



GENRE BASED DISCOURSE ANALYSIS OF POLITICAL SLOGANS IN PAKISTAN

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Abstract

This study analyzes the campaign slogans of Pakistan's predominant political parties. This study qualitatively examines the rhetoric of Pakistan Tehreek-e-Insaf (PTI), Pakistan Muslim League-Nawaz (PML-N), and Pakistan People's Party (PPP). Carolyn Miller's category analysis and Norman Fairclough's critical discourse influence the perspectives of the Pakistan People's Party (PPP). The research analyzed fifteen rhetorical, lexical, and political slogans from every party. The research discovered the use of alliteration, assonance, and metaphors to formulate melodic, poetic, and lyrical slogans for the public. They also represent each party's perspectives on community welfare, popularity, economic development, corruption, and nationalism. In "Naya Pakistan," PTI campaigned against the corruption of the social justice system, whereas PML-N advocated for economic development. PPP slogans advocated for democracy and human rights. They emphasized the traditions of the Bhutto family. Political parties utilize electoral addresses to advocate their ideologies, concepts, and personas to secure votes. This study determined that Pakistan's electoral and communication strategies are contingent upon political slogans. They signify concepts and terminology. They demonstrate persuasive influence, effectiveness in popular mobilization, and public engagement. The study indicates that slogans form the foundation of political party electoral communication. They exhibit communication that influences voters.

Keywords: *Analyze, Criticism, Slogans, The Rhetorical Genre.*

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1. Introduction

Politics plays a crucial role in influencing public views as well as the results of elections. In Pakistan because of the variety of the political system speech and debates are vital tools for politicians to express their opinions and gain the respect of their followers. Analyzing language, specifically genre analysis, assists to understand how politicians express their ideas and how they impact the people they address. This research focuses on the rhetorical strategies employed in speeches by politicians which have originated from Pakistan during the last 10 years. The study examines the relationship between power and language.

Although slogans may become a crucial element in the election process in Pakistan However, the research has neglected their rhetorical, rhetorical, as well as their political elements. The previous research studies like Khan & Co., 2015; Hussain & Kokab, 2013; Iqbal, 2013; Ahmad, 2019 focused on the use of manifestos, speeches and other forms of speech as well as focusing on the components of linguistics instead of examining the political implications that slogans carry. An in-depth study of slogans is essential to comprehend their significance in shaping ideology, stimulating emotions, and influencing discussion about politics.

This research employs Fairclough's (1995) 3-D model to analyze a study of the kinds of genres that were used by slogans that are designed to facilitate purposes of political power from three main parties in Pakistani political parties (PTI, PPP, PML-N) during the recent elections. This study's goal is to discover the characteristics of rhetoric, language as well as ideologies that are embedded in slogans. This research also reveals how language is related to ideology and power.

The research combines Rhetorical Genre Studies (RGS) together alongside Critical Discourse Analysis (CDA) for analyzing slogans as distinct types in rhetoric. The frameworks provide a deep study of how slogans impact and influence Pakistan's political context.

1.1. Research Question

- What are the salient characteristics of slogans used by political parties in Pakistan with respect to genre-based discourse analysis?

- How do political slogans work for ideological underpinning by politicians?

2. Literature Review

Politics-related slogans play a vital role in the process of political discourse, turning complex ideas into powerful and memorable words. Analyzing these slogans by using RGC (RGA) and as well as an analysis of the speech (DA) gives valuable insight regarding their sociological, linguistic and persuasive characteristics.

2.1. Rhetorical Genre Analysis in Political Slogans

A rhetorical analysis of genres that originates from studies into rhetoric, and the theories of genres. It examines the way methods of communication adhere to specific rules in order to meet the goals they are designed to achieve (Miller, 1984). In the field of slogans which can be used to support objectives of the political, RGA investigates their design applications, as well as common patterns of speech that fit with the goals of rhetorical tactics such as persuasion, mobilization and also for establishing identity. The research (Devitt, 2004; Bazerman, 1997) show that many slogans belong to specific genres which stand out in their simplicity, attractive to the heart, and repetitive uses, which allow them to appeal to a wide range of audiences and transcend the boundaries of the cultural.

