

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 drawing the lines of the country's one-year plans in line with the system's long-term policies and macro-goals of the system. Therefore, it seems necessary to pay attention to these statements and their scientific analysis to identify problems and provide practical solutions to overcome them. The present study aimed to analyze the content of the speeches of the Iranian Supreme Leader, Sayyed Ali Khamenei, between 2013- 2021 and to answer the central question of what axes and categories the Supreme Leader has focused on 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 primary axes are hidden in the text, the relationship between the categories, and the time conditions. In other words, each lecture's conceptual model has been extracted. The research findings show that during the five years in question, the main focus of leadership discussions in each year's opening speech was economic issues. The Supreme Leader has always emphasized the point of economics and, in particular, the "Resistance Economic" approach. In addition to the resistance economy, the Iranian supreme leader also stressed 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 (Sayyed 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 administration 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. Still, 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 essential 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 eight years, Jcpoa (Joint Comprehensive Plan of Action) and the economic pressure of the United States and similar issues have been significant, and the proximity of time also confirms this point. Due to the U.S. withdrawal from Jcpoa and the double economic pressure, the economic war against Iran became vital. The recent U.S. war against Iran has been economic. Sanctions imposed by financial stress 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 (a.s.) to extract their basic concepts and axes to analyze them by examining the time conditions. The main question is: '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?' We attempt to examine the Supreme Leader by using the method of quantitative content analysis and inferential analysis of the speeches of the recent years 2013-2021.

1. Research Objectives

This article aims to analyze the qualitative content of the Nowruz speeches of the Supreme Leader of the Revolution in 2013-2021. This research examines the principal axes; the topics emphasized, the most used terms, the causes and conditions of the day, and the solution and way out of the problems.

2. Research Questions

- What are the main axes in the leadership speeches in the years 2013-2021?
- What words have had the most repetition in the Supreme Leader speeches during the years of an understudy?
- 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 have 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 paper, 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 critical 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 (r.a.)" have examined the content of the book Velayat-e Faqih. According to the findings of this study, most of the principles of the political system

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model that Imam Khomeini presents in this book derive 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 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 emphasizes 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 valuable 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).

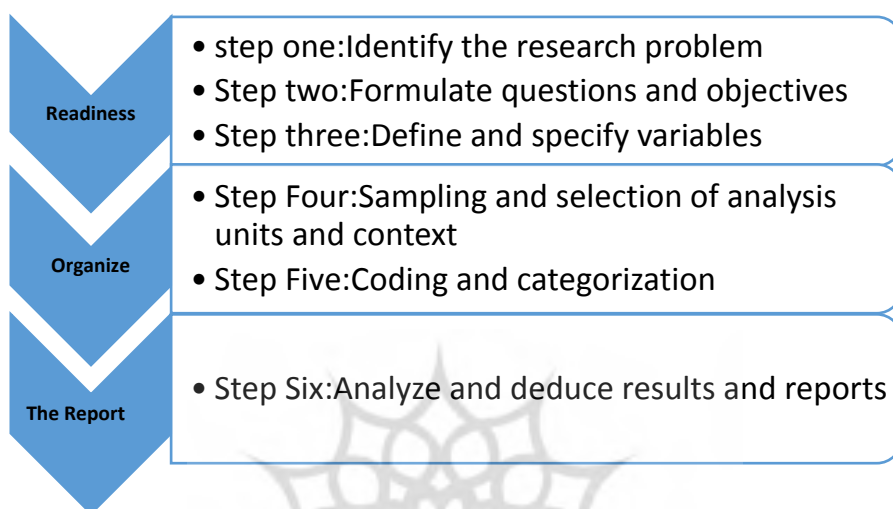
Content analysis is more than a simple word counting game; and it is a process that pays attention to the meanings, intentions, consequences, and content of phrases and words. For this reason, to describe and describe the reality of words or sentences, the actual context and space in which the data is formed must also be considered (Zeighami et al., 2008: 3).

According to the applications and goals of the content analysis method, we can point to two general types of content analysis method:

Quantitative content analysis and 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:



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

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

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 (a.s.).

