

# POLITICIZING POWER, POLITICS AND IDEOLOGY: A POLITICAL DISCOURSE ANALYSIS (PDA) OF PAKISTANI POLITICAL PARTIES' SLOGANS

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## **Abstract**

*In the study of political discourses, the relationship between language and ideology (ies) construction has always remained an area of interest. In this context, the persuasive use of political slogans by political parties upholds a substantial significance in the construction of ideologies and power relations in the socio-political setting of democratic states. The current research aims to unravel the diplomatic and political use of slogans by popular Pakistani Political Parties to persuade and influence their voters to vote for them. By employing Van Dijk's model of PDA (Political Discourse Analysis), the researchers analyzed the political slogans used by four major Pakistani Political Parties from rhetorical perspective. The syntactic and lexical construction of these slogans carries implied meanings that have an influential effect on the mindset of the masses. The findings reveal that the marked structural choices made by these political slogans are not arbitrary but loaded with underlying embedded ideologies that have strong impact on the way people think and behave in society. Moreover, ideological biases are linguistically connected in the political slogans as they tend to construct reality in a way congruent with their ideological and political objectives.*

**Keywords:** *Politicization, Power Structures, Ideology, Identity, Political Discourse*

## 1. INTRODUCTION

The use of political slogans is a rhetorical method by which a large group of people may express their collective ideas. William Safire in "Safire's Political Dictionary" gives an introductory definition of slogan as "a rallying cry; a catch phrase; a brief message that crystallizes an idea, defines an issue, and which is thrilling, exhorting, and inspiring." For example, Roosevelt's "New Deal" means economic renewal and assistance in an effort to rebuild the nation after the drastic era. The skillful usage of language by politicians in a persuasive manner holds great significance in the politics of democratic states. This paper attempts to study the diplomatic use of catchy and attractive political slogans in Pakistan to convince the voters to vote for them. The paper focuses on the ideological mindset constructed by the political slogans of four major political parties of Pakistan through rhetorical perspectives. For this purpose, in the present research Van Dijk's model of PDA has been used as a tool to analyze embedded meanings present inside the political slogans used by different political parties in Pakistan. Political slogans chanted in the processions of Pakistan Tehreek-i-Insaf (PTI) and Pakistan Muslim League-Noon (PML-N) during the 2018 general election campaign were recorded. These slogans serve as the data which have been analyzed from the rhetorical perspectives in this paper.

### 1.1 POLITICAL DISCOURSE AND IDEOLOGICAL CONSTRUCTION

Foucault (1984) says that a discourse can be determined and analyzed by society, which is considered as a social practice. Discourse Analysis identifies the relations, rules and links which make the text democratic or fascist. (Wodak and Decilla, 2006) argue that critical discourse analysis focuses on political institution, power construction, decision making and daily life organization. Derrida considers that language is performative, active and it is the peculiar creator of the experiences of the social world (Crystal, 1998). It functions in the diverse form to shape and modify the ideologies



of the masses. Political slogans have a long history in Pakistan. From the creation of Pakistan till now, this trend of the ideology construction by the political slogans is in practice.

#### 1.2 STATEMENT OF THE PROBLEM

In the election campaigns the political slogans play a substantial role in the construction of ideologies of the masses resulting in bringing the change of their mindset. The language structures and patterns of these political slogans represent embedded intentions and thought process of these political parties which have a very strong influence on the minds of the masses and work implicitly in changing their decision of casting vote. The present study aims to analyze the political slogans of Pakistani political parties critically to bring forth the embedded meanings and ideologies.

#### 1.3 SIGNIFICANCE OF RESEARCH

This research aims to explore the process of ideology constructions and the way power structures are politicized particularly through political slogans. The research highlights contextual link and importance of the political slogans which are used by the political parties of Pakistan. Moreover, the present study also explores the process of change of political slogans from time to time keeping in view the political situations. This research is beneficial for language practitioners, media representatives and political parties to comprehend the political nature of language and the impact and influence of political slogans on the minds of masses.

#### 1.4 OBJECTIVES OF RESEARCH

1. To analyze the language of slogans representing the political ideologies of their respective political parties.
2. To explore the way the political parties, propagate their ideologies through slogans in processions and election campaigns.
3. To identify the persuasive techniques/strategies used by the slogan makers to control the mindset of the people.

#### 1.5 RESEARCH QUESTIONS

1. How does the language of slogans represent the political ideologies of their respective political parties?
2. How do the political parties propagate their ideologies through slogans in processions and election campaigns?
3. What persuasive techniques/strategies are used by the slogan makers to control the mindset of the people?

## 2. LITERATURE REVIEW

The theoretical framework of this paper consists of Fairclough's model of CDA and Dijk's model of PDA. Fairclough (1995) considers CDA to systematically find out relationships relating to discursive practices, speeches, debates, talk shows, written materials and vast economic, political and cultural as well as social relationships. It explores how such kind of texts come into existence. The analytical framework for this research is influenced by PDA as suggested and framed by Dijk (1997).

Dijk (1997) has broadly established PDA as an elaboration of CDA considering it a wide field. PDA, under the umbrella of CDA is concerned with *"the reproduction of political ideology, political power and domination by political discourse, having multiple forms of resistance repelling such forms of dominance"* (Dijk, 1997).

The political discourses are characterized by linguistic expressions craftly selected by the speakers so that they may achieve their required goal. The political slogans have a great significance during elections in political campaigns. So, the researcher has selected the slogans of PPP, PTI, PML-N and TLP for analysis to find out the hidden ideologies by employing Dijk's political discourse analytic approach.

Shafiq et. al (2017) points out that political slogans have long history in Pakistan. From the creation of Pakistan till today the same practice is continued. Sarvat (2015) conducted research on PTI's political manifesto and concluded that in this manifesto *"Naya Pakistan"* and *"Tbdeeli Aa Nhin Rahi,*



*Tbdeeli Aa Gai hy*” were such slogans which presented an optimistic message for the downtrodden and distressed masses.