Socially-motivated slogans, as artistic expressions have a context that is a part of them and develop from the effects of historic cultural, social and other influences on culture. For example those used by extremist organizations tend to employ more aggressive, unifying language. However, the slogans used by Democratic campaigns are more focused on a specific targeted or specific speech. The flexibility of this kind of art may be due in part to the capacity to communicate.

2.2. Discourse Analysis of Political Slogans

Discourse analysis investigates how language reflects and constructs social realities (Fairclough, 1995). In political slogans, DA unveils power dynamics, ideological underpinnings, and societal values embedded within their linguistic choices. For example, critical discourse analysis (CDA) (Van Dijk, 1993) highlights how slogans perpetuate dominant ideologies or challenge hegemonic structures through lexical and syntactical strategies.

Research demonstrates that political slogans often employ metaphors, intertextuality, and pronouns strategically to establish solidarity ("We Can Do It") or authority ("Make America Great Again"). Pragmatic elements, such as implicatures and

presuppositions, are also analyzed to uncover implicit meanings and intentions. DA also emphasizes the sociolinguistic impact of slogans, examining their role in shaping public opinion and fostering collective identity.

2.3. Intersection of RGA and DA in Political Slogans

Combining RGA and DA provides a comprehensive framework for analyzing political slogans. While RGA contextualizes slogans within their genre conventions, DA delves into their socio-political implications and rhetorical efficacy. This interdisciplinary approach has been instrumental in understanding the role of slogans in shaping political discourse, particularly in election campaigns, protests, and social movements.

3. Methodology

3.1. Research Approach

The study uses a qualitative approach to interpret social phenomena, particularly political slogans, within their natural sociopolitical contexts. It emphasizes the rhetorical and ideological dimensions of slogans, which are better captured qualitatively than quantitatively.

3.2. Research Design

The ethnographic design adapts anthropological methods to examine language use in political campaigns. "Thick description" is employed to provide a deep understanding of slogans' meanings, rooted in their sociocultural contexts.

3.3. Discourse Analytic Methods

CDA: Focuses on the interplay of language, power, and ideology using Fairclough's three-dimensional framework for textual, discursive, and socio-cultural analysis.

Rhetorical Genre Analysis: Examines the conventions and rhetorical patterns of political slogans as a distinct discourse genre.

3.4. Sample Size

A total of 45 slogans (15 each from PTI, PML-N, and PPP) spanning 2013–2022 were analyzed, following qualitative principles of data saturation and representativeness.

3.5. Data Collection

Slogans were gathered from official sources like websites, video archives, and speeches, focusing on translations for linguistic consistency while considering original language nuances.

3.6. Data Analysis Procedures

Iterative and inductive analysis applied CDA and genre tools to identify ideological meanings, rhetorical techniques, and genre conventions. Patterns were contextualized within the parties' historical and sociopolitical frameworks for holistic interpretation.

4. Analysis of the Data

4.1. Situational Context

As per Miller's (1984) conception, genres are typified responses to recurring rhetorical situations. The situational context is key to understanding the conventions and functions of political slogans as a genre.

The situational context of political slogans can be defined as election campaigns, where parties vie for public support and votes. Slogans are deployed during rallies, speeches, poster/billboard displays, and across mass/social media to propagate party ideology, attack opponents, and inspire voters (Khan, 2020; Ahmad et al, 2019). Their targets include party loyalists to energize, swing voters to persuade, and opponents to critique. Situational demands shape slogans' rhetorical and linguistic properties.

As Pakistan's oldest party, the PPP deploys political slogans during election campaigns to propagate its vision, attack opponents like PMLN and PTI, and tap into its traditional vote bank built on socialist ideology and loyalty to the Bhutto dynasty. The PPP's rural Sindhi base means slogans must resonate with peasants and workers. Its slogans also aim to reignite enthusiasm among its nationwide supporters.