Table 1: Nomination of Years by the Supreme Leader

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

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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

6. Abundance of Words in 8 Years of Nowruz Speeches

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

Table 2: Vocabulary Repetition

The year 2013		The year 2014		The Year2015		The year 2016	
Nation	113	Nation	94	Nation	67	Nation	71
Enemy	63	Economy	61	Economy	50	Enemy	39
Economy	26	Culture	40	Protection	27	Nation	36
Election	26	Production	24	America	24	Government	34
America	22	Capacity	18	Boycott	23	Capacity	32
Science	19	Young	17	Negotiations	23	Boycott	29
Weakness	18	Election	14	Nowruz	20	Revolution	26
Program	12	Enemy	14	Islamic system	14	Middle East	26
The Nuclear issue	12	Getting stronger	13	Nuclear issues	13	Economic Strength	25
Negotiation	11	Boycott	11	Young	13	Politics	24
Oil Ability	9	The freedom	11	Criticism	11	Youth	21
Region the opportunity	9	America	10	Region	9	Domestic production	21
	9	Development	9	Capacity Fund	8	The regime of	21
	9	22 Bahman	7		8	Tyranny (Jcpoa)	9

The year 2017		The year 2018		The year 2019		The year 2020		The year 2021	
Production	73	Youth	42	Westerns	42	Islam	37	Production	3
Economy	51	Revolution	31	Economy	32	the Prophet	26	(production	3
Nation	39	Economy	22	Production	27	Enemy	24	leap)	
Election	35	Production	21	Youth	25	Strong	23	Nation	1
Enemy	22	Capacity	19	Enemy	24	Patience	19	Election	4
Difficulties	20	Authorities	19	War	21	Resurrection	16	Enemy	7
Youth	18	Iranian Product	19	America	20	Coronavirus	13	Protection	7
Oil	15	Difficulties	19	Europe	15	Nation	13	Maximum	6
Authorities	15	Protection	18	Boycott	13	Production	13	pressure	6
Export	14	America	17	Capacity	13	Quran	13	Break	5
Domestic	14	Oil	16	Difficulties	13	Values	12	coronavirus	4
production	14	Freedom	16	Nation	12	Youth	11	Investment	3
National	13	Government	15	Waiting	12	America	9		
Development	13	Region	14	Authorities	12	Medicine	7		
Fund	11	Justice	15	Region	8	the faith	7		
Unemployment	9	Independence	9	The	7	the West	7		
Smuggling	8			opportunity	7				
Management				Oil					
Security									
Investment									

According to the word count, if we want to choose the most frequent words, we should mention that the most repetitions are related to the terms in economics. In this section, we are faced with 794 words, in the following priorities of which foreign policy with 605 words and then 424 words in 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

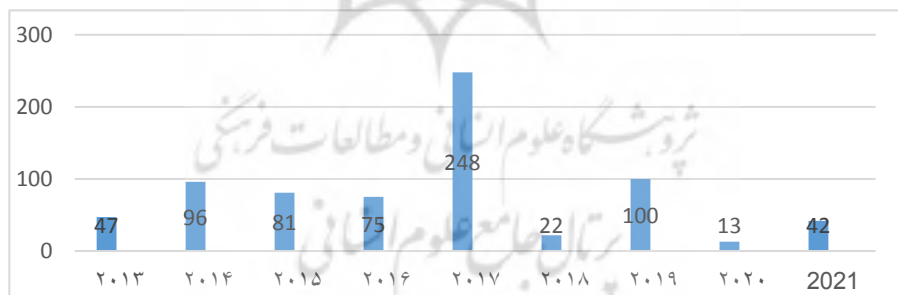
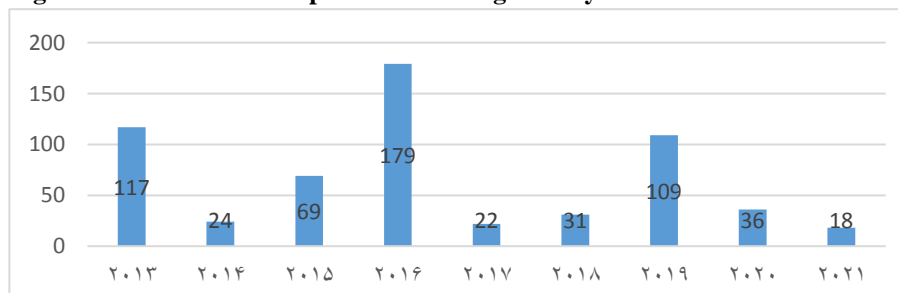


