

The 21st Century American and Iraqi Election Campaign Slogans: Salient Linguistic and Aesthetic Characteristics

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Abstract

Slogans have been always taken as an important part of political elections throughout the world. Election campaign slogans are words, phrases or even sentences that are manipulated to influence meaning in various ways. Although they are mostly incomplete sentences, their meanings appear to be somehow straightforward and explicit. Then, there must be certain features that these slogans enjoy which make them being accepted by both their receivers (audience) and senders (candidates).

Providing the basic definitions of slogans in general and election campaign slogans in particular, the focus in this paper ,however, would be on the most prominent linguistic (syntactic and semantic) and aesthetic characteristics of the 21st century American and Iraqi election campaign slogans . Points of similarity and difference between them would be shown. It has been found that both American and Iraqi slogans employ declaratives for informative and expressive functions of language, and imperatives for directive functions. Nevertheless, the American election campaign slogans seem to be shorter and more musical (aesthetic) than Iraqi ones.

Key words: *slogans, election campaign, aesthetic characteristics, syntactic characteristics*

1.0 Introduction

Slogans are often common in different fields of life: commercial businesses, economy, politics ...etc. They are expressed in different forms (declarative , imperative ,etc.) and by different means ;mass-media ,radio , TV , internet ,...etc. In the political arena, slogans are means to give one voice to an entire group (party), and give the whole group a unique identity. Election campaign slogans in particular are often manipulated to create the zeal of being and impart the spirit of enthusiasm. These slogans lay some ideas for the audience and inspire them to live by them. They are also the means to reflect the philosophies and ideologies of the candidates.

As a way of propagating and transmitting messages from presidents , parliament members, voting members , sellers of commercial companies on the one hand ,and the audiences , electors and buyers on the other , the slogans' role can not be underestimated. This is simply because a slogan is not only initiated to be a working technique in persuading people to elect , to pay attention to ,or to take an action towards someone or something , but also has become a must for social communication which, in turn, influences the development and changes in the policy and economy of a society(Krčmářová,2008 :4-6).

Since long before, the advertisement and the use of slogans have played an essential role in our everyday life. Traditionally, slogans were employed as means for transporting information from a sender to a receiver. Today, advertising slogans have surpassed traditional functions and become a social and cultural force. Many countries have witnessed significant changes in their societies (including policies, ideologies, systems, and sometimes doctrines) due to the laying down of certain influential slogans.

Historically speaking, slogans were prominent and influential in the history of revolutions (e.g. French , Grenadian , Chinese , and Russian Revolutions) . Simple words were intended to move the emotions of the simple people who sought more justice in their lives as they saw it at the time (Peterson , 1997). The most representative examples are the three common Bolshevik slogans prevailing during the 1917 Russian Revolution:

1. Factories for the workers, land for the peasants.

2. All power to the Soviet.

3. Bread and freedom!

It is obvious that these slogans express, at the time, both the ambitions and needs of the people. It is an undeniable fact that the fast spread of these slogans through the whole world in general, and the Soviet states in particular, is owing to the power of the words such slogans entail (Arabizi, 2011: Internet).

Relationally, linguists often endeavor to understand the power of words or the power of how people use language in all spheres of life , and inevitably the effect these words have on society. This unquestionably designates the fact that the words of language reflect far- reaching meanings and implications (ibid). And since the language used in slogans intends to grip the attention of the audience , capture their interest , and create desire for them to action, careful investigation of the language of slogans seems to be effectively important. Of course , the language of slogans has to be put into practice with care if the intent of the message involved is to be effectively delivered .

To specify things , this paper tends to investigate the 21st century American and Iraqi Election

Campaign slogans , beginning with the historical view on how the term " slogan " has been used traditionally and nowadays ,providing some linguistic and non-linguistic definitions of slogan , identifying how using slogans is deemed as a process of communication , and finally focusing on linguistic (syntactic and semantic) and aesthetic features of both American and Iraqi data to detect points of similarity and difference between them.

1.1 Historical View

Historically, the term 'slogan' was common to the European countries particularly during the Middle Ages; it was employed as a password to insure proper identity of individuals. Moreover, the activity of advertising slogans has come into existence to meet the social, political, economic and even cultural needs of the people.

