



# Political Slogans and Its Impact on Society

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## Abstract

Slogans are an understudied aspect of political discourse, despite their effectiveness and the fact that they are practically required in political campaigns. Political slogans are the subject of this paper's cognitive investigation. It aims to provide a description of the conceptual structure of political slogans, which could also be used as a starting point for more research into the "witty," "catchy," and "quotable" qualities of these slogans. The paper demonstrates that the concepts of a leader, people being led, a social problem or solution to a social problem, a goal, time, and space are typically used in political slogans. The analysis demonstrates the typical operation of these scenario elements.

A dataset created specifically for these purposes is used to test this hypothesized conceptual structure. The dataset contains 25 political slogans that have been used in India over the past 70 years. The qualitative analysis that is carried out.

**Keywords:** slogans, political discourse, cognitive, scenarios

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## Introduction

This conceptual paper aims to expand our understanding of political slogans by examining the use of political slogans by governments. Political slogans are understudied in political communication. Although Indian political campaigns don't have the same glitz as those in the United States, campaign slogans frequently provide the humor, interest, and enthusiasm that voters and pundits alike require. As a result, memorable political slogans such as "India Shining," "Garibi Hatao," and "Hail the Soldier, Hail the Farmer" can be found throughout Indian political history. A catchy slogan can unite people who are typically separated by religion, caste, language, and location. These divisions are widespread in India. An insight into India's political history can be gained from the background of the election slogans. In 1971, former Prime Minister Indira Gandhi's "Garibi Hatao" campaign resonated with the nation and helped her Congress Party win by a wide margin. India's economy was in bad shape, and a message that seemed to transcend divisions offered the poor a glimmer of hope. However, when a court invalidated her election victory four years later, the outcome was disastrous. Opposition leaders were imprisoned as a result

of the emergency declaration, and press freedom was severely curtailed. With the slogans "Remove Indira, Save the Nation" and "Sampoorna Kranti," a number of opposition parties joined together to establish the Janata Morcha (People's Front). The alliance had an easy victory in the 1977 election. The first Prime Minister of India and father of Mrs. Gandhi, Jawaharlal Nehru, was more well-known for his speeches than for his campaign cries. However, he coined the phrase "Hindi-Chini Bhai-Bhai," which translates to "Indians and Chinese are brothers," in the early 1950s. Border conflicts caused a substantial deterioration in ties between the countries, which ultimately resulted in a full-fledged war in 1962.

"Jai Kisan" (Hail the Fighter, Hail the Rancher) supported the country's certainty at a season of emergency and helped the Congress Party's prosperity at the surveys. After the 1998 nuclear tests, former Prime Minister Atal Bihari Vajpayee altered the slogan.

The time period's growing investment in science and technology was highlighted by the new slogan "Jai Jawan, Jai Kisan, Jai Vigyan." During the general election in 2004, professional

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public relations firms were hired by national political parties to create slogans and run campaigns. They also ran the risk of losing touch with the people if they outsourced this work. This happened in 2004 when the BJP's much-publicized "India Shining" campaign failed spectacularly. India's economy had been doing okay, but it wasn't exactly shining. This was acknowledged by voters, who chose the Congress Party over the BJP. The more realistic slogan of the Congress led by Sonia Gandhi was "Aam Aadmi Ko Kya Mila? (What did the average person get?) which provided a potent response to the message of "India Shining." When it comes to slogans, regional parties appear to be doing better than national parties. Mamata Banerjee, the chief of the Trinamool Congress, won power in West Bengal in 2011 after a successful election campaign with the slogan "Maa, Maati, Manush" (meaning "mother, motherland, and people). People saw something new in this campaign, after decades of Communist Party rule, and gave Ms. Banerjee a chance to reimagine West Bengal. As India prepares for national elections in 2014, political parties will look to the most effective word combination.

### Methodology

The study is descriptive and analytical in nature, based on explanations and interpretations. It begins with a critical review of literature dealing with political slogans and their impact on society. The study primarily relied on secondary sources such as books, articles, and newspapers on the subject matter. We used the internet for collecting data, and we also conducted research and a survey in the villages of Chehru and Maheru to ask the people living there how the slogans raised by politicians affect them psychologically, mentally, and economically.