Hassan (2018) says in the conclusion of his research that the political slogan like “*Go Nawaaz Go*” was highly repeated in the media segments of Imran Khan’s speeches as well as in the speeches of the other politicians.

Breeze (2010) conducted research on Great Britain General Elections of 2010. He analyzed the discourses of the manifestos which were published by the three main parties, aiming at identifying differences in their aims in favor of masses to win the elections, and finding out their discursive construction of the main issues.

Khalil et al. (2013) conducted research on political statements and the speeches of Mr. Imran Khan, Chairman of the prominent and leading political party PTI. The research explored that the politician employed embedded linguistic techniques and strategies to persuade the masses to accept their proposed agendas so that they may win the elections.

Michira (2014) conducted research and explored the persuasive techniques on linguistic grounds, the unclear meanings and ideologies in presidential campaigns in Kenya during 2013 elections. He proposed that it is the language of politics that creates certain visualizations so that they may easily affect and manipulate the mindset of the voters.

Ghiltzai (2017) found out the persuasive techniques and strategies of Imran Khan’s speeches. His conclusion exposed that the text of Imran Khan’s speech was linguistically ample as well as was impressive and powerful as compared to the other political leaders.

As found out by the above opinions of the researchers’, different political parties use different slogans which construct the ideologies of people. The present study focuses on the fact that in Pakistan the four parties taken into account are shaping the minds of the people for the process of casting votes according to their own desires by the use of political slogans.

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### 3. RESEARCH METHODOLOGY

The research is qualitative in nature because of the different interpretations of the concepts attached to the political slogans. The data for this research is comprised of the political slogans of popular political parties of Pakistan.

#### 3.1 POPULATION AND SAMPLING

The four political parties of Pakistan, “Pakistan Tehreek-E-Insaaf (PTI), Pakistan Muslim League Noon (PLM-N), Pakistan People’s Party (PPP), and Tehreek-E-Labbaik Pakistan (TLP) are the population of this research. These parties use slogans to propagate their ideologies. The prominent slogans used by the political actors of these parties are taken for the political discourse analysis.

Probability sampling method has been used in this research. All the political parties of Pakistan are taken as a population for this research and the four parties have been taken by random sampling technique.

#### 3.2 CATEGORIES FOR DATA ANALYSIS

Data has been analyzed by applying Van Dijk’s PDA model. He farmed out the following categories for defining political talk, speech, or slogans in his model:

- i. Social domain or field
- ii. Political systems
- iii. Political values
- iv. Political ideologies
- v. Political institutions
- vi. Political organizations
- vii. Political groups

- viii. Political actors
- ix. Political relations
- x. Political process
- xi. Political actions
- xii. Political discourse
- xiii. Political cognition
- xiv. Metaphorical Analysis of famous slogans.

#### 4. DATA ANALYSIS

The famous political slogans of the selected parties are analyzed under the categories given by Van Dijk to analyze how the political parties construct power and propagate their ideologies through the use of slogans.

##### 4.1 SOCIETAL DOMAIN OR FIELD

Societal domain plays a significant role in defining the ideology of political parties, actors, political actions and discourses. The political slogans of Pakistani Political parties mostly have the political domain and context. The very famous and most appealing slogan of PTI;

*“Tbdeeli Aa Nahin Rhi, Tbdeeli Aaa Gai Hy”*

has an enchanting political domain which worked as a charm to excite them and to change their mindset so that they vote for PTI. These slogans infused the spirit of change in the masses.



Fig 4.1 (PTI Jlsa in Lahore at Minaar-e-Pakistan on 29<sup>th</sup> April 2018)

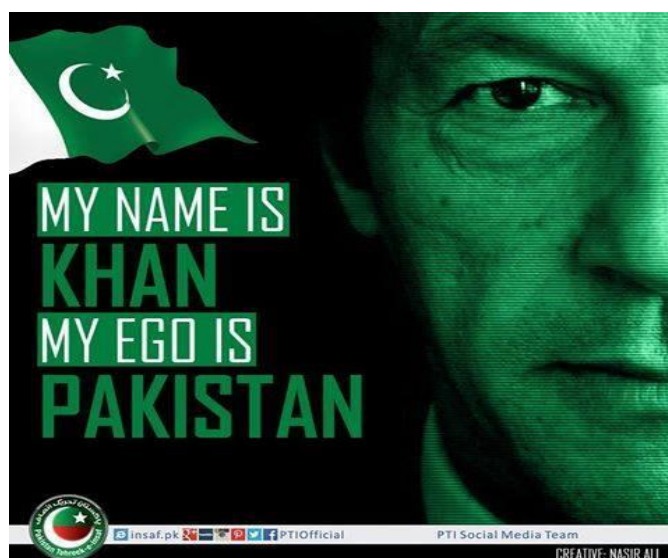


Fig 4.2 shows that the slogan;

“My Name is Khan; My Ego is Pakistan”

has vastly used on many social media platforms like WhatsApp, Twitter, Instagram and Facebook so that the Pakistanis living all over the world may read this slogan. The slogan expresses the political domain of PTI.

The same stance can be observed in PPP’s following slogan;

“Kal Bhi Butto Jindah Thaa Aaj Bhi Butto Zindah Hy”



The fig 4.6 represent PPP’s political linkage with the social thinking of the masses. It is a kind of emotional enchanting and the slogan creates a political attachment with PPP and warm up the hearts of the party workers and supporters.

The very famous slogan of PML-N;

“Bdla Hy Punjab, Bden Gy Pakistan” and “Wazeer-e-Azam, Nawaz Sharif”

Have the same kind of political domain as of PTI and PPP. It was Shahbaz Shareef the Co-Chairman of PML-N who worked a lot when he was Chief Minister of Punjab.