The PMLN utilizes political slogans aimed at its urban Punjabi base and national supporters to advance its vision of economic growth, tout governance achievements, and attack opponents like PTI. Its leader-centered messaging targets Nawaz Sharif's enduring popularity.

As a relative newcomer on the political scene, the PTI uses political slogans to spread its reformist "tabdeeli" (change) narrative during campaigns as it expanded nationally. Targets include urban middle-class voters disenchanted by older parties. Local

tailoring adapts slogans to Khyber Pakhtunkhwa where PTI rules. Rallies amplify slogans attacking opponents framed as corrupt.

4.2. Rhetorical Appeals

In Political genre, different rhetorical appeals can be observed. These are three modes of persuasion given by Aristotle (1999) in his book *Rhetoric* translated by Roberts. i.e., ethos, pathos and logos. To be rhetorically effective (and thus persuasive), a politician must engage the audience in a variety of compelling ways so that the outcome can be achieved. These modes are described below along with their examples from the current study.

4.3. Ethos

Credibility and morality could be defined as ethics. It's the way to gain respect from others through proving your trustworthiness, as well as your knowledge in the field. Authors or speakers can make use of their expertise, qualifications or knowledge in their field to show their moral integrity. In addition, they might possess the capacity to stay tuned to the thoughts and beliefs of their fans and show that they are aligned in their views. There is a greater chance of trusting your words if they consider the credibility of your company and reliability.

The majority of the phrases are about the leadership of the party, such as Bhutto, Nawaz, Imran in order to enhance their authority and bring attention to their importance. In this case, PPP slogans chant "Bhutto" as does the PMLN. PMLN makes use of words like "Nawaz Sharif Kesath" to show the emblems of their political party. The lexicon of Islamic phrases such as "Allah", "dua", "imam" signals Islamic moral and ethical principles that creates trust in those who are religious. The phrases "kaptaan", "Sher", "zaalim", "gaddar" indicate the qualities of a leader to demonstrate credibility.

4.4. Pathos

The expression "emotional appeal" is also known as pathos. To make sure that listeners are attracted the technique may create strong emotions within their minds, like feelings of compassion, anger, or anger. Speakers and authors often employ emotive imagery, strong words or personal narratives, as well as examples that touch the readers their emotions and also incorporating emotional realistic aspects. The ability to make an impressive and powerful impressions of your work by creating a connecting emotionally with your readers. Words that have a tense like "Gareeb", "Mazloom", "corrupt" evoke sympathy or anger, and can create an unspoken sense of injustice. Photos that stand out like "hungry, naked India" in PPP slogans show depictions of the suffering and poverty

that stir emotions. The praises offered by PPP leader including "shaheed", "Sher", "zaalim" stir sentiments such as fear, admiration and outrage. The repetition, rhyme and rhapsody could trigger a lively and energetic response during gatherings.

4.5. Logos (logical appeal)

Specific words for policy like "roads", "electricity", "education" showcase developmental accomplishments in a rational way. Statisticians such as "500 billion trees" establish the foundation of credibility. Contrasting policies that support wellbeing as well as fraudulent practices that are a part of opposing policies clearly demonstrate the need for backing. The provocative slogans like "Naya Pakistan" offer logical base for making a decision concerning changes and growth.

The slogans effectively draw the emotions associated with ethos, and images to build trust in the credibility of the political party. They inspire the voters and effectively convey the objectives of the leaders and group through images. The combination of words and words and phrases entuses the voters in the voting process.

4.6. Rhetorical Patterns

Pakistani The political party leaders use slogans as powerful rhetorical tools that create effective messages that help to create desired identity and create an understanding among different segments of the populace. Analysis of the analysis of linguistics reveals intricate strategies employed strategically to reach the desired goals.

