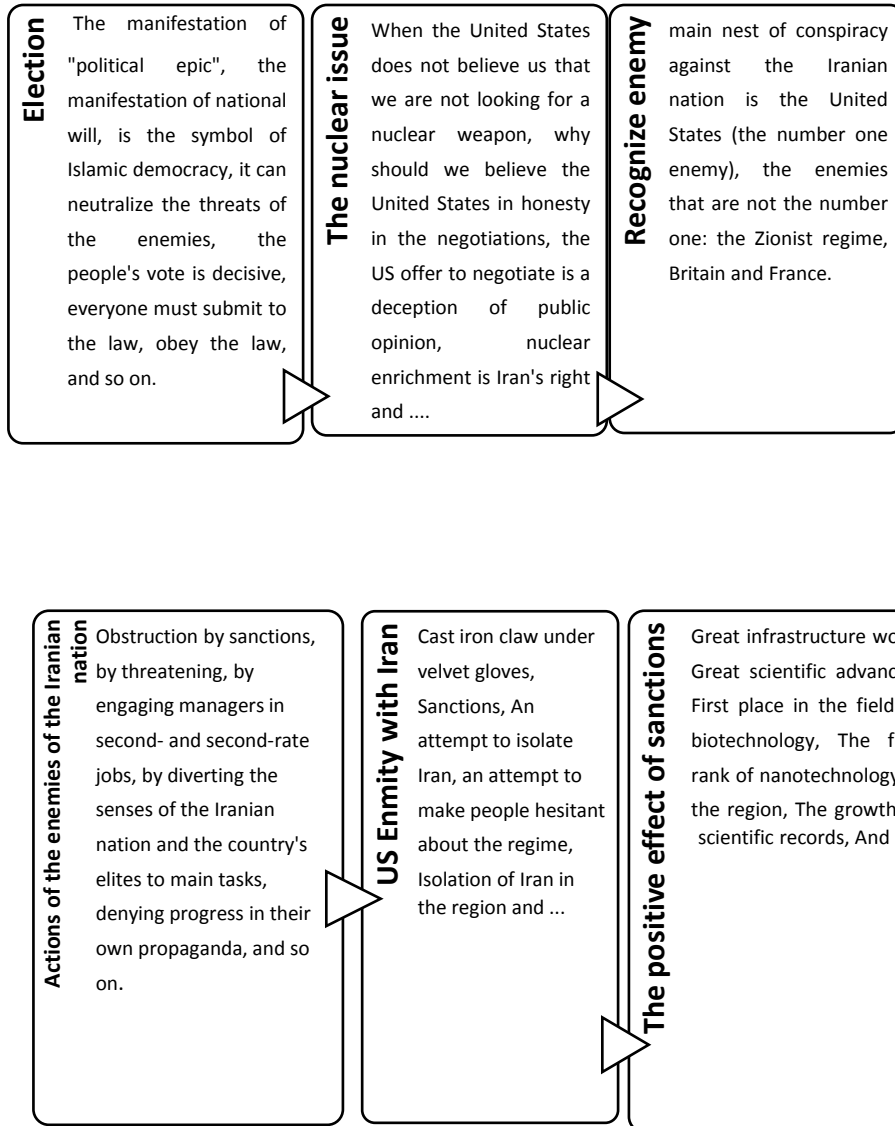
US Presidential Election (2012) November 7, 2012, which ended with the victory of Barack Obama. For the first time in 30 years, Obama was the president who proposed a policy of engagement with Iran and declared his readiness to negotiate with Iran without preconditions. In other words, Obama called the Jcpoa agreement the first priority of his foreign policy (Abolhassan Shirazi, Ebrahimi, 2015: 14).

Another important political event in the world in 2012 was the Syrian crisis. The Syrian crisis was one of the most important international issues in 2012. On the other hand, the presence of the Iranian-Syrian advisor was indigestible for the United States and its supporters. US opposition to Iran's participation in international summits on Syria reflects US dual policy. The United States is trying to further isolate Iran by diminishing Iran's role in the region, but Iran has

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been active since the beginning of the Syrian crisis (Nejat, Jafari Valdani, 2013: 11-12).

In the speech of the first day of the same year, the 2013 presidential election was considered by the Supreme Leader of the Revolution, and the recommendations, especially regarding the economy and planning for a transparent and macro economy (resistance economy) and strengthening Islamic Iran, were mentioned to the next president. The Supreme Leader also emphasized the enthusiastic presence of the people in the elections.