### Review of Literatures

A slogan is a recurrent statement of an idea or purpose used in a clan, political, commercial, religious, or other context with the intention of persuading the general public or a more specific target audience. A slogan is described as "a short and striking or memorable phrase used in advertising" by the Oxford Dictionary of English. Most of the time, a slogan has the qualities of being easy to remember, brief, and appealing to the target audience. Slogans have been used in protests for hundreds of years, but their popularity has skyrocketed since the rise of mass

media, particularly since Gutenberg invented the printing press and the modern media in the early 20th century. The Nika revolt, in which protesters chanted "Nika!" ( ), is one example of a protest slogan used in antiquity. Numerous political figures have observed the meaning behind slogans, and dictators have also noted their effectiveness. Hitler advises in *Mein Kampf* to use "massive lies" in politics, presenting the same talking points over and over again regardless of whether they have any logical or factual foundation. triumph in Greek was a rallying point that Justinian I utilised to almost bring down the Byzantine Empire. Such slogans have developed into an essential means of conveying to voters what parties and politicians stand for over the years. They can also be used as hashtags on social media and as chants at rallies by enraged supporters. Here, as with so much else, publicizing and it are progressively used to advertise strategies cause individuals to pick one electing brand over another. These slogans can be inspirational, mundane, or quirky all at once.

To name just three of the many in India, there was the well-known "Garibi Hatao," "Acche Din Aane Wale Hain," and "Jab Tak Samosa Mein Rahega Aalu, Bihar Mein Rahega Lalu," among others. Adam Hodges, a linguistic anthropologist, believes that slogans that are memorable, repeatable, and in sync with the larger theme of the political campaign are the most effective. Because of its "intertextual resonance with historical usages and the campaign's own central message," he praises Obama's "Yes, We Can." Slogans like the one about Lalu Prasad Yadav are often used because the personality of the candidate is seen as a major factor. There are a number of others. In 1952, the songs "I Like Ike" and "Madly for Adlai," named after Eisenhower and Stevenson, respectively; "All the Way with LBJ," written in 1964 for Lyndon Johnson; "Not Streak, Only Gordon" for Gordon Brown in 2007;

Undeniably, "Abki Baar Modi Sarkar" is also a must-have. Even though most slogans today are created after conducting extensive voter outreach and research, the desire to appeal to everyone causes many to fail. As a result, phrases containing words like "change," "forever," and "values" become stale and uninteresting. Hardly convincing. The election



wave has taken hold of India, and there is hardly any time left until the Assembly elections in various states. In order to compete in the heated elections taking place in states like Punjab, Uttar Pradesh, Goa, Uttarakhand, and others, a number of national parties have locked horns. Additionally, the contenders have devised political slogans to motivate and convey mood or opinion in order to have the greatest impact on voters. Additionally, these slogans and phrases are used to convey concepts and goals to the general public.

It goes without saying that quirky and interesting slogans have a lasting impact on voters. A short phrase that best describes a candidate and their candidacy is known as a political campaign slogan. It should pique the interest of voters and address their issues and concerns. Slogans for campaigns should also be short and easy to remember. Positive slogans that also call for action are the most effective in politics. They ought to be simple for voters to remember, should emphasize a message, and hopefully make an emotional connection.

### Objectives

- To check the growing conflict between the different religious groups.
- To analyze increasing influence of political slogans on societies.
- To compare the people thought on political slogans in urban areas and rural areas.
- To check how candidates and political parties communicate with their audience after a strong political slogan.
- To look at the condition of religious groups whether they feel insecure in India or not.
- To check the impact on mental health of minorities or marginalized section of people because of political slogans.
- To check the economic disturbances of individual or state after a political slogan.
- To publish the findings of the study in standard academic journal.
- The study aims to build the theory as to what gives influences voting behavior among the voters. As their value, Caste Nepotism and Political rhetoric. As wells the role of education is to determine the political environment which helps to overcome on dilemma condition to choose the right candidate for the vote

### Types of Political Slogans

- Cultural Slogan
- Social Slogan
- Communal Slogan
- Environmental Slogan

### Cultural Slogan

Understanding their culture is understanding them since every nation and every group are intricately woven together by unique values, conventions, and a unique history. A brand can use branded communications to not only elicit the desired emotional response from a consumer but also to demonstrate that the brand can be relied upon to comprehend their needs. This is done by speaking to a person in a way that is sensitive to their own distinct, individual culture.

These culture quotes explain the reasons why we emphasise gaining a deep understanding of the cultures we help brands speak to. Culture is a wonderful, multidimensional entity that offers power, identity, and purpose to its people.