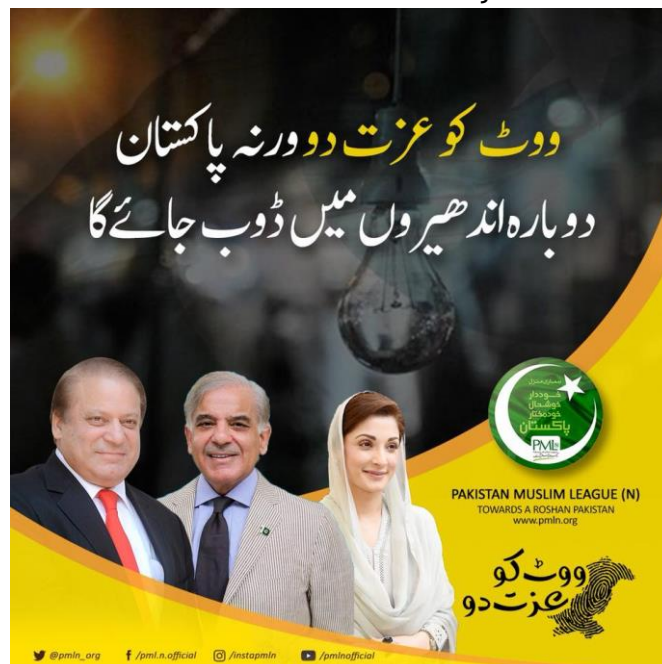


Fig 4.3 shows that PML-N’s very famous slogan; “Vote Koo Izzat Doo!”

has a very strong political domain, firstly the slogan shows that as PML-N had started many mega projects in the power sector, it wants to complete them in its next tenure if the public elects them. Secondly, the slogan directly attacks on the role of establishment in process of election.

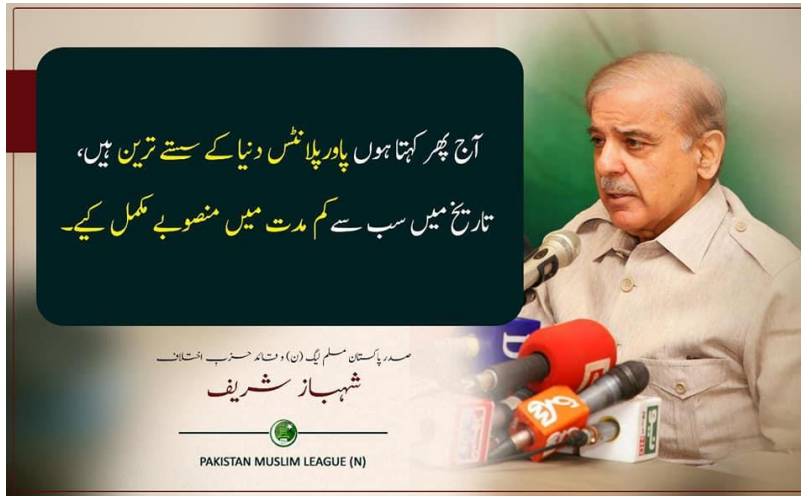


Fig 4.4 shows that Shabaz Shareef as a Chief Minister of Punjab, worked hard to eliminate electricity shortfall and he installed power plants at very low cost and completed the installation process in very short period of time. He is talking to media and propagating for PML-N to seek public favor.



Fig 4.5 Leaders and activists of PML-N chant slogan “Qdam Brhao Nawaz Sharif, Hm Tumhaary Saath Hn”

is a slogan in favor of Prime Minister Muhammad Nawaz Sharif during protest demonstration in Multan on April 13, 2016.

Almost all the slogans of TLP represent the religious institution more as compared to the political institution.

“Labbayik, Labbayik, Labbayik Yaa Rasool Allah, Labbayik, Labbayik”

The slogan purely represents that the party wants to implement the pure Islamic laws, rules and regulations replacing the existing political system of the government.



Fig 4.7 (TLP workers showing loyalty in Dharna in Islamabad)

Fig 4.7 shows that TLP workers are showing religious and political power against the case of Asia Maseeh which was favored by PTI government.

*“Ghulaamiy Rasool Men, Mout Bhi Qabool Hy”*

In the fig 4.7 this slogan is written on a banner which shows religious as well as political domain of TLP.

#### 4.2 POLITICAL SYSTEMS

A political system sees political life as a sum of interrelated activities which consequently affect authoritative political decisions for the society as a whole.

Pakistan Muslim League (N) is the party which lost its rule in 2018, has also a strong position in favor of democracy which also reflects in the party slogans. The slogan of Pakistan Muslim League (N);

*“Vote Koo Izaat Doo”,*

show a democratic stance by the political party.



Fig 4.2.1 Shows the slogan of PML-N which is made to convince the public to vote for PML-N. The slogan of PPP

*“Chaaron Sooboun Ki Zanjir, Benazir, Benazir”*

shows the democratic mindset of this very political part.

The fourth political party mentioned in this research is Pakistan Tehreek-e-Labbaik (TLP) which is a religious party and supports Islamic presidential system of government. The political system of Tehreek e Labaik is the promotion and support of Islamic political system which is reflected in their slogans and actions as well.

*“Labbayik, Labbayik, Labbayik Yaa Rasool Allah, Labbayik, Labbayik”, “Mn Sabbah Nabbiyan, Faqtuluhoo”*



The slogans are the clear depiction of the mindset of TLP which is a very committed party to its religious faith and the system of government. Political systems are valuable until they serve their people and the society otherwise, they are discarded for the better future.

#### 4.3 POLITICAL VALUES

PTI came into power after the election of 2018 and revolutionized and stirred the whole frame of politics in order to educate people about their freedom of expression, political rights and made people take stand against corruption which is evident from its slogans too. As it is shown from this slogan:

*“Justice, Humanity, Self Esteem - Imran Khan”*

that the party's utmost priority is to provide justice to the people of Pakistan and provoke humanity and self-esteem of the people to bring harmony in the society. These are the core values on which the party stands without which it will lose its dignity and honor if it does not fulfil it during its reign. Second political party is the PML-N that has lost its government in the election of 2018 and Pakistan Tehreek e Insaaf came to power. Slogans

*“Vote Koo Izat Doo!”*

shows some kind of political value to the vote and the voter otherwise rest of the slogans do not belong to common masses.