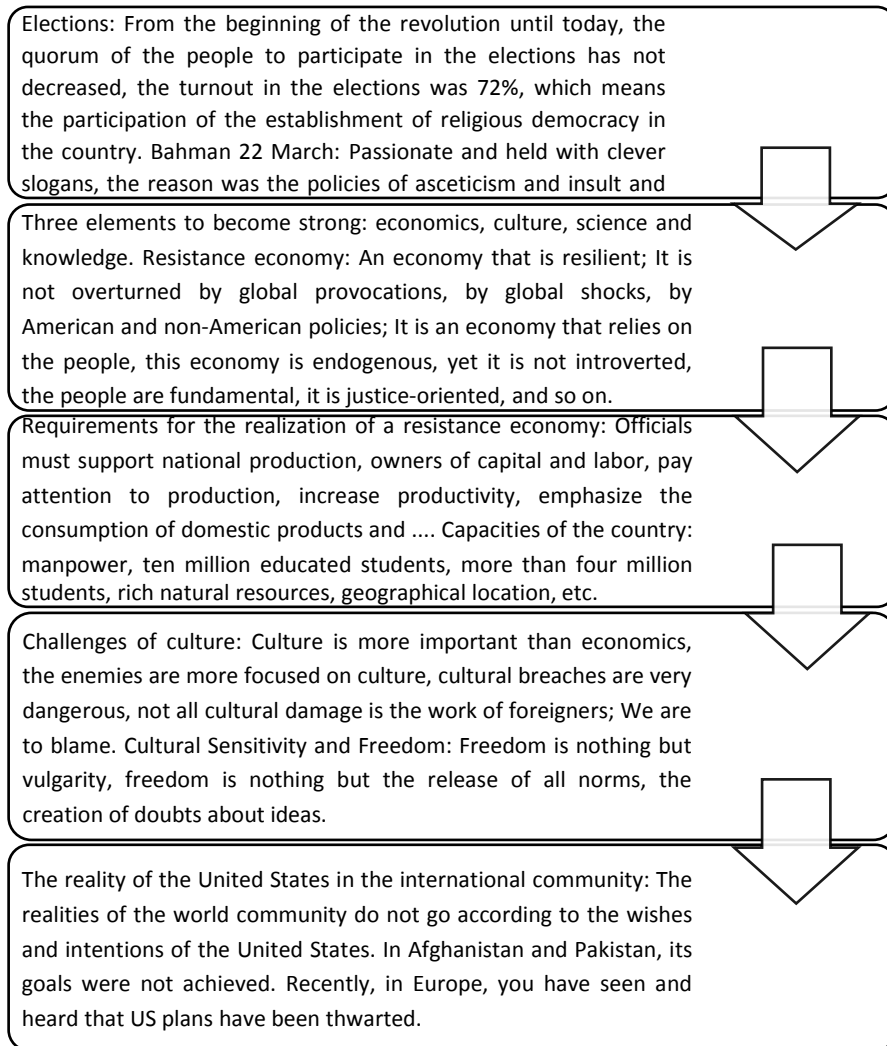
Conceptual Model of 2013

8.2. Political Conditions of 2013 and Affecting the Nowruz Speech of the Supreme Leader in 2014 (Year of Economy and Culture, with National Determination and Jihadi Management)

The glorious presidential election of Iran in 2013 and the participation of more than 70% of the people in it, in which Hassan Rouhani won with more than 18 million votes.

On the morning of November 22, 2013, after several rounds of tough negotiations in Geneva, Switzerland, Iran, and the P5 + 1 reached a short-term internal agreement on a six-month period on Iran's nuclear program. Many ended a decade-long dispute between Iran and the West over Iran's nuclear program. The agreement reaffirms the West's right to "enrich" Iran on certain obligations, and the West has pledged to lift some sanctions, including sanctions on petrochemicals, precious metals, and liberalization of aircraft sales to Iran.

Economically, in 2013, the economic growth rate was negative 1.9 percent. It should also be added that the foreign media and the enemies of Iran have always been more active in giving the mentality of the Iranian people to create a rift between the nation and the system.



Conceptual Model of 2014

The Status Ology of the Revolutionary Government in the Second Phase of the Islamic Revolution Emphasizing the Intellectual System of the Supreme Leader

8.3. Political Conditions of 2014 and Affecting the Speech of the leadership in 2015 (Government and Nation, Empathy and Common language)

Total economic growth in 2014 reached a positive three percent. The year 2014 had another distinctive feature and that was that although inflation reached 15%, this year items such as gasoline and bread officially became more expensive. While the inflation rate of Bahman 2014 was announced by Rouhani zero, which brought some criticism.

Iran-P5 + 1 nuclear talks began in 2014, while two rounds of talks within the framework of reaching a comprehensive agreement began in February and March 2013 in Vienna. In 2014, especially in late autumn, the negotiations, which were led not only in the 11th government, but also in the previous government, led by the head of the Iranian negotiating team and the coordinator of the P5 + 1 group, went out of their former framework. The request of our Foreign Minister was at the beginning of the talks, changed to the level of foreign ministers, and also the bilateral talks between Iran and the United States as two countries that everyone believes are the main nuclear dispute between the two.

On September 22, 2014, the President left for New York to attend the UN General Assembly and spoke about "countering terrorism and violence."

