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## An Analysis of the Political Slogans in Pakistan from the Perspective of Rhetoric

Aiman Gul Akram \*

Liaqat Iqbal †

### Abstract

*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 to convince the voters to vote for them. 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 served as the data which was analyzed from the perspective of rhetoric by using [Hosu and Pavelea's \(2009\)](#) model. 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.*

**Key Words:** Persuasive Language, Slogans, Political Slogans, Rhetoric

### Introduction

Language has been used from very ancient times as a persuasion tool. Politicians use language diplomatically for accomplishing a political end in democratic states to publicize their policies among the masses and to motivate and convince the audience to vote for them. During the political history of the world, politicians have been using persuasive language to gain support. Persuasion, according to Schmidt and Kess (1986), is the process through which an intended change in somebody's attitudes, views, or conduct is induced through the conveyance of an idea ([as cited in Sitáni, 2012](#)).

Different linguistic strategies are used by political figures to empower themselves and to influence or convince their audience. Among the strategies like press conferences, print media, speeches, banners, billboards, politicians also use slogans. A slogan, according to [Xin \(2014\)](#), is

composed by using language uniquely to utilize brief and short words smartly to convince, attract and motivate people to do something or to stop people from performing in a certain way. A political slogan definition is given by Wardhaugh (2006), who proposed that any brief statement or phrase which gives reason for the selection of a particular candidate and which states the reasons that why the voters should vote for him is called a slogan (as cited in [Inghaish, 2017](#)).

In Pakistan, researchers have mostly worked on the semantic properties of the advertisement or political slogans, as has been highlighted by the studies of [Akram, and Iqbal \(2020\)](#), [Noor, Mustafa, Muhabat, and Kazemian \(2015\)](#), [Muhabat, Noor, and Iqbal \(2015\)](#), but less attention has been given to the rhetorical features of the political slogans. Therefore, the present paper attempted to study rhetorical

\* Lecturer, Department of English, Women University Mardan, KP, Pakistan. Email: [aimangul22@gmail.com](mailto:aimangul22@gmail.com)

† Assistant Professor, Department of English, Abdul Wali Khan University, Mardan, KP, Pakistan.

features of political slogans chanted in the processions of Pakistan Tehreek-i-Insaf (PTI) and Pakistan Muslim league-Noon (PML-N) in the 2018 election campaign.

### **Statement of the Research Problem**

Political slogans have always played a central role in the politics of Pakistan, as they are formulated in style to reflect the vision of party leaders and persuade the public. These political slogans hold great significance, but their importance has not been highlighted in the context of Pakistan. Therefore, keeping in view the existing trend of examining the political slogans in different contexts, this study attempts to address the gap in studying political slogans in the context of Pakistan from a rhetorical perspective and also their role in persuading the public to vote.

### **Research Questions**

1. What are the rhetorical features of political slogans chanted in Pakistan?
2. What role do political slogans in Pakistan as linguistic means and rhetorical devices play to convince the voters?

### **Significance of the Research**

The present paper is significant because it is the first of its type examining the use of and the linguistic features of political slogans raised in Pakistan from the perspective of rhetoric. It will also add to the enhancement of knowledge about the significance and effective role of political slogans in publicizing political visions of the party. Further, the study will help analyze the linguistic choices of the political figures in formulating political slogans in Pakistan.

### **Literature Review**

Language is also used as a tool of persuasion. The art of persuasion is known as Rhetoric which centers around the study of methods and techniques of effective language expressions. The "rhetoric" term was first used in ancient Greece, which meant the art of using language effectively to convince, persuade and motivate the audience. In [Burke's point of view \(1950\)](#), Rhetoric is the use of language to form beliefs and attitudes and to influence action.

Historically, commenting on its origin, according to Sharp (1984), the term "slogan" comes from the Scottish Gaelic word "sluagh-ghairm" (sluagh means "army" and ghairm means "cry") (as cited in [Al-Sowaidi, Banda, and Mansour, 2017](#)). So, the term slogan literally means a "war cry or a clan's battle cry". These war cries were used by Scottish clans to motivate and inspire the clan members to combat for the defense and protection.

According to [Bjorkstrand \(2012\)](#), the three M's of slogans are meaningful, motivating, and memorable. They help remember the important goals of slogans. According to Leech (1966) (as cited in [Hussein \(2016\)](#)), any persuasive text or slogan needs to fulfill the following criteria to be effective: (1) Attention value i.e., any slogan or persuasive text needs to be in the limelight to catch the attention and focus of the audience. (2) Readability, i.e., the language used should be in an effective, simple and clear way so that it is enjoyable and easy to read. (3) Memorability, i.e., the text of the slogan must be persuasive so that it can have a long-lasting effect on the audience and they can memorize it. (4) Selling power, i.e., political slogans, needs to motivate and persuade the audience to mold their views and beliefs.

Slogans have been researched on in different contexts i.e., [Inghaish \(2017\)](#), [Bariq \(2017\)](#) [Al-Azzawi \(2018\)](#). Similarly, in Pakistan, the studies of [Akram, and Iqbal \(2020\)](#), [Noor, Mustafa, Muhabat, and Kazemian \(2015\)](#), [Muhabat, Noor, and Iqbal \(2015\)](#) also reveal the analysis of slogans, but the present study has attempted to analyze the political slogans in Pakistan by the application of [Hosu and Pavelea's model \(2009\)](#).

### **Research Methodology**

This study is descriptive qualitative in nature because the researcher has described the construction of the selected political slogans from a rhetorical point of view.