PPP, who ruled at federal and provincial level several times in the history of Pakistan and at present it is also ruling at provincial level. This party has a strong hold and likes traditional politics though there is no democracy within the party and the center of whole politics is only a single family. When this party came into being it gave a slogan:

*“Roti, Kpra Aor Mkaan, Maang Rhaa Hy Hrr Insaan”*

which became popular within no time and the masses of Pakistan are attracted towards it. This slogan was the need of the day and this party hit the desires of the people accurately and gained unbound popularity and became a peoples party in its true sense.

TLP gained popularity within no time and gain millions of votes in the election of 2018. This party is solely based on religious thoughts and beliefs of Islam. TLP shows its love for Hazrat Muhammad ﷺ in its slogans too as shown in these slogans i.e.

*“Labbaiyk Labbaiyk Labbaiyk, Ya Rasool Allah Labbaiyk Labbayik”, “Hm Apny Nabi Ky, Deewany, Hm Apny Nabi Ky, Deewany”*

Every political party has the justification of its values and these parties tend to show their interests and intentions through their slogans on every platform so that their slogans can gain the popularity and they can meet their targets according to their set preferences.

#### 4.4 POLITICAL IDEOLOGIES

The chairman of PTI Imran Khan claims that PTI is an ideological political party. Through slogans PTI has propagated its ideology so powerfully that it got favor and fame throughout the country in 2018 general elections. Often Imran Khan claimed that PTI has ideological affinity with Jamaat-e-Islami (a prominent religious and political party of Pakistan) and MQM (Mutehdda Qoumi Movement) and during his visit to Iran during a joint press conference he openly stated:

*“We support and adhere the Islamic Revolution in Iran.... PTI is seeking for such kind of great revolution which may bring positive change.”*

Though PTI took many U-turns, it can be seen that there is some kind of consistency in Khan's thought process i.e., him and his party's political ideology. Imran Khan observed corruption and corrupt politicians as the prominent reason behind the economic decline of Pakistan. Initially, his ideology was much similar to the ideology of military dictators because both Zia-Ul-Haq and Ayub Khan considered the political elite the root cause of the rot in the country. They believed that a poise and non-elite man can solve the problems of the country who may understand the real-life issues of the common people.

Further it was the prominent feature of PTI's ideology to stress on the rights of the poor and down trodden citizen. But unfortunately, PTI also used the slogan of Riasat-e-Madina to seek the attention and favor the public.





Fig:4.4.1 Shows that in April 2021, during the pandemic of COVID-19, Imran Khan the Prime Minister of Pakistan is himself distributing food among the poor and needy. (Showing a step towards Riasaat-e-Madina)

On the other hand, the other political parties especially PML-N and PPP started campaigns and processions against PTI considering it a selected government by the establishment. That is why PML-N launched its slogan

“Vote Koo Izzat Doo!”

In fact, PTI had accused PML-N and PPP of committing corruption and money laundering at such a vast level that it dragged the country towards economic instability.

TLP put severe allegations on Khan when his government released Asia Masih (the proved criminal by the high court). TLP demanded to make functional the blasphemy law and hang any person whoever commits blasphemy crime (though Pakistani or foreigner). But Khan failed to implement blasphemy law, released Asia Masih and did not take any actionable step against French ambassador. The slogans of PTI seem contradictory to the its actual performance. PML-N, PPP and TLP consider that Khan is a man of words not actions.

PML-N has a liberal mindset, during the tenure of PML-N, Mumtaz Qadri was hanged in the murder case of Governor of Punjab Salman Taseer. Approximately all the religious and political parties protested and posed a strong influence on PML-N conservative vote bank, resultantly TLP became famous and the public also supported it.



Fig 4.4.3 shows an election campaign of TLP under the leadership of Allama Khadim Hussain Rizvi on August 5, 2018 in Karachi.

After the vindication of Asia Maseeh, who was a Pakistani Christian woman, (was charged and alighted with blasphemy) and was arrested in for eight years. On October 31, 2018 the supreme court of Pakistan declared her innocent. In response to it the members of TLP held protests all over Pakistan and raised slogans like;

“Gustaakh-e-Nabi Ki Aik Szaa, Sr Tan Sy Judaa, Sr Tan Sy Judaa”, and “Mn Sabbah Nabbiyan, Faqtuluho”

for seeking attention of the people so that they may force the government to take strict actions against the people who commit blasphemy and also the parliament should revise and establish strict kind of rules to stop blasphemy.



Fig 4.4.3 shows a protest against Asia Maseeh to hang her under blasphemy law. The party has a strong motif to bring Islamic law in the country. Islamic ideology which TLP propagates, is not liked by a lot of liberals even the followers of so-called democracy.



Fig 4.4.4 Islamabad: October 15, 2018. Workers and supporters of TLP are demanding the hanging of Asia Maseeh on priority basis.



Fig 4.4.5 The workers and supporters of politico-religious party (TLP) are protesting to expel the French ambassador form Pakistan.

TLP has a pure Islamic ideology and after its creation by Khadim Hussain Rizvi, TLP highlighted and strongly protested against every major issue which was happening against the rules of Islam. It was the stance of PTI to bring change and to make Pakistan Riasat-e-Madina but it is evident that TLP seriously has taken some actual steps. TLP strongly demanded to establish pure Islamic Laws though it is blasphemy (Mumtaz Qadri, Khalid case), Exile of French ambassador, or Asia Maseeh case.