Slogans, to start with, were simple in the people's life, usually in oral form on the street. Later various devices were utilized to publicize them; through radio, video, television, actor, actress or even hall-parties. Whether yesterday or today, the nature of a slogan is a kind of persuasion which can be confirmed by the word's meaning and function. In all its means of transmission (radio , TV , newspaper or internet) and in all its forms (spoken or written) , someone is constantly trying to persuade someone else to believe in something or behave in a certain way (Jamieson , 1988: 14 , Cook , 2001:13 and Borchers , 2002:21). In this respect, the messages of slogans are often said to be ' complex' in the light of their creation (Gardner and Luchtenburg , 2000: 1809). Put it another way, with few words, a sender wishes to convey a certain complicated meaning as associated with the social, political, psychological and economical aspects of society members.

However , in the 21st century people seem to be predisposed to receive all types of messages and information through different media such as radio , TV , internet , mass-media, mobile ...etc. It seems that people are culturally conditioned to recognize and respect certain argumentative forms and to accept certain forms of evidence , within this arena ,election campaign slogans to occupy an assertively front position.

1.2 Etymology of Slogan

A slogan is part and parcel of advertising devices. It has the original meaning of "shouting *loudly*" which has something in common with the meaning and use of slogans nowadays. However the word 'slogan' has its root in the bloodcurdling Scots '*battle cry*' , '*war cry*' or *slogorne* (Kohli , Leuthesser and Suri, 2007:415) . Generally, it is a "unique phrase identified with company or brand" (Rein , 1982:48) .

Likewise, Bussmann (1996: 1086) contends that the term "slogan" comes from the Gaelic word

slaughghairm from *slaugh* 'host +*gairm* which indicates "host shout or cry". This term was used, at the beginning of the eighteenth century among English speakers, as a cry of any person or body of persons. Yet, the phenomenon of using slogans is not haphazardly made. Rather, it is a linguistic phenomenon which goes deep into the values and norms of human societies. People used to express their protests, comments, necessities and desires by means of resorting to different linguistic forms of slogans.

1.3 Definitions of Slogan

Various definitions have been formulated by different linguists anthropologists and sociologists to account for the identification of what a slogan is. They all endeavor to specify slogans as a unique type of utterances, bounded by certain peculiarities which grant this group its identity. Commonly, a slogan is defined as a short expression mainly associated with commercial or political issues meant to express ideas, the aims or the nature of an individual or organization in ways that are easy to remember or to communicate (Wikipedia, 2012). Slogans are, thus, based on a certain idea which should not be meaningless, vague, specific or complicated. Moreover, they should have rhythm and rhyme in order to be memorizable to audience. They are often used by a political party to attract people's attention or to suggest a quick idea that is easily grasped by the public (Oxford Advanced Learner's Dictionary, 2012, s.v. *slogan*).

Politically, a slogan is a favorite saying of a sect, political group, enterprise, organization or candidate used in particular situations to express a particular implied imperative mood, such as "Just **do it** " and " **Don't leave home without it** ". Expressed another way, Boussmann (1996: 1086) contends that a slogan is " a precise and impressively formulated expression with a persuasive function , frequently formed as an elliptic sentence and equipped with figures of speech" (i.e. repetition , alliteration , rhythm and rhyme) . Consider this political slogan "Give **me liberty or give me death. Better dead than red** ". Furthermore, it is often noticed that when a certain political party or organization uses a slogan over and over again, the slogan can become an important element of identification in the public's perception of that party or organization.

Based on the nature of the election campaign slogans, Housa and Pavelea (2010: 21-22) cite three conclusive definitions

1, A slogan is a short statement about the reasons why a candidate should be elected or why the voters should vote for one's measure. For election purposes, a slogan is said to be successful if it motivates the electors and influence them in directing their vote towards a certain candidate.

2. It is a motto or phrase that expresses a goal or aim, used for political purpose. Thus, it must contain a

clear point and express a goal inside.

3. It is a memorable phrase used in political speeches or advertisements to express a key idea (or accomplish some other key purposes) in a political campaign.

1.4 Slogan as Process of Communication

Communication is often recognized as the process which takes place between two parties: the addresser (transmitter – the candidate) and the addressee (receiver – public people) . And of course , a coded message is transmitted between these two participants, through a certain communication channel . The context (or situation) in which this message is situated plays a great role in determining the meaning and the intent of this message. The communication process can be further illustrated in the following figure.