The data was collected in the form of political slogans from the recorded videos of the processions held during the general election campaign of 2018 in Pakistan held from February 2018 to 23<sup>rd</sup> July 2018 by the technique of simple random sampling. Videos were watched and listened to carefully. The political

slogans chanted in the processions of PTI and PML-N were recorded. Thirty-five political slogans of PTI were collected by watching 17 processions, and 35 political slogans of PML-N were collected by watching 11 processions.

Data has been analyzed rhetorically by the application of [Hosu and Pavelea's model \(2009\)](#), as illustrated below.

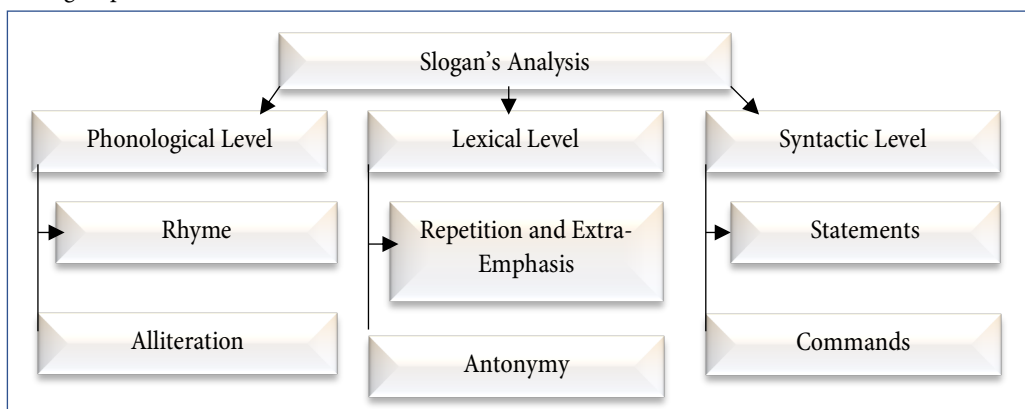


Figure 1: [Hosu and Pavelea's model \(2009\)](#)

## 1. Phonological level

### a. Rhyme

According to Mikov (2003), as cited in [Inghaish \(2017\)](#), rhyme occurs when there is a repetition of similar, alike, or same end sound arrangement of words.

### b. Alliteration

Alliteration is the repetition of the beginning sounds (consonant sounds) of the neighboring words.

## 1. Lexical level

### a. Repetition and Extra Emphasis

Hayward (2012) says, as cited in [Hussein \(2016\)](#) that in election campaigns, repetition is used for giving prominence and emphasis to a significant component within the proposed message.

### b. Antonym

According to [Bariq \(2017\)](#), the word which means the opposite of the other word is known as an antonym and is used in slogans for showing sentiments, emotional state or even point of view.

## 2. Syntactic level

### a. Statements

Statements are the type of sentences used for declaring something or giving information.

### b. Commands

Commands are those sentences in which somebody is told to do something.

## Data Analysis and Discussion

This section presents the rhetorical characteristics of the political slogans. The analysis is given as follows.

### Phonological Level

It has been further divided into two sub-categories i.e., rhyme and alliteration.

### Rhyme

#### (a) Rhyme in the Slogans of PTI

1. **Gali Gali Mai Shor Hai- Nawaz Sharif Chor Hai** (There is a clamor from street to the street that Nawaz Sharif is a robber)

*shor hai* rhymes with *chor hai*.

2. **Gali Gali Mai Shor Hai- Sara Tabar Chor Hai** (There is a clamor from street to street that the whole family of Nawaz Sharif is a thief)

*shor hai* rhymes with *chor hai*.

3. **Modi Ka Jo Yar Hai- Ghaddar Hai Ghaddar HAI** (The friend of Modi is treacherous)

*yar hai* rhymes with the end sound of *ghaddar hai*.

4. **Zinda Hai Karachi Zinda Hai** (Karachi is alive)

*zinda hai* rhymes with *zinda hai*.

5. **Cut k Rahega Hindustan-ban k Rahega Pakistan** (Hindustan will be divided- Pakistan will come into existence)

*rahega Hindustan* rhyme with *rahega Pakistan*.

6. **Na Teri Vaari Na Meri Vaari- ae Te Imran De Vaari** (Nor yours turn not mine turn-its Imran's turn)

*meri vaari* rhyme with *de vaari*.

7. **Kon Bachayega Pakistan- Imran Khan Imran Khan** (Who will save Pakistan? Imran Khan)

*Pakistan* rhymes with the end sound of *Imran Khan*.

8. **Aai Aai - PTI** (PTI has come)

*aai* rhymes with the end sound of *PTI*.

9. **Patang Ko Kis Nay Ujara- Patel Para Patel Para Para** (Who has exposed kite to loss- Patel Para)

*ujara* rhymes with the end sound of the word *Para*.

10. **Teer Ko Kis Nay Latara?- Patel Para Patel Para** (Who has humiliated Teer- Patel Para)

*latara* rhymes with the end sound of the word *Para*.

11. **Kitab Ko Kis Nay Pichara?- Patel Para Patel Para** (Who has disgraced Kitab- Patel Para)

*pichara* rhymes with the end sound of the word *Para*.

12. **Ballay Ko Diya Kis Nay Sahara?- Patel Para Patel Para** (Who has supported bat- Patel Para)

*Sahara* rhymes with the end sound of the word *Para*.

13. **Nau Sitaray Bhai Bhai- Bhutto Teri Shamatai** (Nine political parties have made alliance- the ill-luck of Bhutto has come)

*Bhai* rhymes with the end sound of the word *aai*.

