

Exploring the Political Ideology as Depicted in Slogans of Sudanese December Revolution

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Abstract

This paper investigates the Sudanese slogan of December revolution in 2019, freedom, peace and justice. The aim of this paper is to explore the political and ideological thought behind the lexical choice of vocabulary that constitute the slogan. The methodology adopted in this paper is qualitative content analysis where the content meaning of vocabulary is defined. Results show that the slogan, Freedom, Peace and Justice, plays a significant role in rallying the Sudanese people behind the political change in their quest for achieving freedom, peace and justice.

Keywords: peace, freedom, justice and content analysis.

المستخلص

تهدف هذه الورقة لتقصي مفاهيم الايديولوجيا السياسية خلف شعار ثورة ديسمبر 2019م السودانية " حرية وسلام وعدالة". تكمن أهمية هذه الورقة في أنها تتناول أهمية الفكر السياسي والإيديولوجي في اختيار الكلمات التي يتكون منها الشعار. تبنت هذه الورقة منهج تحليل المحتوي في استجلاء المعنى الكامن للمصطلح. أظهرت النتائج أن شعار ثورة ديسمبر السودانية ، حرية وسلام وعدالة ، له دور مهم في حشد الشعب السوداني خلف قضيته في التغيير السياسي وفي سعيه لتحقيق شعارهم الذي رفعوه " حرية وسلام وعدالة".

Introduction

A slogan is a memorable motto or phrase used in a clan, political, commercial, religious, and other context as a repetitive expression of an idea or purpose, with the goal of persuading members of the public or a more defined target group. The Oxford Dictionary of English defines a slogan as "a short and striking or memorable phrase used in advertising." A slogan usually has the attributes of being memorable, very concise and appealing to the audience.

The word slogan is derived from slogorn which was an Anglicisation of the Scottish Gaelic and Irish sluagh-ghairm (sluagh "army", "host" + gairm "cry"). Slogans vary from the written and the visual to the chanted and the vulgar.

Their simple rhetorical nature usually leaves little room for detail and a chanted slogan may serve more as social expression of unified purpose than as communication to an intended audience. Denton Jr. (1980) research states that, "English-speaking people began using the term by 1704." The term at that time meant "the distinctive note, phrase or cry of any person or body of persons." Slogans were common throughout the European continent during the Middle Ages; they were used primarily as passwords to ensure proper recognition of individuals at night or in the confusion of battle. Dass (2014) research suggests that brands are an extremely valuable corporate asset, and can make up a lot of a business's total value.



With this in mind, if we take into consideration Kohli, (2014) research, which suggests that a brand is made up of three different components. These include, name, logo and slogan. Brands names and logos both can be changed by the way the receiver interprets them. Therefore, the slogan has a large job in portraying the brand. Therefore, the slogan should create a sense of likability in order for the brand name to be likable and the slogan message very clear and concise. Dass and Kohli (2014) research suggests that there are certain factors that make up the likability of a slogan. The clarity of the message the brand is trying to encode within the slogan. The slogan emphasizes the benefit of the product or service it is portraying. The creativity of a slogan is another factor that had a positive effect on the likability of a slogan. Lastly, leaving the brand name out of the slogan will have a positive effect on the likability of the brand itself. Advertisers must keep into consideration these factors when creating a slogan for a brand, as it clearly shows a brand is a very valuable asset to a company, with the slogan being one of the three main components to a brands' image.

The original usage refers to the usage as a clan motto among Highland clans. Marketing slogans are often called taglines in the United States or straplines in the United Kingdom. Europeans use the terms baselines, signatures, claims or pay-offs. "Sloganeering" is a mostly derogatory term for activity which degrades discourse to the level of slogans. Slogans are used to convey a message about the product, service or cause that it

is representing. It can have a musical tone to it or written as a song. Slogans are often used to capture the attention of the audience it is trying to reach. If the slogan is used for commercial purposes, often it is written to be memorable /catchy in order for a consumer to associate the slogan with the product it is representing. A slogan is part of the production aspect that helps create an image for the product, service or cause it is representing. A slogan can be a few simple words used to form a phrase that can be used in a repetitive manner. In commercial advertising, corporations will use a slogan as part of promotional activity. Slogans can become a global way of identifying good or service, for example Nike's slogan 'Just Do It' helped establish Nike as an identifiable brand worldwide.

Slogans should catch the audience's attention and influence the consumer's thoughts on what to purchase.^[10] The slogan is used by companies to affect the way consumers view their product compared to others. Slogans can also provide information about the product, service or cause it is advertising. The language used in the slogans is essential to the message it wants to convey. Current words used can trigger different emotions that consumers will associate that product with. The use of good adjectives makes for an effective slogan; when adjectives are paired with describing nouns, they help bring the meaning of the message out through the words. When a slogan is used for advertising purposes its goal is to sell the product or service to as many consumers through the message and information a slogan provides.



A slogan's message can include information about the quality of the product. Examples of words that can be used to direct the consumer preference towards a current product and its qualities are: good, beautiful, real, better, great, perfect, best, and pure. Slogans can influence that way consumers behave when choosing what product to buy.

Slogans offer information to consumers in an appealing and creative way. A slogan can be used for a powerful cause where the impact of the message is essential to the cause. The slogan can be used to raise awareness about a current cause; one way is to do so is by showing the truth that the cause is supporting. A slogan should be clear with a supporting message. Slogans, when combined with action, can provide an influential foundation for a cause to be seen by its intended audience. Slogans, whether used for advertising purpose or social causes, deliver a message to the public that shapes the audiences' opinion towards the subject of the slogan.