4.7. Dynastic Invocation and Loyalty Construction

The example that the Pakistan People's Party (PPP) using its Bhutto Dynasty title is an effective method to create the impression of connection with the people as well as to create a sense of trustworthiness. Rejoicing chants that are accompanied by the words "Bhutto" and declaratives like "Bhutto zindabad!" (long live Bhutto) is the quasi-religious celebration of the power of history and its lines of descent. In tying declarations to the sacred Bhutto name The PPP declares in a lyrical way that evokes the sense of an intergenerational commitment to respect the Bhutto family, their loyalty, and an unwavering dedication to Bhutto the Bhutto leadership. Bhutto the Bhutto leader throughout the entire base.

Reaffirming "Hum tumhare saath hain" (We are with you) in response to the appeal of Bhutto could be considered to be an assertion of loyalty to the supreme ruler of the dynasty, as well as a message to loyalists of the PPP. The members of the PPP can fight to being an element in the Bhutto mythology through ensuring dedication to the party and an

unwavering belief in the power of God to rule. The discursive method of holding a ritual to reinforce the aim of the party, in attempt to maintain the power of the Bhutto Dynasty.

4.8. Populist Voice and Representative Claims

The production of a populist, powerful voice has been a prominent aspect of the rhetoric employed in political slogans that depict certain groups as authentic advocates and minorities that can't take on the current oppression and injustice of the middle class.

The PPP's iconic "Roti, kapra aur Makan" economically distills its founding pro-poor, socialist vision into an impassioned call for securing the most basic human needs like food, clothing and shelter for the underprivileged multitudes. Further slogans like "Awam ki awaz, Bhutto sahib ki sath" (The voice of the people is with Mr. Bhutto) discursively construct the PPP and its leadership as the sole legitimate mouthpiece and savior for the deprived, oppressed classes.

The PTI similarly positions itself as "awam ka leader" (the leader of the masses) and the true "awam ki party" (party of the people/public). Such populist rhetoric aims to manufacture the PTI's image as an anti-establishment political force giving voice to the hopes and grievances of ordinary citizens long excluded and ignored by entrenched dynastic elites and their vested interests. This appeal to representing the alienated "awam" (people/public) seeks to resonate with and attract voters disillusioned by conventional clientelist politics.

Through such populist framings, slogans emerge as the rhetorical vehicle for these parties to discursively construct themselves as the only authentic representatives of the long-suppressed masses against structural inequities and elite depredations. This manufactured populist narrative aims to manufacture consent and spur mobilization among the marginalized groups these parties claim to give voice to.

4.9. Regional/Ethnic Identity Appeals

Complementing broader populist overtures, rhetorical strategies anchored in localized linguistic pride, cultural symbolism and ethnic identity affirmation emerge as another key pattern. This allows parties to deftly tap into emotive sub-national loyalties and regionalized voter banks.

For the PPP, slogans like "Jeay Sindh" (long live Sindh) and "Jiye Sindh, jiye Sindh wara jiye" (long live Sindh, long live the Sindhi way of life) constitute impassioned rhetorical invocations of Sindhi linguistic, cultural and ethnic identity. By celebrating and validating core markers of Sindhi identity, these slogans manufacture emotional resonance and affiliation among the PPP's Sindhi rural heartland base in the province's interior.

Appropriating Sindhi ethnic symbolism discursively nurtures a sense of the PPP as the authentic protector of Sindhi linguistic, cultural and political rights against perceived marginalization. Such regionalized rhetoric operates in tandem with broader populist framings that castigate callous urban elites and power centers as indifferent to the rights and dignity of peripheral sub-national ethnic identities like the Sindhis. Through this multi-layered rhetoric, the PPP constructs its core identity as the defender of Sindhi ethnic and linguistic rights while promising empowerment to the Sindhi rural masses against perceived urban elite marginalization.

4.10. Leadership Archetypes and Personality Cults

Another key rhetorical pattern involves the discursive construction and propagation of idealized, allegorical leadership archetypes aligned with each party's broader narratives and identity branding. This involves imbuing top leaders with symbolically-charged attributes and carefully curating a personality cult around them.