Figure 2: The Trend of Repetition of Foreign Policy Themes from 2013-2021



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

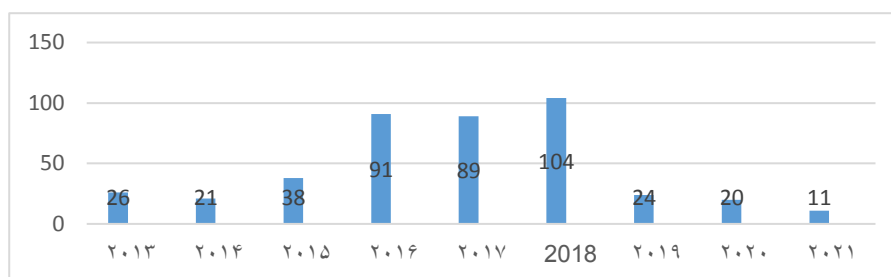
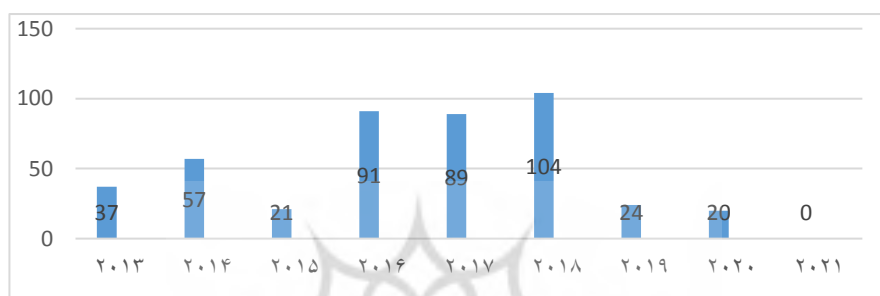


Figure 4: The Process of Repetition of Themes of Overcoming Problems from 2013-2021



7. The Main Points in the Lectures of 2013-2021 Leadership

To answer this question must examine categories and sub-categories.

Table 4 - Categories and Sub-categories Related to Economics

Categories	Sub-categories
Economic lessons of Sanctions in 2012	1) Recognize our weaknesses: Our weakness in the economy is dependence on oil, disregard for macroeconomic policies, policies, consistent daily decisions; 2) with solid vigor, the adverse effects of enemies are minimized; 3) economics is a critical issue Is.
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 resistant economy; 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 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 economical, 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 political, 9) The enemy's goal is to pit the Iranian people against the Islamic system, 10) The United States is the leading 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 the 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 severe 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 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 correct, to come to terms with some arrogant one for the economy to prosper. The second view is an entirely 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 a 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.
Counter measures (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 suitable 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 in 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 essential), 5) People's sense of responsibility in the issue of domestic production.

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Vulnerable Points of Domestic Production and Needs	1) Import: a) The import of goods that are sufficiently produced domestically should be recognized as 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 people's livelihood, 4) we expected that the leap of production could open up the situation of the people, 5) the slogan of the leap of production is a slogan in the total 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, 4) 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 give the required support; 5) Remove barriers to production.

Table 5 - Categories and Subcategories Related to Foreign Policy

Categories	Sub-categories
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 U.S. 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.

<p>The Method of American Enmity with Iran</p>	<p>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.</p>
<p>The Nuclear Issue and Dialogue with the United States</p>	<p>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.</p>
<p>Challenges of the Nuclear Problem (2015)</p>	<p>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 U.S. 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 U.S. 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.</p>
<p>The American Reality in the world Community</p>	<p>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.</p>
<p>America's hostile Behavior During the Time of the Dictatorship</p>	<p>1) they plundered, they plundered wealth, 2) they did all that a colonial state and an arrogant state due to a weak country, 3) they held Iran under their 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.</p>
<p>The Historical Confrontation Between the Westerners and Iran</p>	<p>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.</p>
<p>The Cause of American Resentment of the Revolution</p>	<p>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.</p>

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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 U.S. 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, (Iran phobia), 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 country's elites to things that are not on their list of main works; that is, practical impediment, 12) denying Iran's progress in their 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 Barjam 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 cannot 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 cannot 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 a 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 fundamental 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 significant 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 essential 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 U.S. 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.
The claim of U.S. 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?

The 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.
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Table 6- Categories and Sub-Categories Related to Criticisms of Domestic Policy

Categories	Sub-categories
Criticism of the Domestic Sphere	1) Inside, some 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 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.



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Table 7- Categories and Sub-Categories Related to the Country's Capacities

Categories	Sub-categories
Capacities of the Country	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, underground forces, surface and facilities Miscellaneous, 12) In terms of oil 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' 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.
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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 Beast in 2020.

The second part is dedicated to the country's current problems and important events in that year, such as the elections, and the third part forms the primary 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 addresses 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 critical events in 2012 was holding the 16th Summit of the Non-Aligned Movement in Iran, which also had significant international repercussions. The presence of officials from 120 member states came when the Islamic Republic of Iran was the target of negative propaganda attacks by Westerners and the Zionist regime. In his first speech near the shrine of Imam Reza (A.S.) in 2013, the Supreme Leader pointed out: Not everyone should participate or not participate actively. The exact opposite of what they wanted to happen.

Also, in July 2013, the Americans and their European allies imposed a new round of sanctions on the Islamic Republic to contain Iran's nuclear program, despite numerous meetings, to force Tehran to retreat from its certain positions by putting pressure on the Islamic Republic. Sanctions have affected Iran's weakness.