"It is well known that the text a human hears or reads constitutes merely 7% of the received information. As a result, any slogan merely possesses a supportive task." (Rumšienė & Rumšas, 2014). Looking at a slogan as a supportive role to a brand's image and portrayal is helpful to understand why advertisers need to be careful in how they construct their slogan, as it needs to mold with the other components of the brand image, being logo and name. For example, if a slogan was pushing towards "environmentally friendly," yet the logo and name seemed to show very little

concern for the environment, it would be harder for the brand to integrate these components into a successful brand image, as they would not integrate together towards a common image.

Methodology

Although CDA is sometimes mistaken to represent a 'method' of discourse analysis, it is generally agreed upon that any explicit method in discourse studies, the humanities and social sciences may be used in CDA research, as long as it is able to adequately and relevantly produce insights into the way discourse reproduces (or resists) social and political inequality, power abuse or domination. That is, CDA does not limit its analysis to specific structures of text or talk, but systematically relates these to structures of the sociopolitical context. CDA has been used to examine political speech acts, to highlight the rhetoric behind these, and any forms of speech that may be used to manipulate the impression given to the audience. However, there have been flaws noted with CDA. For example, it has been said that it is simultaneously too broad to distinctly identify manipulations within the rhetoric, yet is also not powerful enough to appropriately find all that researchers set out to establish.

Norman Fairclough discussed the term CDA in his book *Language and Power*, Fairclough introduced the concepts that are now viewed as vital in CDA such as "discourse, power, ideology, social practice and common sense." He argues that language should be analyzed as a social practice through the lens of discourse in both speaking and writing.



Fairclough developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of socio-cultural practice. Particularly, he combines micro, meso and macro-level interpretation. At the micro-level, the analyst considers various aspects of textual/linguistic analysis, for example syntactic analysis, use of metaphor and rhetorical devices. The meso-level, the analyst is concerned with inter-textual and inter-discursive elements and tries to take into account the broad, societal currents that are affecting the text being studied.

Teun A. van Dijk's approach to Critical Discourse Analysis combines cognitive theories with linguistic and social theories. Van Dijk uses cognition as the middle layer of a three-layer approach consisting of discourse, cognitive and society. By integrating a cognitive approach, researchers are better able to understand how larger social phenomenon are reinforced through popular, everyday discourse. Critics of this practice point out that his approach focuses on the reproduction of ideologies rather than the transformation.

Ruth Wodak's has developed a framework based on the systematic collection of sample texts on a topic to better understand the interrelationship of discourses that exist within the field. This framework allows for the discussion and analysis of ideologies involved in a set of discourses. The macro level of analysis is helpful in

understanding how macro-structures of inequality persist through discursive processes across multiple sites and texts.

The object of qualitative content analysis (QCA) can be all sort of recorded communication (transcripts of interviews, discourses, protocols of observations, video tapes, documents....etc). Content analysis deals with verbal material, but also may be used with non verbal material as well.

Mayrin (2000) argues that content analysis analyzes not only the manifest content of the material but the latent (hidden) content as well. He distinguishes between levels of content: themes and main ideas of the text as primary content (manifest); content information as latent content. Qualitative research has become widely accepted across most disciplines such as Sociology and Medicine. Content analysis is defined as an approach of empirical, methodological controlled analysis of texts within their content of communication. In content analysis many words of the texts can be reduced and classified into much few categories. The material is reduced in different ways(Weber,1990).

The qualitative content analysis has developed procedures within the psychology of the text processing (Ballslaedt, Mandl, Schnotz & Teigan, 1981, Van Dijk, 1980).

Data analysis

The slogan adopted by the Sudanese December Revolution of 2019. " Freedom, Peace and Justice". When applying the method of qualitative content of analysis, to investigate the concept behind the vocabulary choice of the slogan.

Freedom indicate the freedom of speech and expression, the freedom of religious beliefs and freedom of forming political parties as well as freedom of thought and freedom of protesting. Peace refers to peaceful co-existence of all tribes, ethnicities and the rejection of civil war and seek to dismantle arms, give up rebellion and run endeavors to achieve peace settlement among the government and the armed struggle groups.

Justice has a great room within the concern of this paper. Justice refers to equal share of political power and wealth, power abusers must be held responsible for their bad deeds and should be brought to Justice.

Results and Discussion

Slogans are short expressions that are characterized by their condense and concise nature. Linguistically, slogans contains short terms and vocabulary that reflect political and ideological stances of a given political groups or parties. Those political groups or parties are known by their distinguished slogans. Thus slogans reflect the mentality of their makers. The masses are shaped and directed by the slogans raised. The Sudanese slogan of December Revolution. " Freedom, Peace and Justice" reflects the political thought of the Sudanese masses and serve as a guiding principles of the Sudanese December Revolution towards political change.

Sudanese people innovate a slogan in order to speak out their demands in political change. The slogan adopted is made up of three words, Freedom which reflects their hope for freedom of speech, expression and political parties formation. Peace refers to peaceful existence and

communication among the various cultural groups, tribes and ethnicities that make up Sudan. Justice means equality and fair share of power and wealth, share of equal opportunities in politics and economy.

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