The PMLN's "Sher aaya, sher aaya!" (The lion has roared) slogan constitutes a symbolic clarion call announcing Nawaz Sharif's arrival on the political scene in (Appendix C).

4.11. Critical Discourse Analysis of Political Slogans

This section analyzes research question two by applying Fairclough's (1995) three-dimensional critical discourse analysis framework to examine the textual, discursive practice, and ideological underpinnings of political slogans.

4.12. Textual Analysis

At the most fundamental level, lexical selections discursively frame and signal each party's ideological moorings and constituencies of representation. For the PPP, recurrent use of words like "awam" (masses), "mazdoor" (workers), "mehnat" (labor) and "gareeb" (poor) lexically constructs a pro-worker, pro-lower class ideological stance. This working class lexicon aims to resonate with and manufacture the PPP's identity as the voice of the downtrodden masses.

Simultaneously, selective deployment of Islamic religious terminology like "Allah", "dua" (prayer), and "imandari" (honesty) operates as a semiotic maneuver to validate the party's Islamic/religious credibility among the faithful. This Islamist lexicon counters potential impressions of the PPP's socialist ideology being anti-religious or un-Islamic (Appendix A).

The slogans are also replete with proper nouns invoking the Bhutto dynastic lineage through names like "Bhutto", "Zulfikar", "Benazir" and "Bilawal". Potent epithets like "shaheed" (martyr) discursively immortalize past Bhutto leaders as inviolable heroes, constructing an aura of reverence around the dynasty. Through such lexical choices, the slogans distill the PPP's very identity and meaning into an inextricable ideological and emotional identification with the supreme Bhutto leadership and its legitimacy.

4.13. Literary Devices and Rhetorical Power

Beyond the world of words, slogans also employ methods and tactics to enhance the symbolic and emotional effect. The alliterative words like "Bhookha nanga Hindustan, jag Zulfikar jaag" (Hungry, naked India "Wake up Zulfikar and stand up) produce sonic patterns, and memorable music. Like rhymes with an assonance like "Jeay Sindh jeay, Sindh wara Jiye" (Long living Sindh Long living within the Sindhi life style) create incantatory regional calls which are pleasingly modelled the language (Appendix B).

Slogans can also employ rhymes and repetitions like "Zinda Hai Bhutto zinda hai!" (Bhutto is living! Bhutto is alive!) to bolster rallies and emotions with sufficient power to enthuse crowds by their beats that pulsate. The rhetorical art boosts the effectiveness of slogans' impact on the ear and the repetition style allows for the repetition of numerous slogans, as well as the popularity of rallies.

4.14. Metaphorical Framing of Leaders

The power of rhetorical expressions is also channeled by powerful archetypes, metaphors and metaphors centered on the direction of the political party as well as the persona they portray. Like PMLN's "Sher Aaya, Sher"Aaya!" (The Lion is Here!) The slogan represents the sounds of a clarion, which signifies Nawaz Sharif's official arrival as a formidable and powerful protector, and one of the most formidable and most powerful forces in the political arena.

The symbolism of the leonine further embellished by descriptive words such as "dekha dekhia bemisal" (unseen previously and unsurpassed) along with "sona" (pure gold) in order to elevate Sharif to a special higher than life supernatural being who transcends normal individuals. The metaphorical imagination is able to create an illusion of mythopoeic about Sharif as the sovereign who is bound to be unstoppable and will reign.

The PTI The PTI has a similar concept of reverence for personalities and mythological themes are focused on Imran Khan known as a known figure because of the merits of his titles such as "kaptaan" (captain) and "awam ka leader" (leader of the masses, or people). "Khan" is a "kaptaan" metaphor discursively casts Khan as a commander in

authority, who is adept at leading Pakistan through the turbulent waters towards peaceful paix. "The "awam ka leader" phrase combines the legend of the persona of the leader and popularist-centric frameworks that claim they are representative of the needs of ordinary people, which is a person who does not have to deal with the distinctions in class (Appendix C).