That is the oil economy; the continuing increase in the international force 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. 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 U.S. 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.

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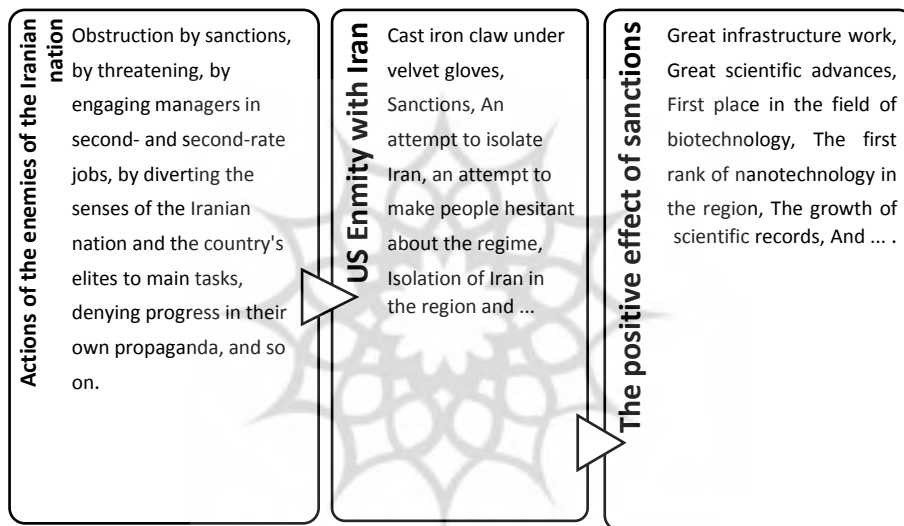
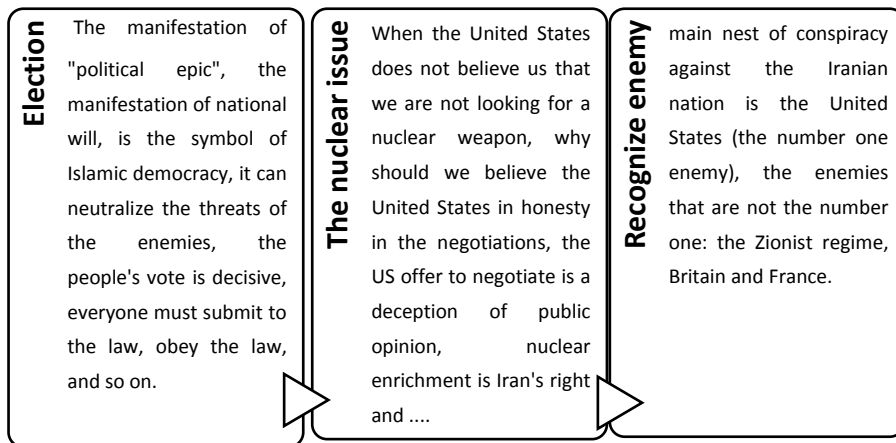
Which showed Iran's superiority to the West once again. On the other hand, advances in science and nanotechnology also peaked this year.

U.S. Presidential Election (2012) November 7, 2012, ended with Barack Obama's victory. For the first time in 30 years, he 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 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. U.S. opposition to Iran's participation in international summits on Syria reflects U.S. dual policy. The United States is trying to further isolate Iran by diminishing Iran's role in the region, but Iran has 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 energetic presence of the people in the elections.

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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 six months on Iran's nuclear program. Many ended a decade-long dispute between Iran and the West over Iran's nuclear program. The deal reaffirms the West's right to "Enrich" Iran on certain obligations. The West has pledged to lift some sanctions, including sanctions on petrochemicals, precious metals, and liberalization of aircraft sales to Iran.

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

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

Elections: From the beginning of the revolution until today, the quorum of the people to participate in the elections has not decreased, the turnout in the elections was 72%, which means the participation of the establishment of religious democracy in the country. Bahman 22 March: Passionate and held with clever slogans, the reason was the policies of asceticism and insult and ...

Three elements to become strong: economics, culture, science and knowledge. Resistance economy: An economy that is resilient; 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, this economy is endogenous, yet it is not introverted, the people are fundamental, it is justice-oriented, and so on.

Requirements for the realization of a resistance economy: Officials must support national production, owners of capital and labor, pay attention to production, increase productivity, emphasize the consumption of domestic products and Capacities of the country: manpower, ten million educated students, more than four million students, rich natural resources, geographical location, etc.

Challenges of culture: Culture is more important than economics, the enemies are more focused on culture, cultural breaches are very dangerous, not all cultural damage is the work of foreigners; We are to blame. Cultural Sensitivity and Freedom: Freedom is nothing but vulgarity, freedom is nothing but the release of all norms, the creation of doubts about ideas.