14. **Aaj Nahi To Kal Chalega - Sanjay K Sar Pe Hal Chalega** (If not today, tomorrow Nawaz will be defeated)

*Kal chalega* rhyme with *hal chalega*.

15. **But K Rahega Hindustan- Lay K Rahengay Pakistan** (Hindustan will be divided- Pakistan will be taken)

*rahega Hindustan* rhymes with the end sound of the words *rahengay Pakistan*.

16. **Agli Bari- Sindh Ke Sab Se Barri Benari- Asif Zardari** (Next turn will be the turn of Sindh's major sickness- Asif Zardari)

*Agli bari* rhymes with *bari bemari* and *Zardari*.

17. **Nar Leader, Pukhtun Leader Atif Leader Atif Leader** (Courageous leader, Pathan leader, Atif leader, Atif leader)

*leader* rhymes with the *leader*.

18. **Mardan Ka Ye Naara Hai Atif Khan Hamara Hai** (Mardan's clamor is that Atif Khan is our leader)

*naara hai* rhyme with *hamara hai*.

19. **Bijli Zuma Marzi Zuma** (My electricity- my volition)

*bijli* and *marzi* rhyme, and the word *zma* rhymes with *zma*.

### (b) Rhyme in the slogans of PML-N

1. **Dekho Dekho Kon Aya Sher Aya Sher Aya** (Look who has come- Lion has come (loin denoting Nawaz Sharif)

*aya* rhymes with *aya*.

2. **Imran Zardari Bhai Bhai** (Imran and Zardari are brothers)

*Zardari* rhymes with the end sound of *bhai*.

3. **Go Imran Go**

The repetition of *go* results in a rhyme.

4. **Ro Imran Ro** (Weep Imran weep)

The repetition of *ro* results in a rhyme.

5. **Teri Awaz, Meri Awaz Maryam Nawaz Maryam Nawaz** (Your voice, my voice Maryam Nawaz)

*awaz* rhymes with the end sounds of *Nawaz*.

6. **Rok Sako To Rok Lo** (stop me if you can)

The *sako* and *lo* rhymes.

### In the Following Slogan, the "o" Sound in Ko Rhymes with do.

7. Vote *ko izzat do* (Give respect to vote)
8. Pakistan *ko izzat do* (Give respect to Pakistan)
9. Qaum *ko izzat do* (Give respect to nation)
10. Awam k faislay *ko izzat do* (Give respect to the decision of people)
11. Meri awam *ko izzat do* (Give respect to my people)
12. Wazir-e-Azam *ko izzat do* (Give respect to the Prime Minister)
13. Muntakhib Wazir-e-Azam *ko izzat do* (Give respect to the elected Prime Minister)
14. Muntakhib numaindon *ko izzat do* (Give respect to the elected representatives)

15. Awam *ko* izzat *do* (Give respect to people)
16. Awam *k* vote *ke* parchi *ko* izzat *do* (Give respect to the ballot paper of people)
17. Awam *k* numaindo *ko* izzat *do* (Give respect to the representatives of people)

### Alliteration

The second sub-category of the phonological level that has been analyzed is alliteration.

#### (a) Alliteration in the Slogans of PTI

1. **Gali Gali Mai Shor Hai- Nawaz Sharif Chor Hai** (There is a clamor from street to street that Nawaz Sharif is a robber)

Alliteration in this slogan is in the repetition of /g/ sound at the beginning of the neighboring words *Gali gali*.

2. **Gali Gali Mai Shor Hai- Sara Tabar Chor Hai** (There is a clamor from street to street that the whole family of Nawaz Sharif is thief)

Alliteration in this slogan is in the repetition of /g/ sound at the beginning of the neighboring words *Gali gali*.

3. **Modi Ka Jo Yar Hai- Ghaddar Hai Ghaddar Hai** (The friend of Modi is treacherous)

Alliteration in this slogan is in the repetition of /gh/ and /h/ sounds at the beginning of *ghaddar hai ghaddar hai*.

4. **Cut K Rahega Hindustan-Ban K Rahega Pakistan** (Hindustan will be divided- Pakistan will come into existence)

Alliteration in this slogan is in the repetition of /k/ sound at the beginning of the neighboring words *cut* and *k*.

5. **Patang Ko Kis Nay Ujarra- Patel Para Patel Para** (Who has exposed kite to loss- Patel Para)

Alliteration in this slogan is in the repetition of /k/ sound at the beginning of the neighboring words *ko* and *kids* and also in the repetition of /p/ sound at the beginning of the neighboring words *Patel Para*.

6. **Teer Ko Kis Nay Latarra- Patel Para Patel Para** (Who has humiliated Teer- Patel Para)

Alliteration in this slogan is in the repetition of /k/ sound at the beginning of the neighboring words *ko* and *kids* and also in the repetition

of /p/ sound at the beginning of the neighboring words *Patel Para*.

7. **Kitab Ko Kis Nay Picharra- Patel Para Patel Para** (Who has disgraced Kitab- Patel Para)

Alliteration in this slogan is in the repetition of /k/ sound at the beginning of the neighboring words *Kitab*, *ko*, and *kids* and also in the repetition of /p/ sound at the beginning of the neighboring words *Patel Para*.

8. **Ballay Ko Diya Kis Nay Sahara- Patel Para Patel Para** (Who has supported bat- Patel Para)

Alliteration in this slogan is in the repetition of /p/ sound at the beginning of the neighboring words *Patel Para*.