- Nowruz culture: Ancient Nowruz was the Nowruz of kings, but the Muslim Iranians changed this order in their favor, the truth of Nowruz is a popular truth, this Nowruz is a Muslim nation and
- The basic foundations of the system according to the Qur'an: prayer, zakat, enjoining the good and forbidding the evil. The greatest celebrities in the first place are the establishment of the Islamic system and the preservation of the Islamic system; This is famous. We do not have a higher reputation than creating an Islamic system and maintaining an Islamic system.
- Explaining the principles of empathy and dialogue between the government and the nation: Governments in the Islamic system should be supported by the people, it is the duty of all nations to support the country's officials, every government has critics but these criticisms should be logical, of course this is mutual empathy, support Because the main concern of all governments is to solve the problems of the people and
- The challenge of economics and two macro perspectives: One of the most critical and biggest challenges of the country is the issue of national economy, two macro perspectives on the country's economy: 1) endogenous economy; An economy that derives its substance and substance from within the country and from the possibilities of the country and from the capabilities of our own people is 2) looking at the progress of the economy with the help of aid outside the borders; He says that we should change our foreign policy so that our economy will be right, we will deal with some arrogant one so that the economy will prosper. The second view is a completely wrong, barren and useless view.
- Nuclear issue: In the field of nuclear issues, the enemies are moving with prudence and policy-making, the United States needs nuclear talks very much, negotiations with the United States are only on the nuclear issue, we do not negotiate on regional issues with the United States, the United States is irreversible. , We do not accept it and

Conceptual Model of 2015

9. Time Context Analysis of leadership lectures; After the Jcpoa

The Jcpoa was approved by the Security Council on July 20, 2015 and was signed on December 24, 2015. In this part of the article, the content analysis of the speeches of the Supreme Leader between 2016 and 2021, ie the years after Jcpoa, is analyzed and examined in order to determine which areas are the most frequently repeated topics and what topics the Supreme Leader has emphasized.

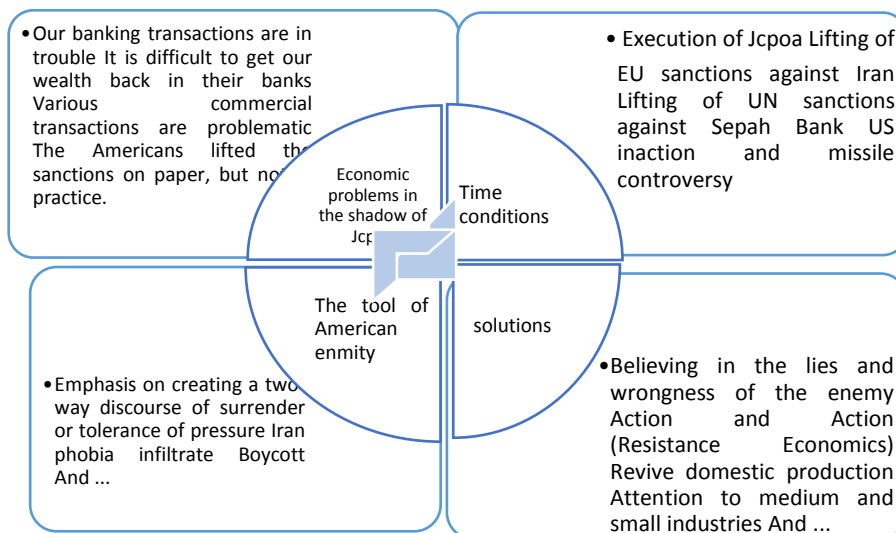
9.1. leadership in 95 (year of resistance economy; action and practice)

In expressing the time conditions of 2016, it should be said that the most important development of Jcpoa was on July 14, 2015 in Vienna and its implementation was on December 17, 2015. The Security Council requested that in addition to the International Atomic Energy Agency's ongoing inspections in Iran, that it monitor Iran's compliance with "the steps required by the IAEA Board".

The P5 + 1 nuclear talks can be seen as a neoliberal approach to economics and a way to control and transition from sanctions. Such an approach provides the grounds for achieving joint cooperation to reduce

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threats (Mosalinejad, 2017). However, the path of cooperation between the signatory countries of the UN Security Council was not an easy one from the very beginning. An indebtedness based on lack of goodness by the Western parties, especially the United States, in the months after the implementation of Jcpoa, was repeatedly protested by the Iranian authorities (Salehi et al., 2019: 2). Among these measures, we can mention the 10-year extension of the Anti-Iran Sanctions Act (ISA) by the US House of Representatives and the US House of Representatives resolution on December 8, 2015, which was not in good faith in the implementation of Jcpoa and was complained to by Iran (Delkshosh, 2017: 3). Although the European Union lifted sanctions against Iran on January 17 and the United Nations lifted sanctions against Sepah Bank and its international branches on January 28, US inactivity continued. Instead of taking positive action, US officials have focused their time and energy on media warfare and on side issues such as Iran's missile tests, which were not mentioned in the UN Security Council.