In the event that they are depicted as animals with symbolic meanings or have honorific titles poetry-based designs transcend literal interpretations and create psychologically the illusion of total authority over the highest levels of administration. The purpose of this technique is to instill a constant respect and devotion to those who abide by the rules.

The analysis of text is focused on how deliberate choices are made in the field of linguistics like literary rhetorical techniques and metaphorical frameworks that are included in the words used by campaign slogans are complex machines of semiotics, which are designed to feed (Appendix C).

4.15. Lexical Features

The slogans employ emotive language as well as words that invoke feelings of love for the entire group, as well as encouragements for rivals. This is the case when PMLN makes use of lexis words like "sher" (lion) and "buland" (tall) to create Nawaz Sharif's more powerful image. For instance "Dekhodekhokaunaaya, sheraayasheraaya" (Look at the people around" The lion's all around). Contrarily, PTI paints opponents as criminals by using terms like "corruption is an aff" (cleanse corruption) and "ghadar" (traitor). The terms employed to explain these circumstances are arousing the interest of those who are voting.

Particular patterns of the lexical usage of words target voters and are similar to those of PPP's Sindhi slogans. They can be found in the distant Sindhi district. Terms of religions such as "Allah" in conjunction with "imandari" (honesty) invoke Islamic morality, as well as the values of religion. Terms like "awam" (masses), "mulk" (country), and "Pakistan" frame parties as an expression of the total populace and also of the country as a whole.

4.16. Literary Devices

Slogans employ literary strategies to increase the effect of their messages:

The phrase can be amplified to mean "alliteration" and effect of beats, such as "Corruption Saaf Tehreek ne Insaf"

Asonance by vowel repetition, for example "note bhi denge vote bhi denge"

Rhymes like "aagaya" "jaag" create resonance in sound and music

The repetition of sentences openers helps in retaining information, like "Bhutto Zindabad!

4.17. Zulfiqar zindabad!

Metaphors refer to metaphors which can be used to communicate complicated concepts, such as PTI's use of "naya" (new) to signal a change in technology

These strategies assist in enhancing the retention rate and effectiveness of political declarations.

4.18. Discourse Practices

This article examines the ways of how the political slogans developed are crafted in tandem with the distribution and consumption methods. Politics slogans are formulated by experts in the field of communication for the political party in order to convey the fundamental concepts. They are crafted through collaboration with linguists, writers, as well as groups of artists (Khan, 2020). Particular research carried out through focus groups aids in improving slogans in order to be embraced by the masses.

For spreading their messages, slogans are promoted via conventional mass media, for instance ads on social media platforms, for reaching out to the public at large (Khan, 2019). The slogans can be seen on banners, posters and billboards. They are also displayed in prominent positions in rallies and events. Resounding tunes can also be promoted through word-of-mouth.

To be consumed, rhymed slogans are a great way of retaining and recalling the listeners (Khan, 2021). Simplesness of their slogans makes ideas simple to understand, whereas their style of writing triggers emotional reactions. Being able to customize your message through using regional dialects along with symbolic symbols could make it more appealing to viewers of different kinds. The ability to recall and to spread makes campaigns popular in the elections.

Studying the patterns of discourse shows that they are essentially symbolic and circulate across specific media and platforms designed to increase the retention of emotions as well as cognitive.

4.19. PPP (Pakistan People's Party) Ideology

Democratic socialism is among the principal beliefs held by PPP. The party supports increase in tax rates, transfer of wealth and modifications to land with the aim of

decreasing socioeconomic inequality. Everyone has access to basic needs which include healthcare, education and housing under the concept of a welfare state. PPP is an advocate for the wellbeing of working and peasant individuals as well as poorer sections of society through its programs that demonstrate its dedication to improving the cause of social justice.