The reality of the United States in the international community: The realities of the world community do not go according to the wishes and intentions of the United States. In Afghanistan and Pakistan, its goals were not achieved. Recently, in Europe, you have seen and heard that US plans have been thwarted.

Conceptual Model of 2014

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: although inflation called 15%, 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-P 5+1 nuclear talks began in 2014, while two rounds of discussions within the framework of reaching a comprehensive

agreement began in February and March 2013 in Vienna. In 2014, especially in late autumn, the negotiations led not only in the 11th government. Also in the previous government, led by the head of the Iranian negotiating team and the P 5+1 group coordinator, 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 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 U.N. 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

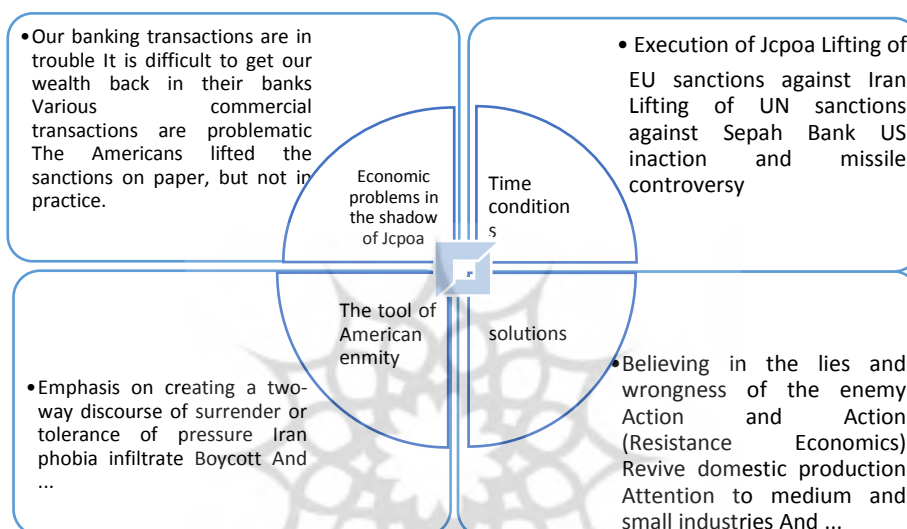
The Jcpoa was approved by the Security Council on July 20, 2015, and was signed on December 24, 2015. In this part of the article, the content analysis of the speeches of the Supreme Leader between 2016 and 2021, i.e., the years after Jcpoa, is analyzed and examined to determine which

**Content Analysis of the Nowruz Speeches of the Iranian Supreme Leader
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areas are the most frequently repeated topics 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 critical 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, it monitors 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 cooperation to reduce threats (Mosalinejad, 2017). However, the path of cooperation between the signatory countries of the U.N. 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, was repeatedly protested by the Iranian authorities in the months after the implementation of Jcpoa (Salehi et al., 2019: 2). Among these measures, we can mention the 10-year extension of the Anti-Iran Sanctions Act (ISA) by the U.S. House of Representatives and the U.S. 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 (Delkhosh, 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, U.S. inactivity continued. Instead of taking positive action, U.S. 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 U.N. Security Council.

Conceptual Model of 2016

9.2. 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 why the United States should 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. They led the political literature to further confrontation. Also, on Tuesday, November 8, 2016, the fifty-eighth U.S. presidential election was held following 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 U.S. 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 (a.s.), the Supreme Leader placed the most significant 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 a retreat (crossing the red line on Barjam); one agreement is not enough. The 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 fundamental 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 hatred 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 was reflected in the Nowruz speech in 2017. The leadership of the resistance economy is defined as "an economy that boils from within and reduces our need for others and increases the country's strength in the face of external shocks" (Khamenei, 2016).

In his Nowruz speech, His Holiness presents economic solutions and components of the resistance economy to eliminate the effects of sanctions. The details of a resilient economy from the leadership perspective are identifying the country's beneficial economic activities

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and chains, reviving domestic production, paying attention to foreign trade that does not weaken our domestic productive power, managing financial resources from foreign banks and centers, making 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. It is based on prudent production, fair distribution, and extravagant consumption (Heidari and Ghorbi, 2016: 22).

They focus on discussing the output desired by the leadership and explain that domestic production increases employment and self-confidence, and work reduces social corruption (Doisti, 2020: 10).