Conceptual Model of 2016

10.2. Political Conditions of 2016 and Affecting the Choice of the Slogan of 2017 (Resistance Economy, Production and Employment)

The year 2016 began while the display of Iran's defense capability in military exercises and missile tests was repeatedly exposed to the United States and others. Perhaps this was the reason for the United States to focus on the Iranian missile issue and call for a military end. The refusal of the Iranian authorities to enter into military discussions and the imposition of new sanctions in the field of missiles and military against Iran strengthened the atmosphere of mistrust between the two sides and led the political literature to further confrontation. Also on Tuesday, November 8, 2016, the fifty-eighth US presidential election was held in accordance with the Constitution, and Trump became

President of the United States. Trump called the nuclear deal the worst it has ever been. He called Iran the number one enemy of the United States and a country that sends money and weapons everywhere, and US warships in the Persian Gulf are surrounded and harassed by Iranian boats (Yazdanofam, 2016: 19-20).

In such a context, we see that in his first speech in 2016 near the holy shrine of Imam Reza (AS), the Supreme Leader placed the greatest emphasis on hostility, especially the tools of his enmity and enmity despite the end. The Supreme Leader of the Revolution pointed out: "The nature of the agreement with the United States is retreat (crossing the red line on Burjam), one agreement is not enough. Agreement is also needed to resolve regional issues; "According to the American will, resolving the dispute with the United States means crossing the red line and values, Jcpoa 2, 3, 4 and so on, so that we can live comfortably, regardless of basic issues such as Palestine, supporting the resistance, supporting the oppressed nations." (Nowruz speech of the Supreme Leader in 2016), these statements indicate the continuation of hostilities and warnings of the Supreme Leader. The Supreme Leader cites the active tools of American hostility in propaganda, sanctions, and influence, which have been most effective during this period.

Also in 2016, we are witnessing the announcement of general policies of resistance economy by the Supreme Leader. The Supreme Leader's emphasis on "resistance economy" indicates that even in the shadow of Jcpoa, one should continue to "resist" and not rely on the enemy. This issue is also reflected in the Nowruz speech in 2017. The leadership of the resistance economy this year is defined as "an economy that boils from within and reduces our need for others and increases the strength of the country in the face of external shocks" (Khamenei, 2016). In his Nowruz speech, His Holiness presents economic solutions and components of the resistance economy to get rid of the effects of sanctions. The components of a resilient economy from the leadership perspective are: 1- Identifying the country's beneficial economic activities and chains, 2- Reviving domestic production 3- Paying attention to foreign trade that does not weaken our domestic productive power, 4- Managing financial resources from foreign banks and centers.5- macking the sectors of the domestic economy Knowledge- Based.

In explaining the resistance economy this year, researchers point out; a resilient economy reduces vulnerability and increases a country's economic development. At the domestic level, it is based on prudent production, fair distribution and extravagant consumption (Heidari and Ghorbi, 2016: 22). They focus on the discussion of the production desired by the leadership and explain that domestic production increases employment and self-confidence and employment reduces social corruption (Doisti, 2020: 10).

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Thus, the highest frequency of words and topics, as indicated in the word count table, is related to the United States, hostility, sanctions, and components of the resistance economy.

The Importance of Economics	The issue of economy is a priority issue of the country, the economy is at the top of the immediate priorities of the country, the priority of the Iranian nation today is an economic issue, the issue of economy, the issue of people's livelihood is a very important issue.
Economic improvement strategies	1- Emphasis on capabilities: Manpower, young country, in terms of oil and gas resources together, in the first world, no country in the world has as much gas as us, the country is rich. 2- Emphasis on domestic production: creating employment and eliminating unemployment, flourishing talents and youth initiative, not consuming important currency, export leap (diminishing competition to show off foreign brands) and ..
Production requirements	Efficient, committed and religious management, involving people in production, exports, investment security (economic security and investment security are very important), people's sense of responsibility (one of the most important issues in domestic production).
• Production facilities or tools: manpower, skills, capital.	
Economy and hostility	The enemy's priority is an economic issue, the enemy seeks economic solutions to hit the Iranian nation economically, the enemy's goal of economic pressure is to discourage the nation from the Islamic Republic, the enemy's goal of economic pressure is between the Iranian nation and the system Islamic distance, the enemy's plan is economic.
Economic vacuum	Unemployment of young people and especially unemployment of educated youth, livelihoods of the poor classes, stagnation of production, lack of production.
The importation of goods that are sufficiently produced domestically should be considered a legal haram. Smuggling: Fight smuggling gangs, stop smuggling.	
Vulnerabilities of the economy	•The importance of participating in elections: Elections are one of the two pillars of religious democracy, we are proud of the world thanks to elections, elections, religious democracy depends on elections, law-abiding elections must be followed, the result of people's elections must be achieved whatever it is And Weaknesses and Criticisms: Weaknesses are related to management, shortcomings and inadequacies of managers, we had some weak, lethargic, frustrated, non-revolutionary, and sedentary managements; Failure to act on the resistance economy in the discussion of exports and ...