The PPP is an entire political organization that promotes rights for the common people and gives the people a chance to express their opinion during the process of making decisions. The PPP places a strong emphasis on local policy, local government as well as grassroots democracy. The party aims to involve citizens as well as allow citizens to be involved on the issues that directly impact on their quality of daily lives. The PPP will work towards eliminating any disparities that exist within Pakistan's provinces. It is also deeply embedded within Sindh province. In order to ensure that local concerns are dealt with both at the regional and provincial scale, it is in favor of province autonomy and the transfer of power provinces. The aim is to support the interests of each province as well as to foster a sense of belonging and solidarity among Pakistan's various geographical areas.

PPP The founding father of the political party Zulfiqar Ali Bhutto along with Benazir his daughter provides an ideological source for students. The social policy of Bhutto as well as her family like the nation-webization of the sector for business as well as her belief in the leadership of Indigenous people have been a long-standing influence on the political philosophy that is the PPP. The legacy left by Bhutto is a strong reminder of the importance of democracy, rights for the citizens and fighting against militarism.

"Awam Ki Awaz, Bhutto Sahib Ki Sath" is a celebration of spirit of the PPP that aims to empower all people of any age giving them the opportunity to play a significant part in the administration. Additionally, it reflects the PPP's position in the area of social justice, and Bhutto's management family. Bhutto the management team. Bhutto family.

4.20. PMLN (Pakistan Muslim League-Nawaz) Ideology

to encourage the development of nations and attract foreign investment PMLN is adamant on encouraging economic liberty and growth. It advocates against trade deregulation and trade policy, and other policies that encourage businesses, in order for the advancement of the economy.

In a fervent salute to Pakistan's sovereignty and protecting the country's territory, PMLN promotes such attitudes. To implement effective programs and initiatives the PMLN party is convinced of the need for effective direction from the executive as well as centralizing decisions-making processes. Particularly, within the energy and transportation sector, PMLN takes pleasure in the efforts it has made to improve the infrastructure. With

the aim of enhancing connections across the nation as well as modernizing cities, PMLN has announced a range of significant initiatives in the areas of energy and infrastructure. "Sher Aaya, Sher Aaya" is an emblem of the PMLN's steadfast and nationalist convictions regarding the leadership role. The slogan represents its position as the PMLN as a powerful force and signifies their commitment to nationalism and uniting.

4.21. PTI (Pakistan Tehreek e Insaf) Ideology

The party's commitment to eliminate corruption from Pakistani society is among its fundamental principles that guide the organization. They seek to build a transparent and accountable government system, as they believe corruption will represent one of the biggest problems that hinder development. PTI will be determined to implement reforms in the government institutions which improve the efficiency of administration operations, efficiency and along with accountability within the public sector. PTI insists on the necessity of having a well-run court system which is able to enforce the law and is fair for everyone. PTI is an advocate for PTI the party that supports reforms to legislation to protect individuals' rights in addition to promoting an idea of an equitable and fair society.

PTI will actively involve youth native to Pakistan within the political arena since they can be a force to make a difference. PTI supports initiatives that enhance educational possibilities as well as the development of the skills of youth, since it realizes that young people are crucial to take part in establishing an improved future. In bridging the boundaries of ethnicity and geography, PTI seeks to foster confidence and solidarity within the nation. The PTI party that promotes a unity of faith in the country's national identity as well as an overarching belief in the importance of its duty. The PTI Party is a platform to all Pakistanis regardless of origins.

The main economic ethos of PTI is deregulation and openness. In order to accelerate the growth of the economy along with creating employment possibilities, PTI supports favorable policies which encourage foreign investment companies, and privatization.

"Tabdeeli Aa Nahi Rahi, Tabdeeli Aagai Hai" is an expression of the anti-corruption, transformation-focused concept that forms the basis of the convictions that are the core beliefs of PTI. The importance of "tabdeeli" demonstrates the party's determination to implement radical changes as well as redefining the existing quo. It important to realize that the political stance of a specific political party may change as time goes by as different leaders within the same party could be pursuing different objectives and apply various aspects of their philosophy position.