### Social Slogan

#### *Jai Jawan, Jai Kisan*

**Impact** When:1965: Former Prime Minister Lal Bahadur Shastri gave the slogan to encourage farmers to produce more food grains and reduce their reliance on imports while also motivating soldiers to defend the country. In 1967, Congress regained power thanks to the campaign.

This type slogans encourages the people in rural area to work in their field as well as to serve the nation to join military.

This slogans still in 2022 impact the society in positive aspect and mostly the people from rural areas join military and also they do agriculture and the slogan also give the sense of patriotism. In 1965, there was a terrible food scarcity while India and Pakistan were at war. In a time of crisis, Shastri's catchphrase "Jai Jawan, Jai Kisan" (Hail the Soldier, Hail the Farmer) helped the nation's confidence and contributed to the Congress Party's electoral success.

The impact of the slogan "Jai Jawan Jai Kisaan" is such that even today this slogan is used all over the country and is a matter of pride for the people who find their emotions reflected



through the slogan. After the war of 1965 was won and the food scarcity was overcome, the slogan "Jai Jawan Jai Kisaan" became a matter of national pride.



### Communal Slogan

#### *Bachcha Bachcha Ram ka, Janmabhoomi Ke Kaam ka*

**Impact** Such slogan was coined by Vishwa Hindu Parishad (VHP) sending the message of Hindutva, during election campaigns dividing country on a communal basis. This type of slogan bring inferiority among minorities group and it affects psychologically as well as mentally. This type slogan obviously creates some sense of orthodoxy type of feeling among the students and the teenagers

#### *Mile Mulayam-Kanshiram, hawa ho gaye Jai shree Ram*

**Impact** This slogan was used shortly after Mulayam Singh Yadav and Kanshiram joined forces to establish a government and the contentious building in Ayodhya was destroyed.

#### *tel lagao Dabur ka, naam mitao Babar ka*

**Impact** As followers arrived for the dharam sabha of the Vishwa Hindu Parishad in Ayodhya, this slogan was a common chant. In 1991, in response to the Ram Janambhoomi ruling, the Vishwa Hindu Parishad started using the anti-Muslim slur "muslim, son of Babar."

### Vande Matram

**Impact** I've arrived in Vande Mataram presently. That is not a prayer. It is only a political cry. It had to be examined by the Congress. Gurudev made a reference to it. And members of the Congress Working Committee who are Muslim and Hindu had to agree that

its opening sentences are devoid of any potential objections. I beg that it be sung collectively by everyone at the appropriate time. Never use a chant to disparage or offend Muslims. It should be recalled that the cry was what ignited Bengal's political scene. With that cry on their lips, many For political independence, Bengalis have given their lives. I advise my League friends to raise the matter with the league high command even though I firmly feel that Vande Matram is an ode to mother India. If the High Command of the League objects to the prescribed lines of the Vande Matram, Bengal's national anthem that kept her alive when the rest of India was almost asleep and that, as far as I'm aware, is praised by both the Hindus and the Muslims of Bengal, I'll be surprised. This would be in light of the growing friendship between the Hindus and the Muslims. Without a doubt, every action taken by either partner must be completely voluntary. Sincere friendship cannot be forced.



### Allah O Akbar

**Impact** I firmly believe that the world has not yet developed a cry more powerful than that of Allah-O-Akbar. It is a powerful religious cry that proclaims that only God is great. The meaning has noble undertones. Does the fact that it is Arabic make it offensive? I recognise that it has a dubious reputation in India. The Muslims occasionally leave the mosques shouting this command to belabour the Hindus, which frequently terrifies the Hindus. I'll admit that there was no connection in the original. As far as I'm aware, the cry doesn't have a similar connotation in other parts of the world. Therefore, the Hindus should not be reluctant to raise the scream with their Muslim compatriots if there is to be a lasting



friendship between the two. God has numerous monikers and many qualities. The same God is known by the names Rama, Rahim, Krishna, and Karim. A similar powerful cry is Sat Shri Akal (God is True). Should even one Muslim or Hindu be reluctant to say it? It implies that nothing exists apart from God. Ramadan possesses the same virtue.



### Environmental Slogan

#### *Jal, Jivan, Hariyali*

**Impact** The Janata Dal (United) started the "Jal, Jivan, Hariyali" campaign in an effort to increase Bihar's green cover and water table ahead of the October–November 2020 elections. The Bihar government's Jal Jivan Hariyali programme had as its goals eradicating environmental problems and raising ground water levels to 20 feet. This plan seems to have been successful in certain places, where the water level returned to what it had been twenty years earlier. Slogans inspire both the locals and the officials to make the plan successful. There is no doubt that this motto gives the locals a spark of hope.