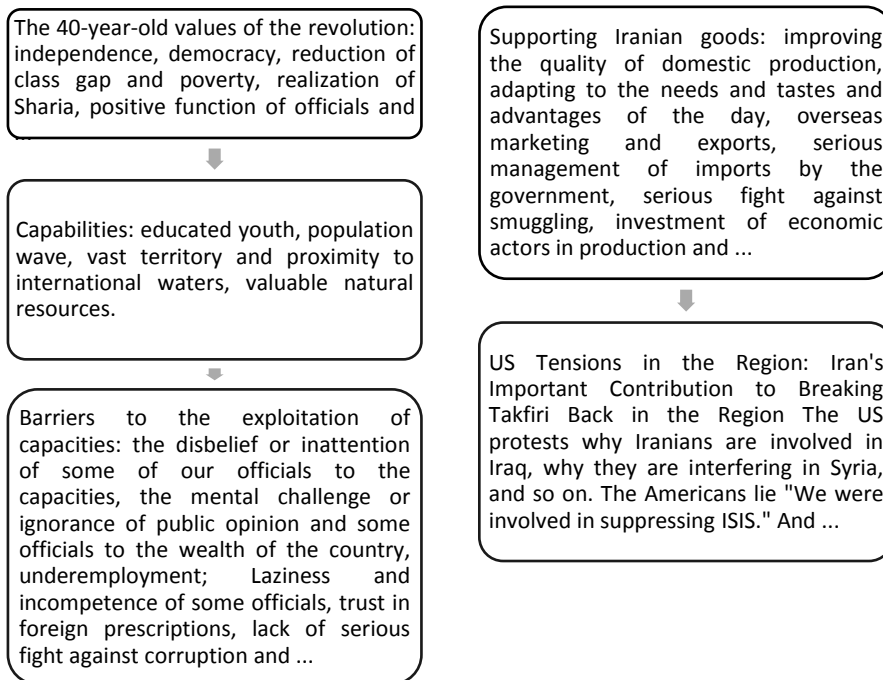
Conceptual Model of 2017

9.3. Political Conditions of 2017 and Affecting the Slogan of 2018 (Support for Iranian Goods)

With the lifting of international sanctions, a broad perspective emerged on the impact of Jcpoa on Iran's economy, especially in the oil and gas sector. Many foreign companies have expressed interest in returning or entering the Iranian market. In 2017, despite Trump's rhetoric, Iran was able to make little use of Jcpoa. This year, Iran's trade balance became positive, and Iran's trading partners were gradually changing and expanding. Also, increasing exports and access to domestic and foreign

markets and as a result the competitiveness of the country's oil and gas industry was possible (Bamri, 2018: 17).

Also this year, Iran's domestic political climate was affected by the twelfth presidential election. As a result of this important event, the Supreme Leader of the Revolution's greatest emphasis in his Nowruz speech is on economic recovery and participation in elections as the most important dimension of democracy. In discussing economics, the leader emphasizes unemployment, people's livelihoods, and production problems. In the field of production, he also points out the two problems of illegal import and smuggling. The Supreme Leader expresses his most important desire to participate in the elections. Leaders always emphasize the characteristics of a resistance economy.