#### 4.5 POLITICAL INSTITUTIONS

The domain of politics is generally analyzed as one which consists of political institutions . During the election campaign of 2018 the political institution of PTI was much strong and powerful as compared to other political parties because it propagated the corruption of PML-N and PPP and blamed that these two parties are the main cause of poverty, terrorism, power failure, economic crises, lack of infrastructure, corruption, terrorism, unemployment and inflation in the country.

PML-N used many famous and enchanted slogans like;

*“Jag Punjabi Jag, Teri Pg Noun Lg Gya Gaagh”*

represent the political institution of PML-N, highlighting the brutal force of the establishment to interfere in the elections and bring forth the prime minister of their own choice. The institution of establishment is more powerful than the working democratic government. The slogan

*“Vote Koo Izat Doo!”*, and *“Mjhy Kyun Nikaalaa”*

clearly shows that it was the establishment who replaced the working prime minister and in the general elections of 2018, brought forth Imran Khan as a Prime Minister through illegal ways. That’s why the chairman of PPP Bilawal Bhutto Zardari called Imran Khan “Selected Wazir-e-Azam”.

The political institution of TLP is very strong because it is based on the ideology of Islam. But on the other hand, the big and prominent political parties like PTI, PML-N and PPP have liberal, democratic and nationalist ideologies which are contrary to Islam and Islamic ideology.



*Fig 4.5.1 TLP strongly protested against the French government regarding the Honor of Holy Prophet Hazrat Muhammad ﷺ. Hundreds of people have been injured in violent anti-French protests in Pakistan.*

#### 4.6 POLITICAL ORGANIZATIONS

Political organizations represent their ideologies through the speeches of political actors, pamphlets and slogans. Slogans are the prominent mode for the propagation of the ideologies of political organizations. Political parties can also be called as political organizations. They use political slogans to propagate the ideology of the political organization. The slogans also represent the relative political organization. The slogans

*“Faiyslaa Emaan Daa, Vote Imran Daa”*, *“Mulk Sy Kry Gi Corruption Saaf - Tehreek-e-Insaf”*

represent agenda of the organization of PTI. It is the organization of any party through which the ideology and agenda of the party is reflected. In the organization of PTI there are two groups i.e., Tareen Group and Quraishi Group.

“*Dekhoo Dekhoo Koun Aayyaa - Shair Ayyaa Shair Aayya*”

represent the organization or party of PML-N. Apparently, the slogan shows that the party is united but there are many differences in the point of views among the political actors of the party.

The following slogan of PPP also reflect the political organization of the party like;

“*Chaaroun Sooboun Kii Znjeer, Benazir Benazir*”

represent the political organization of PPP but after the massacre of Mohtarma Benazir Bhutto, the organization of PPP changed and the democratic face of the party was also blurred by the corrupt actors of the party.

The political organization of TLP is based on the Islamic system called “*Shurah*” and organization makes its decisions accordingly. The slogans of the party represent its political organization in religious context and shows that the structure of the party is according to Islam and represent the ideology of Islam.

#### 4.7 POLITICAL GROUPS

In the past even PPP and PML-N signed many charters to seek NRO or to rule the country alternatively. PDM (Pakistan Democratic Movement) recently is created by the major political parties of Pakistan against the actions of, Supreme Court, NAB, FIA and FBR which are working under the head of PTI. JUI-F practiced to join every winning political party to achieve its required objectives from the government. PML-N and PPP practiced it many times and many other minor parties and groups also joined time to time for their collective benefit.

#### 4.8 POLITICAL ACTORS

The political actors play a functional role in the propagation of the political ideology using slogans. They are involved in political actions actively. In fact, the political actors propagate their ideologies and present them as their liberators, consequently, the general audience idealize these political actors as their heroes.

Mr. Imran Khan, Shah Mehmood Qureshi, Aamir Mehmood Kiani, Fawad Chawdhry, Shehzad Waseem, Asad Umar, Firdos Ashiq Awan, Jahangir Tareen, Shaikh Rasheed, Shereen Mazari, Zartaj Gull etc. are the prominent political actors of PTI.

PPP and PML-N used youth as their political actors in the names of PSF and MSF. These youth wings gave a great support to these parties especially during their election campaigns. PTI also used youth namely “*Tiger Force*” for its political purposes as well.

The political actors of PML-N are Muhammad Nawaz Shareef, Muhammad Shahbaz Shareef, Maryam Nawaz, Hamza Shahbaz, Atta Tarar, Ahsan Iqbal are the prominent political actors of PML-N. These political actors are the symbols of PML-N and every actor represent the political democratic ideology of the party.

The political actors of PPP are Zulifqar Ali Bhutto (Late), Mohtarma Benazir Bhutto (Late), Asif Ali Zardari, Bilawal Bhutto Zardari, Qaim Ali Shah, Murad Ali Shah etc. are the prominent political actors of PPP.

The dominant political actors of TLP are Moulana Khadim Hussain Rizvi (Late), Sa’ad Hussain Rizvi and Pir Afzal. After the general elections of 2018, they have become the symbol of the protectors of “*Khatam-e-Nabowat*” and showed consent to enforce Islamic ideology in the country.



Fig 4.8.1 Hard-line Sunni cleric Khadim Hussain Rizvi founded the TLP in 2015

“Mn Sabbah Nabbiyan, Faqtuluho (مَنْ سَبَّ نَبِيًّا فَاقْتُلُو)”, “Hm Apny Nabi Ky, Deewaany”

Khadim Hussain Rizavi called off powerful protests after striking a deal with the government of PTI on the legal future of Asia Maseeh, who was acquitted of blasphemy. In fact, he was the true representator and lover of Islamization.

#### 4.9 POLITICAL RELATIONS

Power, hegemony and oppression define how the State relates to its citizens. Slogans are used to construct power, abuse of power, hegemony, equality and inequality. The very famous slogan of PTI “*Gli Gli Main Shor Hy, Sara Tbbar Chor Hy*”

shows power and the abuse of power and hegemony against PML-N and creates a relation between PTI, its workers, supporters and the general public.