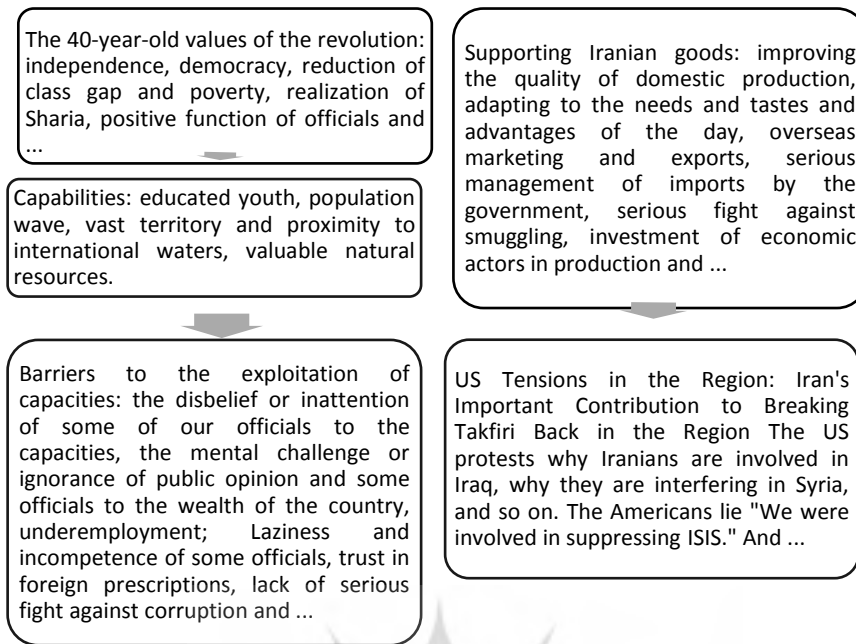
Thus, as indicated in the word count table, the highest frequency of words and topics is related to the United States, hostility, sanctions, and components of the resistance economy.

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.	

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 gradually changed and expanded. Also, increasing exports and access to domestic and foreign markets and the competitiveness of the country's oil and gas industry were possible (Bamri, 2018: 17).



Also, this year, Iran's domestic political climate was affected by the twelfth presidential election. As a result of this critical event, the Supreme Leader of the Revolution's most significant emphasis in his Nowruz speech is economic recovery and participation in elections as the most crucial 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 issues 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.

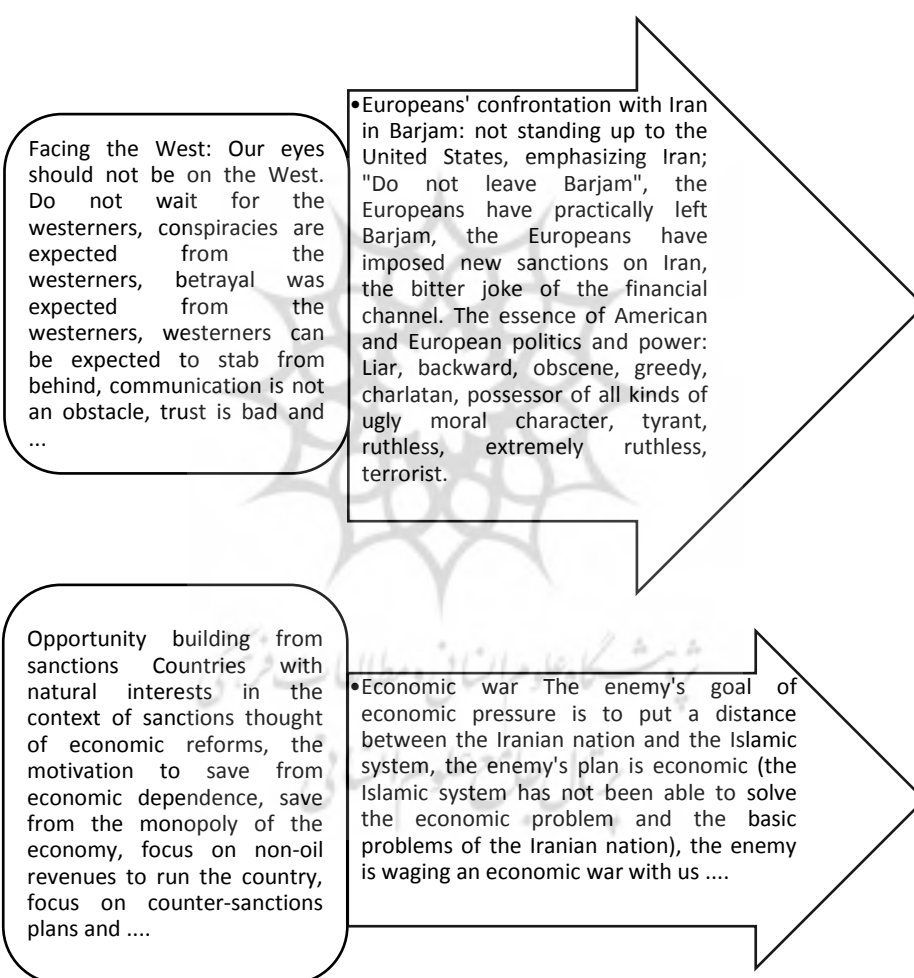
Economy and hostility	The enemy's priority is an economic issue, the enemy seeks economic solutions to hit the Iranian nation economically, the enemy's goal of economic pressure is to discourage the nation from the Islamic Republic, the enemy's goal of economic pressure is between the Iranian nation 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.
Vulnerabilities of the economy	The importation of goods that are sufficiently produced domestically should be considered a legal haram. Smuggling: Fight smuggling gangs, stop smuggling.