Conceptual Model of 2018

9.4. Political Conditions of 2018 and Affecting the Slogan of 2019 (production Boom)

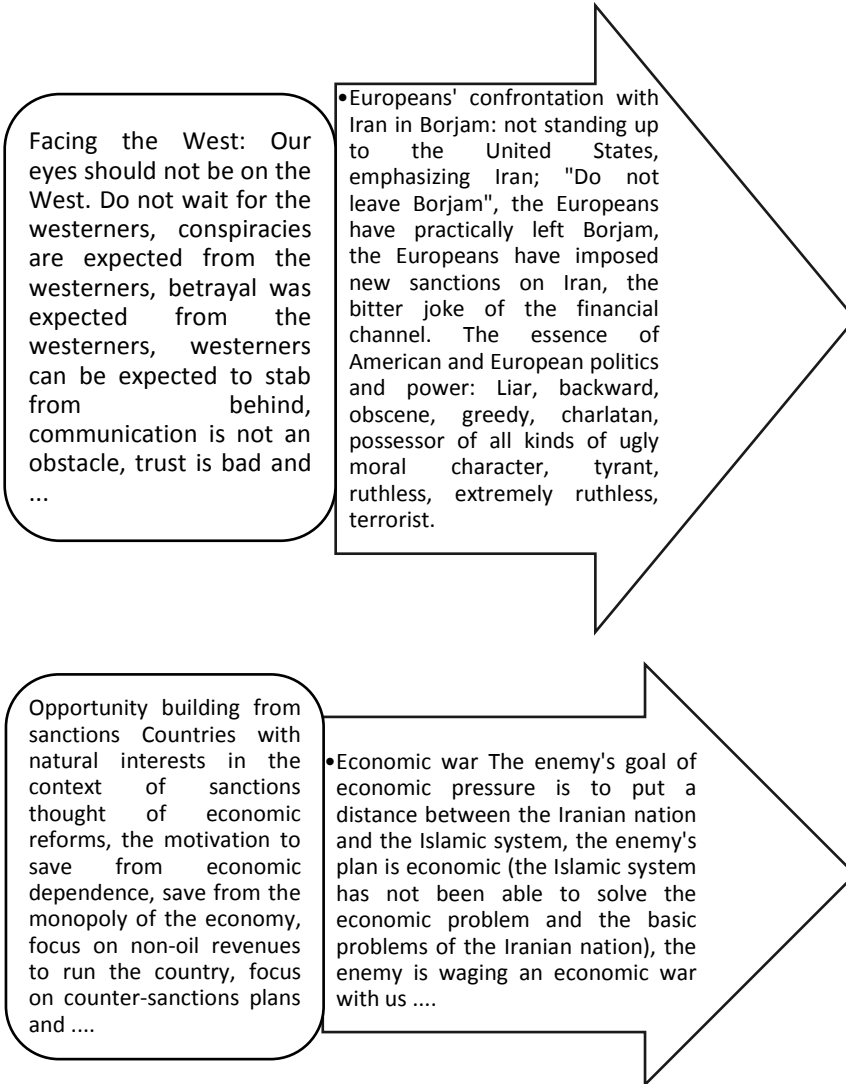
The year 2018 coincided with the 40th anniversary of the victory of the Islamic Revolution. As protests erupted in Iran in January 2017 over living conditions, Trump announced the withdrawal of the United States from the UN Security Council in May, thinking that increased pressure on Iran could pave the way for regime change, and announced a hot summer for the Islamic Republic. Dad. The beginning of a new round of sanctions and wrong economic policies provided the grounds for increasing the price of the dollar up to 5000 Tomans in Iran.

The Status Ology of the Revolutionary Government in the Second Phase of the Islamic Revolution Emphasizing the Intellectual System of the Supreme Leader

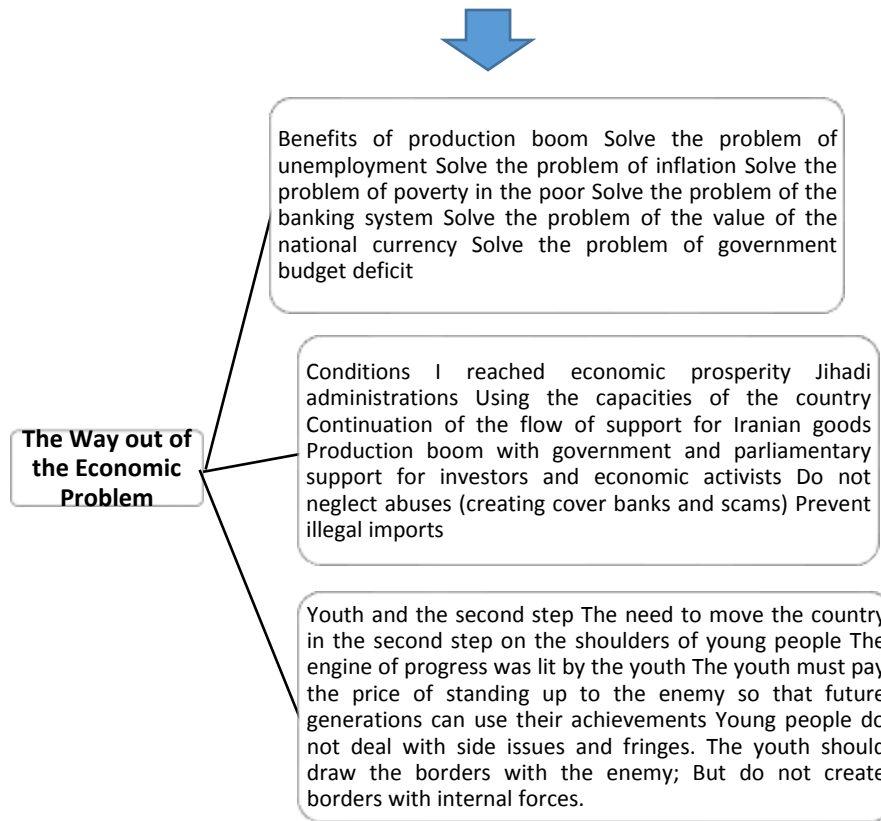
These developments took place while the most emphasis in the 2018 speech was on the record and achievements of the 40 years of the revolution, capacities and obstacles such as economic problems. The Supreme Leader also stressed US intervention in the Middle East and the need to eliminate ISIS.