9. **Nau Sitaray Bhai Bhai- Bhutto Teri Shamatai Aai** (Nine political parties have made alliance- the ill-luck of Bhutto has come)

Alliteration in this slogan is in the repetition of /b/ sound at the beginning of the neighboring words *Bhai*, *Bhai*, and *Bhutto*.

10. **Agli Bari- Sindh Ke Sab Se Bari Bemari- Asif Zardari** (Next turn will be the turn of Sindh's major sickness- Asif Zardari)

Alliteration in this slogan is in the repetition of the/s/ sound at the beginning of the neighboring words *Sindh*, *sab*, *se*, and *Asif* and also in the repetition of the/b/ sound at the beginning of the neighboring words *bari* and *bemari*.

11. **Bijli Zuma Marzi Zuma** (My electricity, my volition)

Alliteration in this slogan is in the repetition of /z/ sound at the beginning of neighboring words *zma* and *marzi*.

#### (b) Alliteration in the Slogans of PML-N

1. **Qaum Ko Izzat Do** (Give respect to nation)

Alliteration in this slogan is in the repetition of /k/ sound at the beginning of the neighboring words *qaum* and *ko*.

2. **Na-Ehli-Namanzoor Namanzoor** (Decision of incapability- not acceptable)

Alliteration in this slogan is in the repetition of /n/ sound at the beginning of the neighboring words *na-ehli*, *namanzoor* and *namanzoor*.

3. **Ye Faisla Kya Ap Ko Manzoor Hai- Namanzoor Namanzoor** (Do you accept this decision-unacceptable)

Alliteration in this slogan is in the repetition of /n/ sound at the beginning of the neighboring words *namanzoor* and *namanzoor*.

4. **Dekho Dekho Kon Aya Sher Aya Sher Aya** (Look who has come, Lion has come)

Alliteration in this slogan is in the repetition of /ð/ sound at the beginning of the neighboring words *Dekho* and *Dekho* and /ʃi/ sound in *Sher*.

5. **Imran Zardari Bhai Bhai** (Imran and Zardari are brothers)

Alliteration in this slogan is in the repetition of /b/ sound at the beginning of the neighboring words *Bhai* and *bhai*.

6. **Pakistan Zindabad** (Long live Pakistan)

Alliteration in this slogan is in the repetition of /p/ sound at the beginning of the neighboring words *Pakistan* and *paindabad*.

7. **Nawaz Sharif K Khilaf Faisla Namanzoor Namanzoor** (The decision against Nawaz Sharif- unacceptable)

Alliteration in this slogan is in the repetition of /n/ sound at the beginning of the neighboring words *namanzoor* and *namanzoor*.

### Lexical Level

Lexical level is the second level at which the rhetorical analysis of the political slogans has been carried out.

### Repetition and Extra Emphasis

#### (a) Repetition and Extra Emphasis in the Slogans of PTI

1. **Gali Gali Mai Shor Hai- Nawaz Sharif Chor Hai** (There is an outcry from street to street that Nawaz Sharif is a robber)

*Gali* and *hai* have been repeated two times.

2. **Gali Gali Mai Shor Hai- Sara Tabar Chor Hai** (There is an outcry from street to street that the whole family of Nawaz Sharif is thief)

*Gali* and *hai* have been repeated two times.

3. **Modi Ka Jo Yar Hai Ghaddar Hai Ghaddar Hai** (The friend of Modi is treacherous)

*ghaddar* has been repeated two times and the word *hai* has been repeated three times.

4. **Cut K Rahega Hindustan-Ban K Rahega Pakistan** (Hindustan will be divided- Pakistan will come into existence)

*k rahega* has been repeated two times.

5. **Na Teri Vaari Na Meri Vaari- Ait K Imran De Vaari** (Nor yours turn not mine turn-its Imran's turn)

*na* has been repeated two times and the word *vaari* has been repeated three times.

6. **Kon Bachayega Pakistan- Imran Khan Imran Khan** (Who will save Pakistan- Imran Khan)

*Imran Khan* has been repeated two times each.

7. **Aai Aai- Pti** (PTI has come)

*aai* has been repeated two times.

8. **Hum Sab Ka Pakistan- Do Nahi, Aik Pakistan** (Pakistan of all of us, not two but one Pakistan)

*Pakistan* has been repeated two times.

9. **Zinda Hai Karachi Zinda Hai** (Karachi is alive)

*Linda* and *hai* have been repeated two times.

10. **Naara E Imran- Jeay Imran** (Slogan of Imran- Long live Imran)

*Imran* has been repeated two times.

11. **Patang Ko Kis Nay Ujarra- Patel Para Patel Para** (Who has exposed kite to loss- Patel Para)

*Patel Para* has been repeated two times.

12. **Teer Ko Kis Nay Latarra- Patel Para Patel Para** (Who has humiliated Teer- Patel Para)

*Patel Para* has been repeated two times.

13. **Kitab Ko Kis Nay Picharra- Patel Para Patel Para** (Who has disgraced Kitab- Patel Para)

*Patel Para* has been repeated two times.

14. **Ballay Ko Diya Kis Nay Sahara- Patel Para Patel Para** (Who has supported bat- Patel Para)

*Patel Para* has been repeated two times.

15. **Nau Sitaray Bhai Bhai- Bhutto Teri Shamata Aai** (Nine political parties have made alliance- the ill-luck of Bhutto has come)

*Bhai* has been repeated two times.

16. **Bhat K Rahega Hindustan- Lay K Rahengay Pakistan** (Hindustan will be divide- Pakistan will be taken)

*K* has been repeated two times.

