A Thematic Analysis of Truck Graffiti in Iranian Context

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Graffiti as the act of inscribing and drawing on walls to communicate a message to the public is typically placed on public or private properties and commonly found in transportation systems—on inner and outer sides of trains, trucks, buses, cabs, subways and in transit stations. It is also found on walls, streets, freeway and traffic signs; statues and monuments; and bridges. The existence of a large body of literature on different issues as politics, economy, culture, education, religion, and so on, still there is a gap on graffiti in an Iranian context. To come up with a framework of truck graffiti, how they are represented, and the most frequent ones different sources were used to collect data, including three-months freeway direct observation and an interview with both cab and bus drivers to find how different opinions are voiced. Religious beliefs, women’s incarnation, geographical reference, ancestral reference, state of love, frustration, social ethics, and latinizing phrases were the main obtained themes from data analysis. The findings of research contribute to the literature and shed light on the fields of stylistics, discourse analysis and sociolinguistics by giving an analysis of language use in society.