- 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 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 United States' withdrawal from the U.N. Security Council in May, thinking that increased pressure on Iran could pave the way for regime change, and told 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.



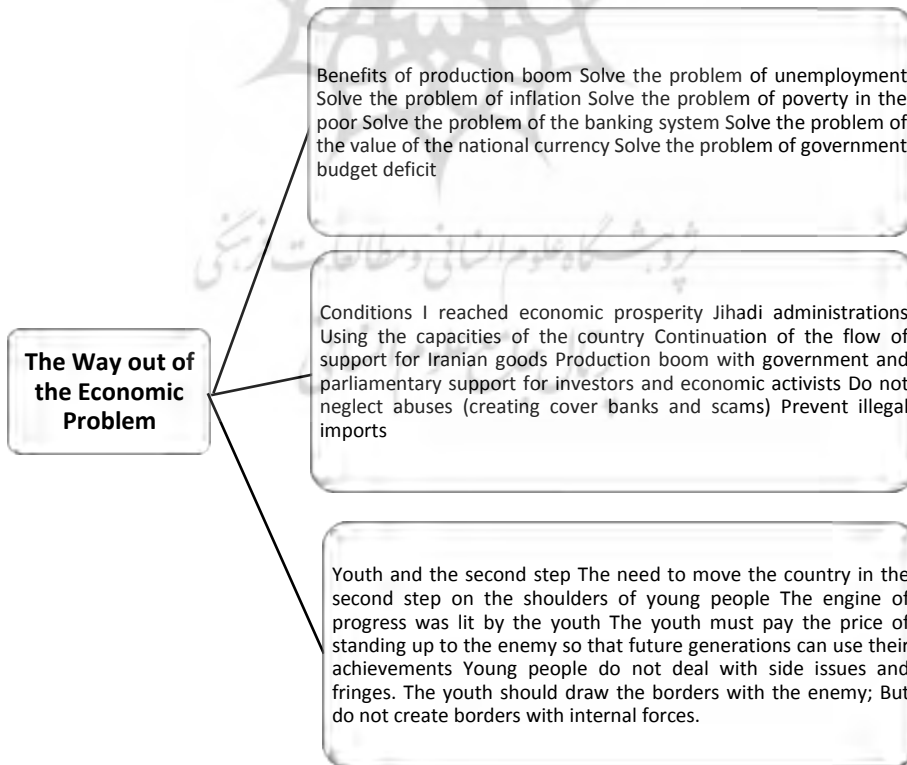
These developments took place while the most emphasis in the 2018 speech was on the record and achievements of the 40 years of the revolution, capacities, and obstacles such as economic problems. The Supreme Leader also stressed U.S. intervention in the Middle East and the need to eliminate ISIS.

The leaders spoke of a way out of economic problems in support of Iranian goods, increasing production quality, and using domestic capabilities to solve the financial situation. Supporting Iranian interests has two aspects: supporting the production and supply of products produced and supporting consumption and demand for this product (Imani et al., 2018: 6-7).

As the Supreme Leader said, the officials and the people must also play a key role in supporting Iranian goods. The people's support for the revolution, while enduring sanctions, showed itself on the anniversary of the victory of the Islamic Revolution. On this day, the leadership unveiled the "Statement of the Second Phase 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 U.S. plans.



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, U.S. President Donald Trump continued to criticize his campaign to question the international credibility of Barjam. By imposing restrictions and sanctions contradictory to Jcpoa, he tried to empty Jcpoa's spirit. Finally, by announcing the unilateral termination of this obligation, he reduced it to a bilateral commitment (Salehi et al., 2019: 3).

However, European countries tried to make the lack of financial channels in the U.N. Security Council seem insignificant and compensate. But inaction in the face of U.S. pressure plunged Barjam into a coma.