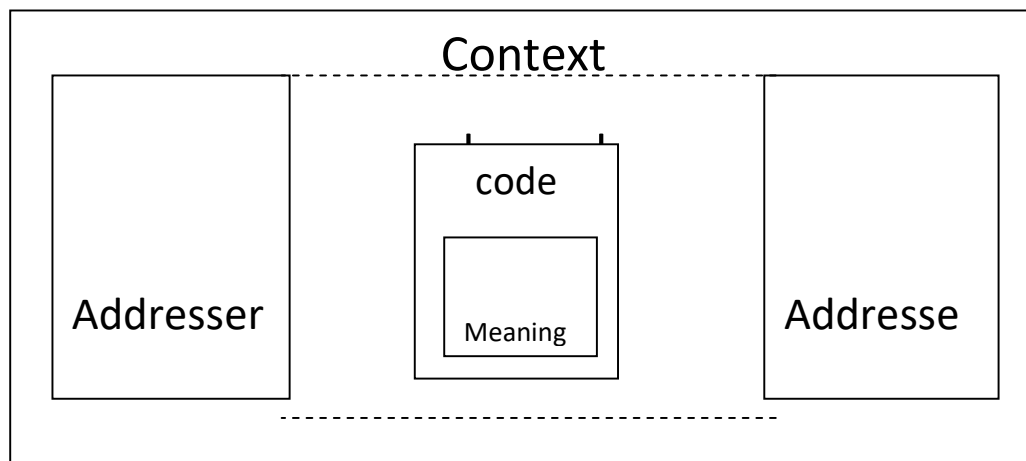


Figure (1): Components of Communicative Process (Vestergaard and Schoroder, 1985:16)

With reference to the above figure ,in case of publicizing or advertising an election campaign slogan , the addresser is the nominee to be elected , and the addressee is the audience (persons on the electoral roll), the meaning produced is concerned with seizing the public attention towards a certain candidate – an attempt to catch and hold the reader or listener's attention to persuade him to vote for the nominated candidate, the code is the language used which should be clear and simple to be grasped by the audience, the channel mostly involves a printed chart displayed on roads , TV advertisements , internet means ...etc., and the context of situation implies the psychological , social and cultural features which have certain effects on the language prevalent in a society. These features surely determine the linguistic elements exploited in expressing slogans. In other words, the values, attitudes and behavior of a society, one way or another, affect the language used in slogans. Election campaign slogans are tools which help in engaging people's minds.

[For more details on social factors affecting the use of slogans in public, see Lapsanska , 2006]

Communicatively, slogans dipped into a society influencing and sometimes guiding it. The effectiveness of any slogan is intensified by the power of persuasion that slogan reflects. Slogans are often enunciated to produce "an emotional connection between an audience member and a persuader" (Borchers, 2002: 181). For any slogan to be effective it must , at least , attract enough attention from the audience to notice the information presented in the form of language in such a slogan , i.e. it must be meaningful , impressive , engaging and memorable(Leech , 1972 :27 , Tom and Eves ,1999:41). Election campaign slogans are ultimately a means of convincing people to believe something, act in a certain way, or agree with a point of view. Consider the following American (4-6) and Iraqi (7-9) political campaign slogans:

4. A Better Way Found.

5. A Voice for Progress.

6. Make your Vote Count

7. تعزيز سيادة العراق [Strengthening Iraq sovereignty]

8. إنهاء البطالة المقنعة [Ending the masked unemployment]

9. نمتلك الإرادة ونسعى للتغيير [We Possess Willingness and Strive for Change]

1.5 Election Campaign

A political campaign is a pre-arranged endeavor which seeks to influence the decision making process within a specific group. In democracies, political campaigns often refer to electoral campaigns, wherein representatives are chosen or referendums are determined. In modern politics, the most high profile political campaigns is focused on candidates for head of state or head of government, often a President or Prime Minister. Campaigns for minor office may be relatively simple and inexpensive – talking to local newspapers, giving out campaign signs, and greeting people in the local square (Wikipedia, 2013).

In the United States major campaigns are often much longer than those in other democracies. The first part of any campaign for a candidate is deciding to run. Prospective candidates will often speak with families, friends, professional associates, elected officials, community leaders, and the leaders of political parties before deciding to run. Candidates are often recruited by political parties and lobby groups interested in electing like-minded politicians.

Voting in the United States often starts weeks before Election Day as mail-in ballots are a commonly used voting method. Campaigns often run two persuasion programs, one aims at mail-in voters and one aims at the more traditional poll voters (ibid).

Historically, in Iraq election campaigns started weeks before the Parliament election day (e.g. of March 7, 2010) to elect a new Parliament and a Prime Minister. The election decided the 325 members of the Council of Representatives of Iraq who elect the Iraqi Prime Minister and President. Campaign posters were plastered across Baghdad and other cities urging people to go to the polls (The New York Times, 2013: Internet). For example, in Basrah, one attractive poster reads "**Your city needs who knows what Basrah needs**". The vote is expected to redraw Iraqi political map in many places and pave the way for a redistribution of power in national elections, as appeared in the election slogan raised weeks before the vote "**Vote for the path of change**".