PTI picked up the prominent political actors from other parties and seek the support of the establishment at the back end. (That’s why After winning the elections Imran khan was called “Selected Wazir-e-Azam”). PTI has strong relations with the establishment and with collaboration of the establishment the party solved many internal and external issues.

PDM is led by Maolana Fazal-Ur-Rahman. This group was formed from eleven parties which are: Awaami National Party, Awaami National Party- Waali, Balochstan National Party (Maengal), Jaamiat Ahel Hadith, Jamiyat Ulma-e-Islam, National Party-Bazenjo, PML (N), PPP, Pakhtunkhwaa Milli Awaami Party, Paashtun Tahaafuz Movement and Qaauami Wtan Party.

PDM, during its marches and processions raised PML-N’s slogan

“*Vote Koo Izat Doo!*”

PDM considers that Imran Khan is a “*Selected Wazir-e-Azam*”, showing that there was no value of the votes the common people. Though, PPP and PML-N had many political issues between them but as they were facing the same circumstances, they decided to be united to seek a safe haven form the cases of NAB.



Fig 4.9.1 A photo of Ex. Prime Minister of Pakistan Nawaz Sharif and Ex-president Mr. Asif Ali Zrdari Having keenly observed that they will not be able to get NRO, PPP and PML-N along with other parties are joined to jam and end up the government of PTI.

#### 4.10 POLITICAL PROCESS

Political process represents the process of legislation. Through slogans the political actors propagate that they will make amendments and changes in the current working system of government through legislation. The slogans;

“*Mulak Sy krygi corruption Saaf - Tehreek-e-Insaaf Tehreek-e-Insaaf*” and “*Tbdili Aa Nhin Rhi, Tbdili Aa Gai Hy*”

propagate a hope in the masses that the people should elect PTI and when PTI will be in government, it will change the existing corrupt political system and will bring reforms through proper legislation.

#### 4.11 POLITICAL ACTIONS



In May 2018, Dr. Ahsan Iqbal the Interior Minister of Pakistan Doctor Ahsan Iqbal was targeted and wounded during a procession in his own town Narowal. PML-N considered it a planned assassination attempt by the TLP worker.

In March, 2019, at Government Sadiq Egerton College Bahawlpur, a student named Khateeb Hussain, who was doing his graduation there, killed an associate professor Khalid Hameed thinking that he was Qadiani and his actions were anti-Islamic. Khateeb Hussain had a strong motif that the murder was purely blasphemous, heinous and insulting and unbearable rhetoric regarding Islam.

TLP actively participated in the general elections of 2018 and got great fame, declared the third largest vote getting party by the election commission of Pakistan. It not only gained nationwide popularity in Pakistan rather it gained worldwide popularity as a representative of Islam.

#### 4.12 POLITICAL DISCOURSE

Slogans are a higher-level political discourse. Slogans act as a means to catalyze the affiliation of the public with the party's ideology. The slogans of "*Tbdili*" have become a status symbol for PTI and played a key role for the success of the party in the general elections of 2018;

*"Tbdeeli Aaa Nahi Rhi, Tbdeeli Aaa Gai Hy"*

On the other hand, the other political parties especially PML-N and PPP stared campaigns and processions against PTI considering it a selected government by the national and international establishment. That is why PML-N launched its slogan

*"Vote Koo Izzat Doo!"*

In fact, PTI had accused PML-N and PPP of committing corruption and money laundering at such a vast level that it dragged the country towards economic instability.

The famous slogan of PPP

*"Roti, Kpra Aor Mkaan, Maang Rha Hy Hrr Insaan"*

got prominence during the recent processions of PPP and PDM. As PTI failed to fulfill the hopes of the public, and every layman is facing inflation and is unable to get the basic commodities of life, PPP repeated its above-mentioned slogan to seek favor of the public.

TLP is a religious political party and its slogans represent double aspect i.e., religious as well as political. TPL wants Islamic system of government in the country and the implementation of the Islamic Law and Shariah in the country. The slogans;

*"Gustaakh-e-Nbi Ki Aik Sza, Sr Tan Sy Judaa, Sr Tan Sy Judaa", "Mn Sabbah Nabbiyan, Faqtuluho (مَنْ سَبَّ نَبِيًّا فَاقْتُلُو)"*

represent the pure love of the party workers with the Holy Prophet Hazrat Muhammad ﷺ, asserting that He is the last Prophet of Allah Almighty. After the twisty decisions of the judiciary regarding the cases of blasphemy, the party became active and demanded the implementation to true Islamic Laws especially, for the punishment of those who are anti-Islam.

#### 4.13 POLITICAL COGNITION

Political cognition is a political party, actor, or group's attitudes about the relevant issues like; corruption, money laundering, judiciary, bribery, interior and foreign affairs.

PTI was founded with a great aim of turning Pakistan into a welfare state. The official aim of the party is to highlight Pakistan as an Islamic welfare state (Riasat-e-Madina), dismantle religious and sectarian extremism, wipe out widespread corruption, refine Judiciary, eliminate money Laundering and to reform the systems of all the departments of the government. Some of the prominent features of PTI are Justice, Humanity, Islamic Welfare and Democratic state, Anti-Corruption, Economic reforms, Human welfare, elimination of terrorism and unemployment.

#### 4.14 METAPHORICAL ANALYSIS OF FAMOUS SLOGANS

The artistic use of language by the politicians in a convincing and persuasive manner holds great importance in the politics of democratic states, like Pakistan and India. The language used in the slogans of Pakistani political parties is very compact and vivid. For example, the very famous slogan of PTI:

*"Tbdeeli Aa Nahin Rhi, Tbdeeli Aaa Gai Hy"*

has a domination of the word "*Tabdili*" meaning "*Change*" and the political actors of PTI want to convey their message to the general masses that they are going to bring change in the the ongoing



corrupt political system. The second part of the slogan “Tabdili Aaa Gai Hy” suggests a ray of hope in the masses that metaphorically the party has one need from the masses that is vote.