The leadership spoke of a way out of economic problems in support of Iranian goods and increasing the quality of production, and the need to use domestic capabilities to solve the economic problem. The issue of supporting Iranian goods has two aspects: supporting the production and supply of products produced in the country and supporting consumption and demand for this product (Imani et al., 2018: 6-7). As the Supreme Leader said, not only the officials but also the people must play a key role in supporting Iranian goods. The people's support for the revolution, while enduring sanctions, showed itself in the anniversary of the victory of the Islamic Revolution. On this day, the leadership unveiled the "Statement of the Second Step of the Revolution", which served as a roadmap for the second forty years of the Revolution. Elements of the discourse include independence, freedom, morality and spirituality, justice and the fight against corruption, dignity in foreign relations, arrogance, progress, learning, popular participation, hope, protection of the system and the revolution, belief in the principle "we can" and It is revolutionary (Nosratpanah et al., 2019: 22).

On 30 Aban this year, Sardar Qassem Soleimani, commander of the IRGC's Quds Force, announced in a message to the Supreme Leader the end of ISIL's dominance. The news showed the political-military success of Iran in the West Asian region and the failure of US plans.



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Conceptual Chart of 2019

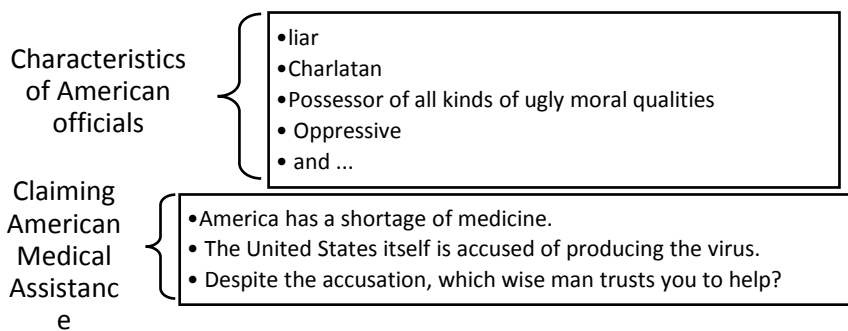
9.5. Political Conditions of 2019 and Affecting the Slogan of 2020 (Production leap)

2019 was a year of increasing economic pressures on Iran. By changing the White House team, US President Donald Trump continued to criticize his campaign to question the international credibility of Burjam. By imposing restrictions and sanctions contradictory to Jcpoa, he tried to empty Jcpoa’s spirit from within, and finally, by announcing the unilateral termination of this obligation, he reduced it to a bilateral obligation (Salehi et al., 2019: 3). However, European countries tried to make the lack of financial channels in the UN Security Council seem insignificant and compensate. But inaction in the face of US pressure actually plunged Burjam into a coma. Economic pressures, on the one hand, and the government's announcement of an increase in gasoline prices in November, which sparked concerns about rising prices, sparked economic protests and US hopes for more pressure. Meanwhile, the European countries on the side of Jcpoa, on the one hand, by supporting the economic protests, tried to provide the grounds for weakening the system, and on the other hand, to play the role of a good police in the game of Jcpoa. The numerous promises of these countries to activate Instex practically disappointed Iran from Europe

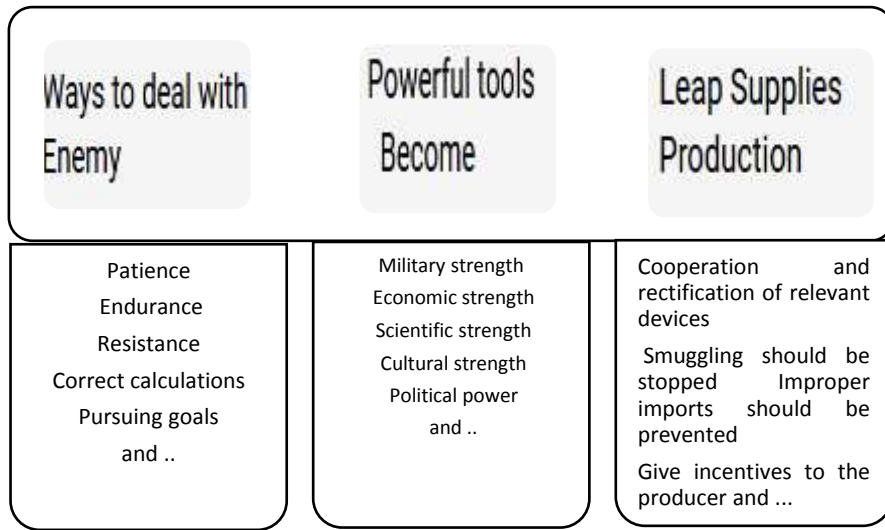
and paved the way for retaliation against the withdrawal of the United States from Jcpoa. Iran has taken five steps to reduce its obligations to the United States and Western member states. Iran has stated that it no longer faces any restrictions on the number of centrifuges and areas of operation (including enrichment capacity, enrichment percentage, enriched materials, and R&D), and that from now on Iran's nuclear program will be based solely on its technical needs.