In fact, the campaign is the period when the political parties put forward their candidates and arguments with which they hope to persuade people to vote for their candidates and parties. Candidates are given a week to put forward their nominations. Once an election has been called, parties issue manifestos detailing the programs they wish to implement if elected to government, the strengths of their leaders, and the failures of opposing parties and their leaders. Slogans are used to popularize and identify parties and issues, and pamphlets and posters distributed to the voters. Rallies and meetings where the candidates try to persuade, entice and enthuse supporters, and belittle opponents, are held throughout the constituencies (Indian-Election, 2011: Internet).

However, the message of the campaign contains the ideas that the candidate wants to share with the voters. The message often consists of several talking points about policy issues. The points summarize the main ideas of the campaign and are repeated frequently in order to create a lasting impression with the voters. Most campaigns prefer to keep the message broad in order to attract the most potential voters. A message that is too narrow can alienate voters or slow the candidate down with explaining details. For example, in the 2008 American presidential election, John McCain originally used a message that focused on his patriotism and political experience: "**Country First**"; later the message was changed to shift attention to his role as "**The Original Maverick**" within the political establishment. If the message is crafted carefully, it will assure the candidate a victory at the polls. For a winning candidate, the message is refined and then becomes

his or her political agenda in office. (Offutt: 2010: Internet). In this respect, slogans, sayings and maxims seem to play an essential role in the political campaigns throughout the world.

1.6 Salient Characteristics of Election Campaign Slogans

Since the main function of the election slogans is to keep continuity for a campaign, it is essential that a slogan should be a brief, easily memorable statement connected with the candidate, and immediately recognized by the audience. Owing to such traits, Leech (1966:28ff) suggests that for an effective slogan to come into existence, it must utilize typical word forms, new coined words, literary (or rhetorical) devices such as paradox, alliteration, parallelism, repetition or rhyme.

Leech (ibid) adds saying that according to the principle of readability, the message conveyed by an election campaign slogan should be clear, simple and short as not to discourage further reading. Placed another way, familiar vocabulary, simple, personal and colloquial style, concrete and short words should be employed. Hence, this section is devoted to presenting the most salient characteristics with which a set of utterance are recognized as election campaign slogans.

[For more details about the traits of slogans, see Krcmarova, 2008]

1.6.1 Syntactic Characteristics

Election campaign slogans are described as having simple and short but condensed sentences or phrases (i.e., much new important information contained within a short text). They should be built on one specific idea; therefore, they rarely employ complex sentences. They generally contain no main verbs, and if so, the finite verbs are replaced by nonfinite forms. Usually pronouns are eliminated to create as short sentence as possible in order to "cut up the sentences into more information units, so that the same sequence of words will contain more focal elements rather than one" (Vestergaard and Schroder, 1985:23). Consider the following American (10-12) and Iraqi (13-15) election campaign slogans:

10. The dawning of a new day. (No main verb)

11. Country first. (No main verb)

12. **Winning the future.** (Nonfinite verb)
13. كهرباء بلا انقطاع [Uninterrupted electricity] (No main verb)
14. خلق مستقبل قوي آمن ومستقل للعراق (Nonfinite verb)
[Creating a strong ,safe and independent future for Iraq]
15. أن تعطوا إرادة الشعب فوق كل الاعتبارات (Finite Verb)
[People's will should be above all considerations]
- It is obvious from the above examples that American slogans are shorter containing fewer words than those of Iraqi ones. Moreover, the Iraqi data involves simple sentences containing finite verbs (e.g., 15) and complex sentences (example 9 above نمثلك الإرادة ونسعى للتغيير). In this connection, Lapsanska (2006: 25) argues that slogans in general, including election campaign slogans , reflect the pursuit to make the text more dynamic as they are organized into smaller units to underline the content of the message the slogan carries.
- In the same vein, Leech (1972: 25) remarks that the language of these election campaign slogans belongs to so called 'loaded language' which implies "an accusation of demagoguery or pandering to the audience". Leech (ibid) confirms that loaded language in these slogans has the goal to change the will, opinions or attitudes of its audience. Generally, slogans, as a particular set, differ from other types of loaded language in having a very precise material goal – changing the mental temperament to reach the desired kind of behavior.
- Moreover, the data of the English American slogans manifest that the language used is succinct and to the point and that some examples are in favor of elliptical sentences. No case of ellipsis is recoded in the Arabic data of Iraqi slogans .Though some sentences are incomplete in both data; their meanings are understandable and thus can touch the audience:
16. **Yes, America can!** (Elliptical sentence)
17. **We can't wait.** (Incomplete sentence)
18. تحسين الخدمات الأساسية (Incomplete sentence) [Improving the basic services]
19. حكومة حرة [Free government] (Incomplete sentence)

In spite of the fact that the number of complex sentences and lengthy sentences in Iraqi data is greater than that of American data, they both tend to manipulate simple sentences that are intended to astonish and attract the audience towards a certain message. The present tense and active voice are frequently employed in both data, simply because they can give straightforward meaning to the audience. This seems an essential need for the function of designating slogans as to quickly and easily convince audience.