The language of the very famous slogan of PML-N “Vote Ko Izat Do” is also very catchy having deeper meaning demanding fair and square elections in the country. The word “Izaat” means “Honor or Value”.

The language of the slogans of TLP has political as well as deeper religious context. The very famous slogan

*“Labbayik, Labbayik, Labbayik Yaa Rasool Allah, Labbayik, Labbayik”*

express that the party demands to punish any person who commits blasphemy or violate the basic teachings of Islam. The word “Labbaik” means that the workers of the party are present for the honor of the Holy Prophet Hazrat Muhammad (PBUH). They will never compromise over any act of blasphemy. In the second famous slogan;

Metaphorically, same kind of sense can be seen in another famous slogan that is;

*“Man Sabbah Nabbyan, Faqtuluho (من سبَّ نَبِيًّا قَاتَلُو)”* and *“Gustaakh-E-Nabi ki aik szaa, Sr Tan Sy Judaa, Sar Tan Sy Judaa”*

The syntax of the Pakistani political parties’ slogans is characterized by brevity, compactness, avoidance of sentences which are complicated, rhythm and specific use of pronouns (we or they) with a concept of emphasizing or not stressing on something. Furthermore, the slogans employ discourse of special rhetorical devices. Mostly the slogans are replete with figurative language like; similes, metaphors, metonymies, exaggeration and hyperbole etc. In most of the slogans, images as well as musical songs having political association go parallel.

## 5. FINDINGS AND CONCLUSION

### 5.1 FINDINGS

Keeping in view the research questions the findings of the research are given below:

#### 1. How does the language of slogans represent the political ideologies of their respective political parties?

The language of slogans is a refined form of political discourse and it represents and modify the political ideologies keeping in view the political circumstances e.g., PTI launched its slogans against its rivals and propagated its ideology which highlighted that when the party comes into power, it will eliminate corruption, money laundering and poverty which were the practices of the previous corrupt governments.

#### 2. How do the political parties propagate their ideologies through slogans in processions and election campaigns?

Keeping in view the interests of the masses, the political parties construct and modify their political manifestoes on the bases of their slogans. Slogans are put to test in public. PTI launched its slogans during the long marches and processions, it found that the general public asserted their ideology i.e., people wanted *change*. So, PTI constructed its narrative keeping in view the mindset of the public and highlighted blunders of the previous governments of PPP and PML-N.

#### 3. What persuasive techniques/strategies are used by the slogan makers to control the mindset of the people?

Slogans of political parties help in agenda setting for the parties. At the same time, parties help people shape their ideology through the slogans. For example, the slogan;

*“Faisla Emaan Da, Vote Imran Da*

represent the ideology of the public who support PTI. The workers and supporters of PML-N also propagate their ideologies through the slogans of the party. For example, their slogans of the party are;

*“Qadam Brhaao Nawaz Sharif, Hm Tumhary Saath Hain”*

These different strategies help construct people’s ideological mindset.

### 5.2 CONCLUSIONS

The present paper has dealt with the problem that how different political slogans used by different political parties in Pakistan construct the ideological mindset of people. How the syntactic and lexical

construction of these slogans affect the mindsets of the people has been taken into account. In this research it has been presented that the slogans of prominent Pakistani political parties dominantly deal with economic political, religious, and social issues and that they leave a strong and powerful impact on the thinking of the masses and urge them to change their perspective in the favor of related political party. It was revealed that political slogans are composed persuasively by employing various rhetorical devices like rhyme, alliteration, repetition, synonyms, antonyms, statements, commands, questions, negative, optative sentences. It was also found that political slogans play an important role in convincing and gaining public support. Moreover, these slogans are tactfully formulated as linguistic means for propagating the ideas and visions of politicians.

### 5.3 RECOMMENDATIONS AND FUTURE IMPLICATIONS

The researchers can do CDA and PDA of the slogans of Pakistani political parties using other models, like; the critical discourse analysis model of Wodak and Fairclough as well. They can further work on the process of slogan construction and their process of propagation. They can study how the slogans become the brand name and identity of the parties. The researchers can conduct research on the after effects of the slogans diachronically. They can also conduct research on the spiritual impact of the political as well as religions slogans of the Pakistani political parties. Furthermore, the political parties can use this research for the construction of their slogans keeping in view the working of the language of political slogans, as well.

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### Appendix 1

#### Popular Political Parties in Pakistan

##### Pakistan Muslim League (Noon)

Pakistan Muslim League Nawaz, (PML-N) is a famous conservative and highly appreciated political party of Pakistan. PLM-N was founded by Mian Muhammad Nawaz Shareef, the former prime-minister of Pakistan in 1993. In the recent years, party's platform and ideology have become more progressive on cultural, political and social issues. Now the party is the main opposition party in the parliament



under the leadership Mian Muhammad Shahbaz Shareef. The latest famous slogan of PML-N is “*Vot Koo, Izat Doo*”.

#### **Pakistan Tehreek-E-Insaaf (PTI)**

PTI is the current ruling party in Pakistan. the party was founded by the famous world class cricketer and world cup champion Imran Khan in 1996. His aim was to establish Pakistan as a welfare state. Officially PTI seeks to establish an Islamic welfare state and wants to eliminate the religious extremism in Pakistan. Now a days the famous political actors of PTI have been criticized by the opposition because they failed to address various political, religious and economic issues which are weakening the economy of Pakistan. The famous slogan of PTI is “*Tbdili Aa Nhin Rhi, Tbdili Aa Gai Hy*”.