These are instances that offer an overview of the most common convictions that are shared by every political party. The phrases used in the PPP, PMLN and other political parties PPP, PMLN and the ones that are similar to PPP, PTI, and PMLN slogans reflect the rhetorical and lexical aspects of their beliefs. It includes socialism that is democratic as well as anti-nationalists. It also reflects the inequities of their leaders, and the importance of a strong leader. They express their devotion to the well-being of their citizens and demonstrate the desire to empower their constituents in their efforts to be a representative of them. Their slogans can be effective tools for communication that promote ideologies and create strong reactions among their followers.

5. Conclusion

A 3-D study of critical discourse has uncovered the linguistic, rhetorical, and rhetorical structures that are used in campaigns for political ends across Pakistan. The structures in the text show the clever utilization of stereotypes and lexis to create identity politics, and in influencing the population to take part in the voting. The discursive tactics are a reflection of elite strategies that reduce the ideology of their political party, as well as create the public feel popularity. The socialization of slogans is a significant process and is a sign of power struggles as well as it can aid those who are denied. Applying Fairclough's concept We can get different views on how that political slogans could be used as a method to communicate during election time in Pakistan. Pakistani elections.

Slogans used to support the causes that are used to promote the causes of PTI, PMLN, PPP, PMLN and PTI offer different viewpoints. The study of genres has thoroughly revealed the contextual, rhetorical and linguistic elements employed to develop slogans that have a distinctive election-related type. The CDA examined the textual and the social aspects slogans employ to communicate emotion, ideologies and enthusiasm. The studied slogans were found to convey the political ideology as well as their characteristics using a variety of expressions. The study shows how crucial it is to utilize different genres and models of discourse in order to gain an understanding of the purpose and meaning behind slogans used for political reasons.

In analyzing the findings of research, results of the study show that slogans for political purposes are the most distinctive and unique kind of speech specifically created to convince voters when it comes to elections. They are distinctive due to the context they are placed in, as well as linguistic factors, and the appeal to emotions and character. Utilizing slogans to promote purposeful political reasons is a deliberate method used by groups of thought to express their opinions by using words to provoke emotions in the

electorate. The slogans then are distributed via media channels that reach all people and distributed widely particularly among people that are rural as well as middle class. Textual features like rhyme rhythm assonance, and repetition increase the recall and musicality as well as the impact on the motivational political slogans specifically during the rallies of a political party.

The use of epithets, metaphors and emotive words is employed to establish a brand of organization and leadership personalities that portray the party as uplifting and moral, but also dangerous or a symbol of the larger battle. The messages that are examined communicate a social democratic, equal and pro-poor message, being supportive of the Bhutto family, in order to appeal to the rural Sindhi supporters. But, PMLN slogans emphasize Sharif's popular image, the significance of nationalist politics and his achievements with regard to expansion. PTI slogans promote on reforms against corruption, participation of youth and aspirations for the middle class that draw people from urban areas who are educated. This research confirms that these slogans can be used in a particular rhetorical technique that is persuasive. They have distinct styles and ideologies. They show the application of slogans to communicate with all of society through media and also people who are part of small communities that use the system of vernacular. They also show how the language of politics can affect people by transferring beliefs, as well as encouraging the participation of groups who are excluded. Research also reveals the necessity of interdisciplinarity among experts in the field of language to increase the power and impact of slogans. The study offers valuable insight regarding the process of creating and dissemination and codification intended for usage in politics and also enhancing the understanding of their significance in relation to elections and also establishing a plan for further study. An investigation into the words that political leaders use will help us understand their motivations along with mythologies and symbolic meanings that are incorporated into speeches about politics.

The main fundamentals of PTI are fighting corruption and encouraging transparent and accountable administration. Institutional reforms are also a priority, along with an active participation of youth in administration. They promote education and employment opportunities as well as the creation of skills required for youth. They support policies to improve employment and economic growth and international investment. The slogan utilized for PTI, "Tabdeeli Aa Nahi Rahi, Tabdeeli Aagai Hai," refers to anti-corruption as well as changing values, which emphasizes their commitment to changing the world. It's crucial to understand the reality that political ideology will change over time. The leadership of the PTI focus on different elements of their ideology.

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