20. **Change we need.** (Present active simple sentence)

21. **Eight [years] is enough.** (Present active simple sentence)

22. أيام التصويت تقترب (Present active simple sentence)

[The days of voting are approaching]

23. نرحب بالاستثمارات النفطية (Present active simple sentence)

[We welcome oil investments]

1.6.2 Semantic Characteristics

Because the main goals of posing an election campaign slogan are to gain attention , to create interest , to attain credibility , to highlight desire or satisfaction , to suggest action , to give information , and to persuade people and urge them to take action , the language of slogans is generally sycophantic , optimistic , constructive , unconditional and emphasizing the distinctiveness of the message of (Lapsanska ,2006 : 10ff and Krčmářová , 2008 : 3-4). For this reason, election campaign slogans are always short and succinct in natural world . They are words that are repeated many times to strengthen the feelings and positions of the candidate and to move the emotions of the simple people.

Semantically, most election campaign slogans express figurative rather than literal meaning. They signify additional levels of meaning and call to mind associations as their connotative meanings are based on people's earlier knowledge and experiences, and their social conventions. This entails that they are often employed to indicate generic rather specific reference – they address people and attend to their social and environmental demands and concerns in general. They recurrently endeavor to leave the key message in the minds of the audience. Thus, in line

with Krcmarova's view (2008:4ff) , election campaign slogans are often " communicated through non-transparent messages that provide open-space for the recipient[audience] to think" , and this is of course leads to the different interpretations people give while facing them. For example, although the President Obama (in 2012 Presidential Election Campaign) raises the slogan " **Forward.**", and claims that if he wins the election, he will move the country forward , people of America might take it to express various connotations in accordance with the environmental conditions they live under (Morton , 2012 : Internet and Baker, 2012 : Internet).

Similarly, the Iraqi election slogan "نسعى للتغيير والإصلاح" [*We strive for change and reform*] may predict a variety of interpretations. The words "تغيير" [*change*] and "الإصلاح" [*reform*] can be interpreted differently in terms of people's attitudes and views. This non-transparent reading is owing to the generic rather than specific senses these two words envisage in such context of situation, as related to diverse aspects of life.

As a matter of fact, an election campaign slogan must convey all necessary information that can be grasped by the audience effortlessly and speedily. Further, Abate (1985: 18) argues that "every slogan reveals something about its own time and has something about social and political issues". For example, the majority of the 21st election campaign slogans (of both American and Iraqi data) reflect the attitudes and behavior of the changing society and as well as political ground. Both American and Iraqi examples reflect the social and political life people have experienced. The American slogan " **Change.**", for example, that the President Obama releases, entails that he is too hopeful and optimistic about the future of The united States of America in spite of all the challenges it faces and calls for *change* towards the best (Mason , 2012 :Internet) . Likewise , The Iraqi slogan " لانزاهه بلا تغيير " [*No integrity without change*] may echo the idea that both the candidate and the audience look forward to *نزاهه* (*integrity*) and *تغيير* (*change*) and the two are interrelated in the Iraqi society , so the application of *integrity* is based on the expected *change* that a country may undergo.

Finally, as far as sentence meaning is concerned, the two commonly used sentence types are declarative and imperative. Declaratives are made use of when the candidate wants to provide new information about the current situation, state some activities or occasionally commit himself to do some future act. In other words , declaratives ,in this case , are used to inform , report , describe ,

assert , declare , maintain a certain state of affairs (*Informative Function*) . In addition , declaratives in election campaign slogans can be used to express the candidate's feelings, , wishes, attitudes and will , particularly when he wants to apologize , feel sorry , forgive , condemn , etc. (*Expressive Function*) (Krcmarova, 2008 : 22-3)

24. Regime change begins at home. (Informative)

25. Incontinence meets incompetence. (Expressive)

26. نحتاج لمساعدة شعبنا [*We need to help our people*] (Informative)

27. أتطلع إلى توفير المساعدة والأمان لمجتمعنا (Expressive) [*I look forward to providing aid and security to our community*]