17. **Laltain Tabah Na D-Laltain Mukammal Tabah d** (Laltain has not been destroyed, Laltain has been destroyed completely)

*lallation*, *d*, and *tabah* have been repeated two times each.

18. **Nar Leader, Pukhtun Leader Atif Leader Atif Leader** (Courageous leader, Pathan leader, Atif leader, Atif leader)

*Leader* has been repeated four times and *Atif* has been repeated two times.

19. **Mardan Ka Ye Naara Hai Atif Khan Hamara Hai** (Mardan's clamor is that Atif Khan is our leader)

*hai* has been repeated two times.

20. **Bijli Zuma Marzi Zuma** (My electricity, my volition)

*Zuma* has been repeated two times.

### (b) Repetition and Extra Emphasis in the Slogans of PML-N

1. **Na-Ehli-Namanzoor Namanzoor** (Decision of incapability- not acceptable)

*namanzoor* has been repeated two times.

2. **Ye Faisla Kya Ap Ko Manzoor Hai-Namanzoor Namanzoor** (Do you accept this decision? Unacceptable)

*namanzoor* has been repeated two times.

3. **Dekho Dekho Kon Aya Sher Aya Sher Aya** (Look who has come- Lion has come)

*Dekho* and *sher* have been repeated two times, *aya* has been repeated three times.

4. **Imran Zardari Bhai Bhai** (Imran and Zardari are brothers)

*Bhai* has been repeated two times.

5. **Nawaz Sharif K Khilaf Faisla Namanzoor Namanzoor** (Decision against Nawaz Sharif-unacceptable)

*namanzoor* has been repeated two times.

6. **Go Imran Go**

*go* has been repeated two times.

7. **Ro Imran Ro** (Weep Imran weep)

*ro* has been repeated two times.

8. **Teri Awaz, Meri Awaz Maryam Nawaz Maryam Nawaz** (Your voice, my voice-Maryam Nawaz Maryam Nawaz)

*Nawaz*, *Maryam* and *Nawaz* have been repeated two times.

9. **Rok Sako To Rok Lo** (Stop if you can)

*rok* has been repeated two times.

### Antonyms

#### (a) Antonyms used in the Slogans of PTI

1. **Modi Ka Jo Yar Hai- Ghaddar Hai Ghaddar Hai** (The friend of Modi is treacherous)

*yar* (friend) and *ghaddar* (enemy) are antonyms.

2. **Cut Ky Rahega Hindustan-Ban Ky Rahega Pakistan** (Hindustan will be divided-Pakistan will come into existence)

*cut* (divide) and *ban* (made) are antonyms

3. **Na Teri Vaari Na Meri Vaari- Ait K Imran De Vaari** (Nor yours turn not mine turn-its Imran's turn)

*Teri* (yours) and *meri* (mine) are antonyms.

4. **Hum Sab Ka Pakistan- Do Nahi, Aik Pakistan** (Pakistan of all of us, not two but one Pakistan)

*do* (two) and *aik* (one) are antonyms.

5. **Ooper Allah, Nichay- Imran Khan** (Allah is above- Imran Khan is below)

*ooper* (above/up) and *nichay* (down/below) are antonyms.

6. **Aaj Nahi To Kal Chalega- Ganjay K Sar Pe Hal Chalega** (If not today, tomorrow Nawaz will be defeated)

*aaj* (today) and *kal* (tomorrow) are antonyms.

7. **Bhat K Rahega Hindustan- Lay K Rahengay Pakistan** (Hindustan will be divided-Pakistan will be taken)

*bhat* (divide) and *lay* (made or taken) are antonyms.

8. **Laltain Tabah Na D-Laltain Mukammal Tabah D** (Lantern has not been destroyed-lantern has been destroyed completely)

*na d* (not) and *d* (yes) are antonyms.

#### (b) Antonyms used in the Slogans of PML-N

1. **Ye Faisla Kya Ap Ko Manzoor Hai-Namanzoor Namanzoor** (Do you accept this decision? Unacceptable)

*Manzoor* (to accept) and *namanzoor* (to reject) are antonyms.

2. **Teri Awaz, Meri Awaz Maryam Nawaz Maryam Nawaz** (Your voice, my voice-Maryam Nawaz Maryam Nawaz)

*Teri* (yours) and *meri* (mine) are antonyms.

## Synonyms

For [Bariq \(2017\)](#), the word which carries the same or nearly the same meaning as another word is known as a synonym.

### (a) Synonyms used in the slogans of PTI

1. **Hum Sab Ka Pakistan- Do Nahi, Aik Pakistan** (Pakistan of all of us, not two but one Pakistan)

*hum* (we) is a synonym for *sab* (all of us).

2. **Nar Leader, Pukhtun Leader Atif Leader Atif Leader** (Courageous leader, Pathan leader, Atif leader, Atif leader)

*Nar* (courageous) and *Pukhtun* have been synonymously used with the *leader*.

### (b) Synonyms used in the Slogans of PML-N

1. **Awam K Vote Ke Parchi Ko Izzat Do** (Give respect to ballot paper of people)

*vote* and *parchi* (ballot paper) are used synonymously.

## Syntactic Level

The syntactic level is the third level at which the rhetorical analysis of the political slogans has been carried out.

## Statements

### (a) PTI Slogans in the form of Statements

1. **Banega Naya Pakistan (New Pakistan Will Come Into Existence)**

It is declared that a new Pakistan will be made.

2. **Gali Gali Mai Shor Hai- Nawaz Sharif Chor Hai** (There is a clamor from street to street that Nawaz Sharif is a robber)

It is stated that everywhere in the country, Nawaz Sharif is considered a thief.