The cowardly assassination of the commander of the Quds Force of the Islamic Revolutionary Guard Corps in the morning of Friday, January 4, 2017 by an American drone at Baghdad airport, which was carried out on Trump's direct orders, strengthened the atmosphere of mistrust and hostility between the two sides. And with the presence of Republicans in the White House, he played a role.

It was not unreasonable that the greatest emphasis of the Supreme Leader in his Nowruz speech in 2019 was the issues of the West and Jcpoa and the return of sanctions. His Holiness paved the way out of the situation of 2019 by disregarding the West and focusing on internal capacities, which could turn sanctions into opportunities with a boom in production; they mentioned. What strengthened the atmosphere in 2019 to strengthen the discourse of the resistance economy was the holding of the 11th elections to the Islamic Consultative Assembly. An election in which the fundamentalists won. In this election, the fundamentalists focused on economic slogans and pursuing the implementation of the resistance economy and looking inside the country. This unanimity increased the hope for the realization of the production leap in 2020, and this year's leadership was called the "production leap".



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Conceptual MF Model of 2020

9.6. Political Conditions of 2020 and Affecting the Choice of the Slogan of the Year 2021 (Year of production, Supports, Obstacles)

Iran's economy, which had been suffering from a negative economic growth rate since 2018 and after the withdrawal of the United States from Jcpoa, continued to face an economic contraction this year as the prevalence of the corona increased. This year, the corona caused the budget deficit to increase more than expected as government spending increased, prompting the government to issue bonds and offer shares to avoid financing the deficit.

Corona was the most important guest of 2020 countries. An uninvited guest who impressed not only Iran but almost all countries of the world. Corona has dealt a severe economic blow to the world economy, including the Iranian economy, and on the other hand, efforts to develop a vaccine should be noted. The inauguration of the 11th parliament was one of the most important events at the beginning of the year. A parliament that came to power with revolutionary slogans, the main concern of which is the economy and jihadi management.

Mohsen Fakhrizadeh, one of Iran's top missile managers in the Damavand region, was assassinated by an automatic rifle.

Joe Biden was elected the 46th President of the United States on the seventh day of November 2020. Joe Biden won one of the most controversial races in American history; Defeat Donald Trump and make his way to the White House.

Conclusion

The present study analyzed the content of the Supreme Leader's Nowruz speeches in the years 2013 to 2021. One of the methods and methods of drawing the general direction of the system and officials

that Ayatollah Khamenei has proposed and followed, has been the selection of slogans and naming of the years, which will be explained by him on the first day of the year. This study sought to discover the main axes, the topics emphasized, the most used words, causes and contexts and strategies proposed by the leadership. The results showed that according to the frequency and intensity of vocabulary, the subject of economics in the studied years, had the most emphasis.

Economics is a turning point in the study of the years before and after, and why the enemy has targeted the economy, so the solution and the Supreme Leader's emphasis on the economy is to repair and work on this issue. The Leader of the Revolution once again points to domestic power and the resistance economy as the only way to resist American hostility. Another result of this research is that in the years of implementation of Borjam, more economic topics have been proposed by the Supreme Leader (the number of economic topics in the period 2015 to 2018 is more than 426 topics and then the topics of domestic policy). With 322 repetitions and then foreign policy content with 301 repetitions. It should be noted that in the post-conflict years, foreign policy themes with 163 repetitions, then economic themes with 155 repetitions, and then domestic politics themes with 55 repetitions were the most usable themes in the speeches of the Supreme Leader. In general, and according to the statistics in Table 3, the burden of multiplicity and frequency of economic words has always been higher in these 8 years.

Suggestions and Prescriptions Based on the Words of the Supreme Leader of the Revolution

Nevertheless, the leader of the revolution finds a suitable and practical solution for progress and invulnerability against the enemy in the resistance economy and its characteristics. The Supreme Leader's strategies can not only free Islamic Iran from economic challenge, but can also be a solution for other countries, especially the countries of the Middle East region, to get rid of economic backwardness. According to the Supreme Leader, the solutions and recommendations can be expressed as follows:

- 1) Prioritizing the knowledge-based economy, implementing and implementing the comprehensive scientific plan of the country;
- 2) Focusing on productivity growth in the economy by strengthening the factors of production, empowering the labor force, strengthening the competitiveness of the economy;
- 3) Increasing the domestic production of basic inputs and goods and giving priority to the production of strategic products and services;
- 4) Consumption management with emphasis on the implementation of general policies to reform the consumption pattern and promote the consumption of domestic goods along with planning to improve quality and competitiveness in production;

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- 5) Development of strategic ties and expansion of cooperation and partnership with countries in the region and the world, especially neighbors;
- 6) Transparency of the economy and its health and prevention of corrupt actions, activities and fields in the fields of money, trade, currency, etc;
- 7) Emphasis on domestic production, consumption of nationally produced goods and creating economic prosperity to help the economic cycle.

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