Because of the various functions imperatives can perform, they are often described as the most powerful device in attaining the designated purposes of election campaign slogans. Imperatives are commonly used to inspire audience to take an action (straightforwardly or obliquely) for voting a certain candidate. The directive import of imperatives can hardly be denied. Lapsanska (2006: 37) argues that imperatives are taken advantage of to create a sense of "one person is speaking to another ". Thus, they are tools for urging, exhorting, inducing audience towards taking an action (*Directive Function*):

28. Make your vote count.

29. Don't change horsemen in mid- apocalypse.

30. انتخبوا الأفضل والأقوى [*Elect the best and the strongest*]

31. تأكد بأن تصوت للبرلمان العراقي [*Make sure to vote for the Iraqi Parliament*]

1.6.3 Aesthetic Characteristics

Election Campaign slogans utilize certain techniques similar to the aesthetic devices of poetry, i.e., repetition, harmony, alliteration, assonance and brevity. Such techniques are often exploited to guarantee that the receiver (audience) of the slogan easily reads, says and remembers the text and recalls it at the right moment (Safire, 1968: 605). A good election campaign slogan must abide by these aesthetic principles which aid the audience can memorize the information

found in the slogan with the least effort (Abate, 1985: 18).

I- Repetition

Repetition is used in election campaign slogans, when there is an emphasis on the key element within the intended message (Hayward, 2012: Internet). In the following examples , the aim of using repetitive words is to effect an emphatic focus on them, drawing the audiences' attention towards the message they carry.

32. **Drill , baby , Drill.**

33. Let **America** be **America** again .

34. We are the **change** we've been looking for. **Change** can't happen without you.

The only two examples found by the researcher in the Iraqi data which involve repetition are those of (35 & 36) where the words (يوم) **day** and (صوت or تصويت) **voting or vote** are repeated to emphasize *the day of election* whereby Iraqi people's fate is determined , and the importance of *voting* is highlighted.

35. إن اليوم يومكم لتحديد مصير العراق [Today(the day of Election) is your day to determine the destiny of Iraq]

36. من فضلك اقرأ قبل ان تذهب للتصويت وتأكد بأنك ستحصل على ماتحتاج و صوتك محسوب [Please read before you go for voting, and make sure you'll have what you need, and your vote is[usefully] counted]

II- Harmony

The second aesthetic feature of election campaign slogans is harmony ,often brought about by a combination of musical notes which produce harmonies with a pleasing effect. The melodic effect of the following American and Iraqi slogans on ear is due to certain correspondence between sequences of certain sounds or rhythm:

37. **Change we can believe in.**

38. **Greater together.**

39. **Vote for change.**

40. أهلا بكل الأصدقاء [*Hello all friends*]

41. خلق مستقبل قوي وآمن للعراق [*Creating strong and safe future for Iraq*]

42. هواء وماء نقي [*Clean air and water*]

[For more details on harmony, See Crystal , 1991 s.v. *harmony*]

III- Alliteration

The feature of alliteration (or the repetition of initial consonants in successive words) can also be found in both American and Iraqi election campaign slogans. The aim behind this rhetorical device is to project the musical rhythms of these slogans, to make them to be uttered or read with more interest and to be more appealing. Significantly, with alliteration, slogans are more beautiful, easier to memorize and softer to flow (Childs and Fowler, 2006: 238).

43. Compassionate conservatism.

44. Peace , prosperity , reform.

45. The people's president.

46. من فضلك □ اعدنا لنبني ونجدد العراق [*Please help us to build and renew Iraq*]

47. □ مع قانُون قَوي [*Issuing strong law*]

48. قُوَات الشُّرْطَة المُجَهِّزَة والمُدْرِبَة والمُكْتَفِيَة ذاتِيَا [*Self-sufficient, well-trained and well-equipped police*]

IV- Assonance

Although assonance (the repetition of identical or similar vowel in successive stressed syllables creating a vowel harmony) is not so frequent, it makes a positive result – creating internal rhyming within phrase or sentences, when occurring. In other words, the aim of assonance is to produce a sense of ease in pronunciation (Childs and Fowler, 2006: 238).

49. Not serious, get the best.

50. Chill Bill.

51. Four more wars.

52. بناء حكومه مركزيه , قويه قادره على حفظ الأمن والقانون [*building a strong central government ,capable of preserving security and law*]

53. فُوات الشُّرطة المُجهزة والمُدربة والمُكتفية ذاتيا [*Self-sufficient, well-trained, well-equipped police*]

54. نعالج مشاكل الأمن ,البطالة ,الكهرباء وِالماء [*We solve problems of security , unemployment , electricity and water*]

V- Brevity

Generally, brevity involves concise expression, terseness or lack of verbosity. It is often used to mean expressing the intended meaning with the least number of words. Nonetheless, this economical use of words is not at the expense of the forcibility of their expressions or decisiveness of their pronouncement (Oxford Advanced learner's Dictionary, 2012: s.v. *brevity*) .