3. **Gali Gali Mai Shor Hai- Sara Tabar Chor Hai** (There is a clamor from street to street that whole family of Nawaz Sharif is thief)

It is stated that everywhere in the country, Nawaz Sharif and his family is considered a thief.

4. **Modi Ka Jo Yar Hai- Ghaddar Hai Ghaddar Hai** (The friend of Modi is treacherous)

The friend of Modi is declared as an enemy of Pakistan.

5. **Cut K Rahega Hindustan-Ban K Rahega Pakistan** (Hindustan will be divided- Pakistan will come into existence)

This slogan was used before the 1947 partition of the sub-continent, and therefore, this slogan stated that Hindustan will be divided and Pakistan will be made.

6. **Na Teri Vaari Na Meri Vaari- Ait K Imran De Vaari** (Nor yours turn not mine turn-its Imran's turn)

The speaker declares that this time will not be your turn nor mine, this time will be the turn of Imran Khan.

7. **Aai Aai- Pti** (PTI has come)

This slogan is used to declare that PTI (Pakistan Tehreek-e-Insaf) has come and they will get a major victory in the elections.

8. **Hum Sab Ka Pakistan- Do Nahi, Aik Pakistan** (Pakistan of all of us, not two but one Pakistan)

This slogan is used to declare that we (PTI) will make one Pakistan that will be for all of us.

9. **Ooper Allah, Nichay- Imran Khan** (Allah is above- Imran Khan is below)

This slogan is used to state that Allah helps and protects us from the above and down with us, we have Imran Khan as our leader and protector.

10. **Hum Banayengay- Naya Pakistan** (We will make new Pakistan)

This slogan is used to declare that we (PTI) will make a new Pakistan.

11. **Zinda Hai Karachi Zinda Hai** (Karachi is alive)

This slogan is used to declare that Karachi is alive.

12. **Amir Bhai Qadam Barhao Hum Tumharay Sath Hai** (Proceed forward Amir- we are with you)

This slogan was used by the voters to declare that they are supporting their representative Amir Liaqat.

13. **Nau Sitaray Bhai Bhai- Bhutto Teri Shamatai Aai** (Nine political parties have made alliance- the ill-luck of Bhutto has come)

This slogan declares that the ill-luck of Bhutto has come.

14. **Aaj Nahi To Kal Chalega- Sanjay K Sar Pe Hal Chalega** (If not today, tomorrow Nawaz will be defeated)

This slogan declares connotatively that if not today, tomorrow PML-N will be levelled or demolished completely.

15. **Bhat K Rahega Hindustan- lay K Rahengay Pakistan** (Hindustan will be divided- Pakistan will be taken)

This slogan was used before the 1947 partition of the sub-continent, and therefore, this slogan stated that Hindustan will be divided and Pakistan will be taken.

16. **Agli Bari- Sindh Ke Sab Se Bari Bemari- Asif Zardari** (Next turn will be the turn of Sindh's major sickness- Asif Zardari)

In this slogan, Asif Zardari has been declared as the biggest sickness or illness of Sindh.

17. **Laltain-Tabah D** (Lantern has been destroyed)

This slogan is used by the supporters of PTI to state that laltain (lantern) is finished (lantern is the election symbol of ANP Awami National Party)

18. **Laltain Tabah Na D-Laltain Mukammal Tabah D** (Lantern has not been destroyed- lantern has been destroyed completely)

This slogan is used by the supporters of PTI to state that lantern is not finished but that laltain (lantern) is completely finished (lantern is the election symbol of ANP Awami National Party).

19. **Nar Leader, Pukhtun Leader Atif Leader Atif Leader** (Courageous leader, Pathan leader, Atif leader, Atif leader)

This slogan declares Atif Khan as a nar (brave and courageous) and pukhtun leader.

20. **Mardan Ka Ye Naara Hai Atif Khan Hamara Hai** (Mardan's clamor is that Atif Khan is our leader)

It is stated that Mardan declared Atif Khan as its leader.

21. **Bijli Zuma Marzi Zuma** (My electricity, my volition)

This slogan is used by the speaker to declare that if electricity is produced in my area then I will decide to share it with the others or not.

## (b) PML-N Slogans in the Form of Statements

1. **Mian Sahib Qadam Barhao Hum Tumharay Sath Hai** (Proceed forward Mian Sahib- we are with you)

This slogan was used by the voters to declare that they are supporting their leader Nawaz Sharif.

2. **Wazir-E-Azam Nawaz Sharif** (Prime Minister- Nawaz Sharif)

This slogan was chanted by the voters and supporters to declare Nawaz Sharif as their Prime Minister.

3. **Qadam Barhao Nawza Sharif Hum Tumharay Sath Hai** (Proceed forward Nawaz Sharif- we are with you)

This slogan was used by the voters to declare that they are supporting their leader Nawaz Sharif.

4. **Imran Zardari Bhai Bhai** (Imran and Zardari are brothers)

This slogan was used by the speaker to declare that Imran Khan and Asif Ali Zardari are brothers (Bhai bhai).

5. **Teri Awaz, Meri Awaz Maryam Nawaz Maryam Nawaz** (Your voice, my voice- Maryam Nawaz Maryam Nawaz)

This slogan was used by the supporters to declare Maryam Nawaz as the voice of every person.

6. **Mian Sahib I Love You**

This slogan was chanted by the supporters to show their love for Nawaz Sharif.

## Commands

### (a) PTI Slogans in the Form of Commands

1. **Rok Saktay Hai To Rook** (Stop if you can)

This slogan was used to command the opponents to stop PTI if they can.