**What do the forests bear? Soil, water and pure air**

**Impact** As a result of this rally's success, others of a similar nature erupted around the country.

Since the Chipko movement began as an accidental protest against logging abuses in Uttar Pradesh at the Himalayas, supporters, especially local women, have effectively stopped the destruction of trees in a number of areas and influenced natural resource policy in India. The first people to embrace trees in order to save them were Dhoom Singh Negi, Bachni Devi, and numerous other rural ladies. What do the woodlands bear? is the catchphrase they created. Pure air, water, and soil. Thousands of trees were prevented from being cut down thanks to the hills' Chipko movement's effectiveness.

This movement's correct direction has been provided by a few additional people who are also involved in it. The green-felling ban was brought about by Mr. Sunderlal Bahuguna, a Gandhian activist and scholar, who wrote to Mrs. Indira Gandhi, India's prime minister at the time. The Chipko catchphrase, "Ecology is Permanent Economy," was created by Mr. Bahuguna. The Chipko movement is also led by Mr. Chandi Prasad Bhatt. He promoted the growth of regional industries based on the preservation and wise exploitation of the forest's richness. The Chipko poet Mr. Ghanasyam Raturi, whose melodies reverberate throughout the Uttar Pradesh Himalayas, penned a poem outlining a technique for embracing trees to prevent their felling.

**'Embrace the trees and Save them from being felled; The property of our hills, Save them from being looted.'**

A 15-year moratorium on green felling in the Himalayan forests of that state was imposed by Mrs. Indira Gandhi, the country's then-prime minister, in response to the Chipko demonstrations in Uttar Pradesh. The movement has since extended to several states across the nation. In addition to the 15-year moratorium in Uttar Pradesh, the campaign has prevented felling in the Western Ghats and the Vindhyas, and it has increased pressure for a natural resource strategy that is more respectful of people's needs and ecological requirements.

### Political Slogans

#### *Sabko Dekha Bari Bari, Abki Bari Atal Bihari*

**Impact** This was the BJP's campaign anthem



when it first took office and began a 13-day rule. At an election rally in Lucknow in March 1996, the phrase was chanted.

With Mr. Vajpayee serving as the face of the party and having a reputation for being devoid of corruption, the Bharatiya Janata Party (BJP) was able to win the election in 1996 thanks in large part to numerous well-known slogans.

"Sabko Dekha Bari Bari, Abki Bari Atal Bihari" (We have seen countless others, but now it is Atal Bihari's turn) was the tagline used by BJP supporters in the run-up to the elections.

### ***Sonia Nahi Yeh Aandhi Hai, Doosri Indira Gandhi Hai***

**Impact** In 2009, this slogan was coined by the Congress party to popularize Sonia Gandhi as the second Indira Gandhi. Congress main moto behind this slogan to make Sonia Gandhi a strong face of Congress and to make Sonia's hegemony over Indian National Congress.

Atal Bihari Vajpayee's BJP-led administration was overthrown by the Congress in 2004, and Manmohan Singh was appointed prime minister with Sonia Gandhi's approval. Manmohan Singh tended to remain mute even while he was India's prime minister, and it appears that people are ignoring Sonia Gandhi. Then, Congress attempted to make Sonia Gandhi the face of the party, and it was perceived that this slogan had succeeded in doing so.

### ***UP Mein Hai Dum, Kyunki Jurm Hai Yahan Kam***

**Impact** Amitabh Bachchan used the slogan when he gave the Samajwadi Party a clean chit during the 2007 elections by arguing that criminal records are relatively low in Uttar Pradesh. The Uttar Pradesh Information Commission even served him with a notice asking for an explanation for the slogan he had created.

Undoubtedly, this type of phrase is occasionally used to demoralise the opposing party, but it also breeds a sense of inferiority among the other parties. Because of the police's lack of interest in filing a FIR, the impact of this slogan on the ground was relatively low in Uttar Pradesh, where the crime rate appears to be low.

### ***Jab Tak Rahega Samose Mein Aloo, Tab Tak Rahega Bihar Mein Lalu***

**Impact** This is one of the funniest election

campaigns where Lalu Prasad Yadav was projected as the original leader of Bihar.