Brevity seems to be an essential requirement in election campaign slogans. In fact, that there are very few slogans that are long. Brevity can be achieved by inserting only those linguistic elements that are essential for the expression of the intention behind an election campaign slogan.

Capture-planning (2012: Internet) argues that brevity meets the requirements of today's fast pace which requires us to receive information " fast and predigested in order to inch ahead of the game". This also calls for a "new filing system method for storing the bites and bytes". Examine the following examples .It can easily be seen that the more an election campaign (American or Iraqi) slogan is condensed, the more the key word is highlighted and focused.

55. Vote for change.

56. A fair shot .

57. Hope.

58. انتخبوا الأفضل والأقوى [*Vote the best and strongest*]

59. خدمات طبية حديثه [*Modern medical services*]

60. الإصلاح [*Reform*]

It is obvious that items (55-60) all involve compressed sentences: 55 and 58 imply the use of imperative sentences in which pronouns are removed ; 56 and 59 contain NPs of the

construction of Adj (as modifier) + N with no verbs, while **57** and **60** realize only Ns with no Adjectives (as modifiers) at all.

1.7 Conclusion

The investigation of the linguistic behavior of the slogans in general ,and those utilized in the 21st century American and Iraqi electoral campaigns in particular has revealed that the use of slogans has a long history ,but the utilization of slogans in election campaigns has recently been thought of .So it seems, when people began to think of electing their heads of the governments or their Parliament representatives, slogans have become an essential requirement for the election campaigns; they serve to sum up the candidates' main ideas, i.e. they are tools of propagating their campaigns.

Moreover, the identification of the linguistic features of both American and Iraqi data has shown that:

1. American election campaign slogans use more condensed and shorter sentences (they rarely employ complex sentences) than Iraqi ones . The content of the slogan seems to involve more focal elements, and thus predicting a broader sense to audience.
2. In both American and Iraqi slogans , declarative sentences are manipulated to enunciate informative (such as , informing , describing ,announcing , asserting) and expressive (such as, thanking ,forgiving, feeling sorry)functions , whereas imperative sentences are employed to express directive functions (such as requesting , ordering , advising).
3. American election campaign slogans exhibit more aesthetic features (i.e. repetition, harmony ,alliteration , assonance and brevity) than Iraqi ones. The aim is to make these slogans easily remembered, quickly grasped and readily accepted by the audience.

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Appendix

(A) American Election Campaign Slogans

- | | |
|---------------------------------|--|
| 1. Prosperity and progress | 2. Compassionate conservatism |
| 3. Yes, America can ! | 4. Let America be America again |
| 5. Yes, we can | 6. Change we can believe in |
| 7. Winning the future | 8. We don't quit |
| 9. Reformer with results | 10. Greater together |
| 11. Forward | 12. Change we need |
| 13. Hope | 14. Country first |
| 15. Believe in America | 16. Drill , baby , drill ! |
| 17. Restore America now | 18. Go greens |
| 19. Citizenship matters | 20. A Stronger America |
| 21. Peace , prosperity , reform | 22. The dawning of a new day |
| 23. Chill Bill | 24. A safer world and more hopeful America |
| 25. America's top gun | 26. Compassionate colonialism |
| 27. Experience counts | 28. Don't change horsemen in mid-apocalypse |
| 29. Four more wars | 30. Regime change begins at home |
| 31. The people's president | 32. Because Experience matters |
| 33. Sincere. Honest. Gracious | 34. Hard choices. Better schools |
| 35. A voice for progress | 36. Sound the alarm ! It's time for change |
| 37. Experience & knowledge | 38. Experience. Commitment. Impact. |
| 39. A Better way found | 40. Incontinence meets incompetence |
| 41. Fired up , ready to go | 42. Steady leadership in times of change |
| 43. Make your vote count | 44. A New voice for your country |
| 45. Government by people | 46. If you want success ,vote for the best |
| 47. Building for future | 48. Willing ready, and able to serve |
| 49. A Leader who listens | 50. Building our future together |
| 51. Your voice of reason | 52. Our children, our community , our future |
| 53. 10 Years of Experience | 54. Impossible is nothing. Possible is success |
| 55. Child focus | 56. Experience, knowledge , common sense |
| 57. Children first | 58. Honesty & hard work |
| 59. Change | 60. Vote for change |
| 61. We can't wait | 62. Not serious get the best |
| 63. A fair shot | 64. Betting ion America |
| 65. Eight [years] is enough | 66. A change we need. A Voice we deserve |
67. An everyday man working for everyday people
68. Big challenges, real solutions: Time to pick a President
69. We are the change we've been looking for. Change can't happen without you.