### (b) PML-N Slogans in the Form of Commands

1. **Vote Ko Izzat Do** (Give respect to vote)

The slogan is used to command to respect the vote.

2. **Pakistan Ko Izzat Do** (Give respect to Pakistan)

The slogan is used to command to respect Pakistan.

3. **Qaum Ko Izzat Do** (Give respect to nation)

The slogan is used to command that respect should be given to the nation.

4. **Go Imran Go**

In this slogan, Imran Khan is commanded to go or to leave.

5. **Ro Imran Ro** (Weep Imran weep)

In this slogan, Imran Khan is commanded to cry.

6. **Rok Sako To Rok Lo** (Stop if you can)

This slogan is used to command the opponents to stop PML-N if they can.

7. **Awam K Faislay Ko Izzat Do** (Give respect to the decision of people)

The slogan is used to command that respect should be given to the decision of the public.

8. **Meri Awam Ko Izzat Do** (Give respect to my people)

The slogan is used to command that respect should be given to my public.

9. **Wazir- E Azam Ko Izzat Do** (Give respect to the Prime Minister)

The slogan is used to command that respect should be given to the Prime Minister.

10. **Muntakhib Wazir-E-Azam Ko Izzat Do** (Give respect to the elected Prime Minister)

The slogan is used to command that respect should be given to the elected Prime Minister.

11. **Muntakhib Numaindon Ko Izzat Do** (Give respect to the elected representatives)

The slogan is used to command that respect should be given to the elected representatives.

12. **Awam Ko Izzat Do** (Give respect to people)

The slogan is used to command that respect should be given to the public.

13. **Awam K Vote Ke Parchi Ko Izzat Do** (Give respect to ballot paper of people)

The slogan is used to command that respect should be given to the ballot paper of the public.

14. **Awam K Numaindo Ko Izzat Do** (Give respect to the representatives of people)

The slogan is used to command that respect should be given to the representatives of the public.

### Questions

The third sub-category of the syntactic level is the use of questions. The type of sentence which asks something is known as a question or interrogative

sentence. The slogans in the form of a question are composed not for an answer but for drawing the attention of the audience. Leech (2005) called it a rhetorical question which has a self-evident answer (Bariq, 2017).

### (a) PTI Slogans in the Form of Questions

1. **Mujhe Kyun Nikala?** (Why I was removed)

This slogan was used by Nazaw Sharif originally after his disqualification. Imran Khan uses this slogan to mock Nazaw Sharif's question.

2. **Kon Bachayega Pakistan? Imran Khan Imran Khan** (Who will save Pakistan? Imran Khan)

This slogan was asked in the form of a question to motivate the voters to vote for Imran Khan. The crowd was asked who will save the country and they answer Imran Khan.

3. **Patang Ko Kis Nay Ujarra?- Patel Para Patel Para** (Who has exposed kite to loss- Patel Para)

This slogan was asked in the form of a question that who will beat Patang (kite)? (i.e, the election symbol of Muttahida Qaumi Movement, MQM) and the crowd shouts Patel Para, Patel Para, which lies in the central part of Karachi, to answer that people of Patel Para support PTI and will beat the rest of the parties.

4. **Teer Ko Kis Nay Latarra?- Patel Para Patel Para** (Who has humiliated Teer- Patel Para)

Who will beat Teer (arrow)? (i.e, the election symbol of Pakistan People's Party, PPP) and the crowd answers Patel Para, Patel Para.

5. **Kitab Ko Kis Nay Picharra?- Patel Para Patel Para** (Who has disgraced Kitab- Patel Para)

Who will beat Kitab (book)? (i.e the election symbol of Muttahida Majlis-e-Amal, MMA) and the crowd shouts Patel Para, Patel Para.

6. **Ballay Ko Diya Kis Nay Sahara?- Patel Para Patel Para** (Who has supported bat- Patel Para)

Who will support balla (bat)? (i.e., the election symbol of Pakistan Tehreek-e-Insaf, PTI) and the crowd shouts Patel Para, Patel Para.

### (b) PML-N Slogans in the Form of Questions

1. **Ye Faisla Kya Ap Ko Manzoor Hai? Namanzoor Namanzoor** (Do you accept this decision? Unacceptable)

This slogan was used by Nawaz Sharif to convince the supporters that the decision against him is not acceptable. He asks the crowd that do you accept the decision of disqualification, and they answer that it is not acceptable.

2. **Dekho Dekho Kon Aya? Sher Aya Sher Aya** (Look who has come? Lion has come)

The crowd is motivated by asking who has come. And they answer Sher (lion- election symbol of PML-N) has come election symbol of Pakistan Muslim League-Noon.

3. **Mujhe Kyun Nikala?** (Why I was removed?)

This question was asked in the form of a slogan by Nawaz Sharif after his disqualification to gain sympathies from the crowd and make them understand that the decision against him is not the right one.

### Negative Sentences

The fourth sub-category of the syntactic level is the use of negative sentences. Negative sentences are used for negating something or for asserting that something is not right. According to Ding, (2013), as mentioned in [Inghaish \(2017\)](#), they are used for showing things or conveying a message constructively and positively as they express that things are not right.

#### (a) PTI Slogans in the Form of Negative Sentences

1. **Na Teri Vaari Na Meri Vaari- ae Te Imran De Vaari** (Nor yours turn not mine turn-its Imran's turn)

The slogan is a negative sentence because the speaker says that this time, it is not your or my turn. This time is Imran's turn.