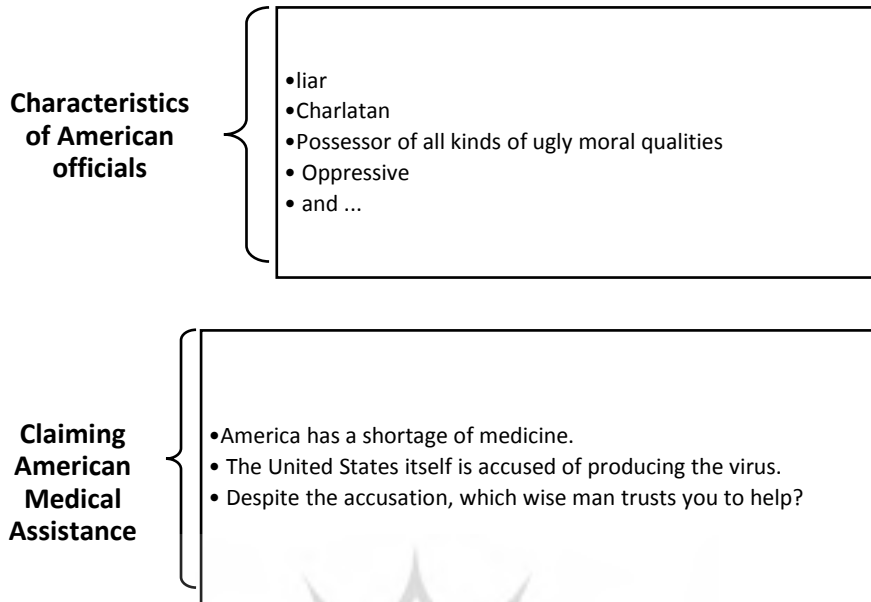
On the one hand, economic pressures and the government's announcement of an increase in gasoline prices in November, which sparked concerns about rising prices, sparked economic protests and U.S. hopes for more pressure. Meanwhile, the European countries on the side of Jcpoa, by supporting the economic protests, tried to provide the grounds for weakening the system and play the role of 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). From now on Iran's nuclear program will be based solely on its technical needs.

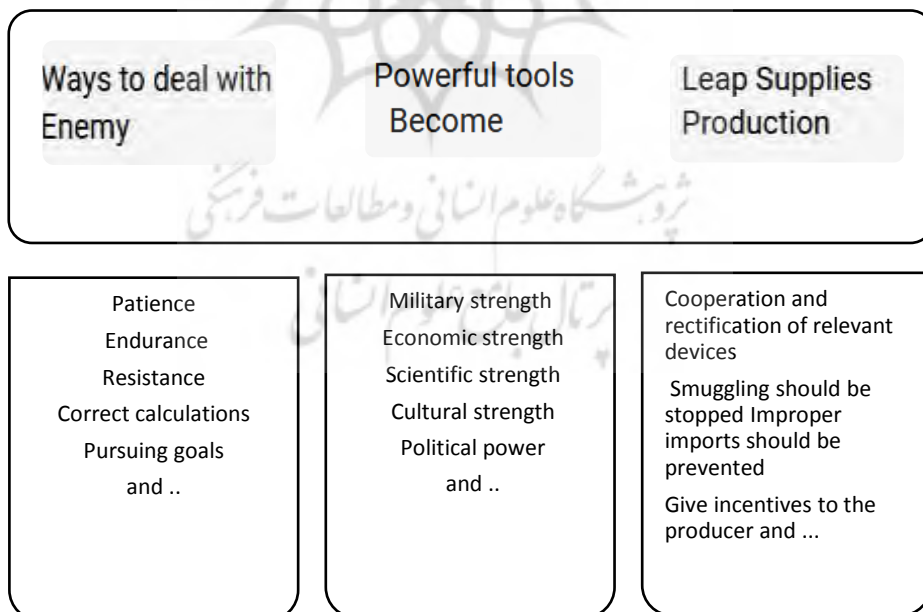
The cowardly assassination of the commander of the Quds Force of the Islamic Revolutionary Guard Corps in the morning of Friday, January 4, 2017, by an American drone at Baghdad airport, with Trump's direct orders, strengthened the atmosphere of mistrust and hostility between the two sides. And with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

It was not unreasonable that the most significant 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, pursuing the resistance economy's implementation, and looking inside the country. This unanimity increased the hope for realizing the production leap in 2020, and this



year's leadership was called the "Production Leap."

Conceptual M.F. 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 grow more than expected. Government spending increased, prompting the government to issue bonds and offer shares to avoid financing the debt.

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 came to power with revolutionary slogans, the primary concern of 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 November 7, 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 selecting slogans and naming the years, which he will explain on the first day of the year. This study sought to discover the principal 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 studying the years before and after. 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 Barjam, the Supreme Leader proposed more economic topics (the number of financial issues in 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. In the post-conflict years,

foreign policy themes with 163 repetitions, then economic themes with 155 repeats, and then domestic politics themes with 55 repetitions were the most usable themes in the speeches of the Supreme Leader. 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 revolution leader 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 an 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;
- 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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