(B) Iraqi Election Campaign Slogans

1. خلق عراق مزدهر

2. نحتاج لمساعدته شعبنا
3. انقذوا وطننا
4. من فضلك ساعدنا لنبني ونجدد العراق
5. تاكد بان تصوت للبرلمان العراق
6. بناء حكومه مركزيه قويه قادره على حفظ الأمن والقانون
7. انا المرشح الوحيد الذي يمتلك خطه واضحه لتوحيد العراق
8. التاكيد على ان العراق له سياده ومزدهر
9. نشكر هؤلاء الذين دعمونا وجاءوا للتصويت
10. اهلا بكل الاصدقاء
11. من فضلك اقرا قبل ان تذهب للتصويت وتاكيد بان تمتلك ماتحتاجه وصوتك محسوب
12. نشكركم لانتخابنا
13. وضع قانون قوي
14. قوات الشرطه المجهزه والمدرية والمكتفيه ذاتيا
15. كل عراقي له فرصه في التعليم
16. اعاده تشيد المدارس
17. تسهيلات طبيه حديثه
18. توفير العنايه الصحيه الجيده
19. هواء وماء نقي
20. من اولوياتنا تشجيع العراقيين في الخارج للعودة الى العراق للمساهمه في بناء البلد
21. ساعمل لاعطاء كل طفل عراقي فرصه متساويه للتعليم
22. انا اعتقد بان المواطنين العراقيين المدنيين مقدسون ويجب حمايتهم
23. كل العراقيون متساوين تحت ظل القانون والدستور
24. انتخبوا كل العراقيين لمساعدتهم لاعاده بناء العراق
25. ايام التصويت تقترب
26. نعد بانهاء الفساد
27. نعد بتحسين الخدمات الاساسيه
28. اتطلع لتوفير المساعده والامان لمجتمعنا
29. اليوم يومكم لتحديد مصير العراق
30. كلنا ثقه انكم ستحملون المسؤوليه لنكمل مايدانا, معنا على طريق بناء العراق
31. تكريس مفاهيم الوحده الوطنيه واشاعه روح التسامح
32. ان نجاح الانتخابات يعني الانتصار على الارهاب
33. حكومه حره
34. حكومه وطنيه ديمقراطيه
35. ندعو الى النظام متطور للرقابه وقضاء اكثر شده
36. ان تعلوا اراده الشعب فوق كل الاعتبارات
37. الشكر لكم
38. نشكر دعمكم لنا
39. ندعوا جميع العراقيين للمشاركة الفعاله بالانتخابات
40. ندعو الى انتخابات نزيهه وشفافه
41. العراقيون يستحقون الافضل
42. ايقاف الفساد المالي والاداري للمستويات كافه
43. حل ازمه الكهرباء باسرع وقت
44. انهاء البطاله المباشره والمقنعه
45. حمايه الارث الحضاري والانساني للعراق
46. اوقفوا هدم معالم العراق
47. تحسين الخدمات الاساسيه
48. خلق مستقبل قوي وامن للعراق

49. نرحب بالاستثمارات النفطية
50. مشاكل الامن والفساد تبقى من الاولويات
51. من اولوياتنا المصالحه الوطنيه
52. نعالج مشاكل الامن, البطاله, الكهرباء, والماء
53. بناء حكومه مركزيه قويه قادره على الوفاء بوعودها
54. معا لبناء عراق قوي مزدهر
55. انا المرشح الذي لديه خطه واضحه لتوحيد العراق
56. نسعى للتغيير والاصلاح
57. الاصلاح
58. لانزاهه بلا تغيير
59. الايادي البيضاء
60. النهج الاصيل
61. انتخبوا الافضل والاقوى
62. معنا لها حياتك معنى
63. لاعاده البسمه الى بغداد
64. حتى لاتعود الدكتاتوريه من جديد انتخبونا
65. بدانا ولن نتوقف
66. كل شي من اجل العراق الغالي
67. نפט العراق للعراقيين
68. كل صوت مهمه في الطريق الى التغيير الحقيقي والمستقبل المشرق للعراق
69. لا للدكتاتوريه, لاللبطاله, لا للفساد المالي والاداري
70. لتتعاون انا وانت لبناء العراق