There are different perspective of people on this some says this is the most funniest slogan till now and the other perspectives is that some says when Lalu Pd Yadav raise this slogan in election campaign using this type language to communicate with people from rural side of Bihar to communicate them easily.

### ***Jab Tak Sooraj Chand Rahega, Indira Tera Naam Rahega***

**Impact** The Congress created this election slogan for the 1984 elections in the wake of Indira Gandhi's murder, which helped the party win by a wide margin. This catchphrase helped make Indira Gandhi memorable to Indians in a positive way.

### ***Indira Hatao, Desh Bachao***

**Impact** This catchphrase was used by Jayaprakash Narayan's Janata Party during Indira Gandhi's campaign.

The slogan evoke when student from Gujrat and Bihar started protest against Indira Gandhi (Prime Minister Of India at that time) because of high price rise. This catchphrase inspires citizens all around the nation to speak out against Indira Gandhi, and in practise, it has a significant impact on students, sparking a revolution against her. One of the most memorable catchphrases up until this point.

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### ***Bidi Mein Tambaku Hai, Congress-Wala Daaku Hai***

**Impact** In the elections of 1967, Bhartiya Jan Sangh asked the voters to reject both Congress and tobacco. Tobacco is considered as the dangerous things which causes cancer and opposition party of that time used this slogan



political benefit.

While the Jan Sangh didn't benefit much from this slogan at the time, it surely helped the organisation establish a basis in Indian politics, as evidenced by the fact that the BJP currently has chief ministers in many states, albeit being in opposition in some of them.

### **Abki Bar Modi Sarkar**

**Impact** Known for promoting, "Acche Din", this was one of the most popular election slogans that spread like wildfire and resulted in the massive victory of Bhartiya Janata Party, being Narendra Modi elected as the Prime Minister of India in 2014.



### **Maa, Mati, Manush**

**Impact** The slogan has been used as the title of a book of poems by Mamata Banerjee, as the name of the Trinamool party magazine, and in a number of plays, movies, and songs. The Left Front government in West Bengal was overthrown for more reasons than just a political rallying cry.



### **UP mein tha dam, lekin kahan pahuch gaye hum**

**Impact** With this slogan, Congress responded to Amitabh Bachchan's advertisement and specifically targeted the Samajwadi Party.

### **Poori roti khayenge, 100 din kaam karenge, dawai lenge aur Congress ko jitayenge**

**Impact** Rahul Gandhi presented this new campaign slogan while speaking to a tribal rally in Udaipur.

### **Jancha, Parkha, Khara**

**Impact** Atal Bihari Vajpayee served as the BJP's candidate for prime minister in 1999, and the party used his reputation as being free of corruption to win over voters.

### **Ache beete 5 saal, lage raho kejrival**

**Impact** The Aam Aadmi Party released the catchphrase when it started its campaign for the 2020 Delhi Assembly elections. AAP, which won 67 of 70 seats in the most recent election, has partnered with Indian Political Action Committee (I-PAC), a consultancy run by master strategist Prashant Kishor. I-PAC is generally credited with the "chai par charcha" campaign that propelled the BJP to power in 2014.

### **Didi ke bolo**

**Impact** The Didi Ke Bolo campaign was also started by the Trinamool Leader to help those in need while also forcing party leaders to answer awkward questions regarding slashed money, the haughtiness of local leaders, and syndicates.

### **Ab hoga NYAY**

**Impact** The congress party's 2019 Lok Sabha election campaign slogan is "Ab hoga nyay," which claims that there is an environment of injustice present in the nation.

### **UP ko ye sath pasand hai**

**Impact** The joke about the SP-Congress alliance during the 2017 Uttar Pradesh assembly elections gained a lot of public support. Even the BJP released a similar-sounding slogan, "UP Ko Yeh Saat Pasand Hai" (UP Likes These Seven Leaders), along with a picture of its top seven figures, including Prime Minister Narendra Modi and party head Amit Shah.

### **Conclusion**

The force of a political slogan can be tremendous. Slogans have been used to create catchy phrases that are still used today. It is essential to know how people respond to these five campaign slogans if you are running for office or want to make your message more effective and engaging.



The key to a successful political campaign is a catchy slogan. It can be used to establish effectively the party's values and objectives for voters or as a branding strategy.

Slogans should make it clear to your base voters what you're trying to say, while also appealing to undecided voters who may not have strong feelings about your candidate, but want more information before they vote.

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