#### **Pakistan People’s Party (PPP)**

PPP is a social democratic a well-established and famous party of Pakistan. Zulfiqar Ali Bhutto was the founder of it. Major influence of the party is in Sindh province of Pakistan. after the death of Zulfiqar Ali Bhutto, Benazir Bhutto became the head of PPP, she was murdered in 2007 and after that her husband Asif Ali Zardari become the prime-minister of Pakistan. Now a days Zardari’s only son Bilawal Bhutto Zardari is considered the renowned leader of Pakistan People’s Party. Currently, it is third famous party. The famous slogan of PPP is “*Roti, Kapra aur Makan*”.

#### **Pakistan Tehreek-E-Labbaik (TLP)**

TLP is the prominent religious political party in Pakistan. It was founded by Allaama Khaadim Hussain Rizvi in 2015. It came into existence after the political and religious grounded killing of Mumtaaz Qadri that this party considered unjustifiable killing. TLP wants to establish pure Sharia Law in Pakistan. The members of this party belong the Brailvi School of Islamic thought. In general elections of 2018, the party secured two seats in Sindh assembly. Recently, Allama Khadim Hussain Rizvi died on November 20, 2020. His grandson Allama Sa’ad Hussain has been appointed as the leader of the party, now. The political slogan of the party is “*Labbayk Yaa Rasool Allah*”.

### **Appendix 2**

#### **Political Slogans of Pakistani Political Parties**

##### **Slogans of Pakistan Tehreek-E-Insaaf (PTI)**

1. *Faysla Eman Da, Vote Imran Da*
2. *Do Nheen, Aiyk Pakistan!!!*
3. *Tb Pakistan Banaya Thaa, Ab Pakistan Bchain Gy*
4. *Haathon Main Hath Den, Imran Khan Kaa Saath Den*
5. *Mulk Sy Krygi Corruption Saaf - Tehreek-e-Insaaf, Tehreek-e-Insaaf*
6. *Pakistan Ki Bqa Ki Khaatir, Imran Khan Ka Saath Do*
7. *Jb Leader Awami, Phir Kysi Ghulaami*
8. *Nawaz, Zrdaari Bhai Bhai - Mulk Bchaay Gi PTI*
9. *Aao Mil Kr Bnain, Nya Pakistan*
10. *Tbdeeli Aa Nhin Rhi, Tbdeeli Aa Gai Hy*
11. *Ab Aysa Nhin Chlay Ga - Tbdeeli Aay Gi*
12. *Naya Pakistan*
13. *Gli Gli Main Shor Hy, Sara Tabbar Chore Hy*
14. *Change or stay the same*
15. *Support Imran, Change Pakistan*
16. *Keep calm and Love PTI*
17. *Vote for Change, Vote for Naya Pakistan*
18. *Vote for Bat, Save Pakistan*
19. *My Name is Khan, My Ego is Pakistan*
20. *I am Imran Khan, we are Imran Khan*
21. *Justice, Humanity, Self Esteem - Imran Khan*
22. *Tsunami Against Corruption*

##### **Slogans of Pakistan Muslim League N (PML-N)**

1. *Jag Punjabi jag, teri pagg noun lag gaya daagh*



2. *Vote koo, izzat doo!*
3. *Vote koo izzat doo, Khidmat Koo Vote Doo*
4. *Mujhy Kyun Nikalaa*
5. *Go Imran Go*
6. *Go Zrdari Go*
7. *Qdam Barhao Nawaz Sharif, Humm Tumhaary Saath Hen*
8. *Dykho Dykhko Kon Aaya - Sherr Aaya Sherr Aya*
9. *Go Musharraaf go*
10. *Chaacha Wrdi Lahnda Kyun Naien, Pension Ly Ky Janda Kyon Naien?*
11. *Wjan Gay Bai Wjan Gy, Mian Day Narry Wjan Gy*
12. *Bdla Hy Punjab, Bden Gy Pakistan*
13. *Wazeer-e-Azam, Nawaz Sharif*

**Slogans of Pakistan Peoples Party (PPP)**

1. *Roti, Kpra Aor Mkaan, Maang Rha Hy Hr Insaan*
2. *Bhuto family hero hero, Baaqi Sary zero zero*
3. *Dal Roti Khaayen gy, Bhutto Ko Layn Gy*
4. *Note Bhi Den Gy, Vote Bhi Den Gy*
5. *Jiaay Bhuttoo”, “Naraay Bhutto*
6. *Kal Bhi Bhutto Zndaa Thaa, Aaj Bhi Bhutto Zndaa Hy*
7. *Tum Kitny Bhutto Maaro Gy? Hr Ghr Sy Bhutto Nikly Gaa*
8. *Chaaron Soobon Ki Znjir, Benazir Benazir*
9. *Mashriq Ki Byti*
10. *Benazir Aay Gi, Inqlaab Laay Gi*
11. *Benazir Aay Gi, Rozgaar Lay Gi*
12. *Dila Teer Bijja*
13. *Pakistan Khappy*
14. *Aik Zardari Sb Py Bhaari*
15. *Mrsoon, Mrsoon, Sindh Na Desun*

**Slogans of Tehreek-E-Labbaik Pakistan**

1. *Labbaik, Labbaik, Labbaik Yaa Rasool Allah, Labbaik, Labbaik*
2. *Gustaakh-E-Nabi ki aik szaa, Sr Tan Sy Judaa, Sar Tan Sy Judaa*
3. *Gustakh-E-Nabi ka Aik Ilaaj, Aljihaad, Aljihaad*
4. *Labbaik, Labbaik, Al Jihaad, Al Jihaad*
5. *Man Sabbah Nabbyan, Faqtuluho (من سبَّ نَبِيًّا فَاقْتُلُو)*
6. *Rizvi Tyry Jannisaar, Beshumar, Beshumar*
7. *Ham Apny Nabi Ky, Diwany, Ham Apny Nabi Ky, Diwany*
8. *Tajdaar-E-Khatam-E-Nabuwaat, Zidabaad, Zindabaad*
9. *Hashr Mein Ho Ga Maloom Keh Jitaa Koun or Hara Koun*
10. *Ghulamiy Rasool Mein, Mout Bhi Qabool Hy*