2. **Hum Sab Ka Pakistan- do Nahi, Aik Pakistan** (Pakistan of all of us, not two but one Pakistan)

The slogan is a negative sentence because the speaker says that our Pakistan will be only one Pakistan, not two.

3. **Laltain Tabah Na D-laltain Mukammal Tabah D** (Lantern has not been destroyed- lantern has been destroyed completely)

The slogan is composed negatively because the speaker says that the lantern is not only finished but is completely finished.

#### (b) PML-N Slogans in the Form of Negative Sentences

1. **Na-Ehli-Namanzoor Namanzoor** (Decision of incapability- not acceptable)

The slogan is composed negatively because the voters chant that the decision of disqualification is not acceptable to them.

2. **Ye Faisla Kya Ap Ko Manzoor Hai-Namanzoor Namanzoor** (Do you accept this decision? Unacceptable)

This slogan is a negative sentence because the supporters are asked about the decision of disqualification and they say that it is not acceptable to them.

3. **Nawaz Sharif K Khilaf Faisla Namanzoor Namanzoor** (Decision against Nawaz Sharif-unacceptable)

This slogan was chanted to show that the decision of disqualification against Nawaz Sharif is not acceptable.

4. **Inteqam-Namanzoor** (Revenge-unacceptable)

This slogan was chanted to state that revenge is not acceptable.

5. **Iqama Faisla- Namanzoor** (The decision of Iqama- unacceptable)

This slogan was chanted to state that the decision against Nawaz Sharif on the basis of Iqama is not acceptable.

6. **Na Ehli Ka Faisla- Namanzoor** (Decision of incapability- not acceptable)

This slogan was chanted to state that the decision of disqualification is not acceptable.

### Optative Sentences

The fifth sub-category of the syntactic level is the use of optative sentences. The sentences that are used to wish, pray, hope, or express some desire are known as optative sentences.

**(a) PTI Slogans in the Form of Optative Sentences**

1. **Naara e Imran- Jeay Imran** (Slogan of Imran- Long live Imran)  
The voters pray that long live Imran Khan.
2. **Atif Khan- zindabad** (Long live Atif Khan)  
The supporters pray that long live Atif Khan.
3. **Pakistan –zindabad** (Long live Pakistan)  
The voters pray that long live Pakistan.
4. **Imran khan-zindabad** (Long live Imran Khan)  
The voters pray that long live Imran Khan.
5. **Islam-zindabad** (Long live Islam)  
The supporters pray that long live Islam.
6. **Sheikh Rasheed-zindabad** (Long live Sheikh Rasheed)  
The supporters pray that long live Sheikh Rasheed.
7. **Khatm-e-nabuwat-zindabad** (Long live the finality of prophethood of Muhammad (SAW))  
The voters pray that long live khatm-e-nabuwat.

1. **Pakistan- zindabad** (Long live Pakistan)  
The voters pray that long live Pakistan.
2. **Quaid-e-Azam Zindabad** (Long live Quaid-e-Azam)  
The voters chant that long live Quaid-e-Azam.
3. **Nawaz Sharif Zindabad** (Long live Nawaz Sharif)  
The voters pray that long live Nawaz Sharif.
4. **Pakistan Muslim League-Noon Zindabad** (Long live Pakistan Muslim League-Noon)  
The voters pray that long live Pakistan Muslim League-Noon.
5. **Peshawar Zindabad** (Long live Peshawar)  
This slogan is optative because the voters chant that long live Peshawar.
6. **Pakistan Zindabad** (Long live Pakistan)  
This slogan is optative because the voters chant that long live Pakistan.
7. **J.I.T. Murdabad** (Down with the J.I.T)  
This slogan is optative because it is used to express their dislike for the J.I.T (Joint Investigation Team).

**(b) PML-N Slogans in the Form of Optative Sentences**

**Table 1.** Below given Table Summarizes the Rhetorical Analysis of the Slogans

S. No	Rhetorical analysis		PTI (35)	PML-N (35)	Number of Slogans
1	Phonological	1. Rhyme	19	17	36
		2. Alliteration	11	7	18
2	Lexical	1. Repetition	20	9	29
		2. Antonyms	8	2	10
		3. Synonyms	2	1	3
3	Syntactic	1. Statements	21	6	27
		2. Commands	1	14	15
		3. Questions	6	3	9
		4. Negative sentences	3	6	9
		5. Optative sentences	7	7	14

**Conclusion**

This paper attempted to study the use of language diplomatically by politicians in the form of catchy and attractive political slogans to convince the voters to vote for them. In the light of rhetorical analysis by the application of [Hosu and Pavelea \(2009\)](#), it was found that the slogans were composed in a persuasive language by employing different rhetorical devices

like rhyme, alliteration, repetition, synonyms, antonyms, statements, commands, questions, negative, optative sentences. It was also revealed that [Hosu and Pavelia's \(2009\)](#) model lacks some of the categories i.e. at the lexical level, Pakistan’s political slogans also make the use of synonyms and at the sentence level, Pakistan’s political slogans make the

use of questions, negative, and optative types of sentences.

Moreover, the study revealed that repetition was mostly used in these slogans for giving an extra emphasis to a word and for expressing its significance. It also resulted in rhyme and alliteration, which help make the slogans attractive

and memorable. Further, it was found that Pakistan Tehreek-i-Insaf used more rhetorical devices than Pakistan Muslim League-Noon. The rhetorical analysis also exposed that most of the slogans were composed in the form of statements showing that the political leaders used the slogans for affirmation and declaration as *Banega Naya Pakistan* by PTI.

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