

Exploring the Roles of Taglines in Pakistani Political Discourse: A Socio-Cognitive Analysis

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Abstract

The study explores the role of taglines in Pakistani Political Discourse through the lens of the socio-cognitive model and ideological square model, examining the nature of taglines and their influence on people's minds. Taglines are precise and impactful praises and play a vital role in Pakistani political communication, often shaping political narratives and framing political ideologies. Using the qualitative methodology and purposive sampling, the study explores the linguistic, rhetorical and cognitive constructs underlying political taglines, analyzing how they are responsible for the construction of meaning, evoking emotions and influencing political attitudes. Through the socio-cognitive approach, this research reveals that political taglines often employ rhetorical strategies such as metaphors, repetition, allusions, use of imperatives, and other strategies such as political polarization, emotional appeal and cognitive framing. The finding suggests how the tagline's short and crisp structure influences political ideology. This research contributes to comprehending how language and cognition intersect in political discourse and how the context contributes to the meaning of taglines in political communication. The study opens the way for further exploration into the role of language in shaping the political discourse, especially in the context of political scenarios in Pakistan, where political messaging is critical in forming mass opinions.

Keywords: Socio-Cognitive Analysis, Political Discourse, Taglines, Ideology, Cognition, Rhetorical Strategies, In-groups and Out-groups.

Introduction

Socio-cognitive analysis of taglines in political communication explores the relationship between social dynamics and cognitive processes underlying political slogans' creation, transmission and reception. The socio-cognitive approach helps explore how factors such as culture, social norms and interpersonal relationships influence the cognitive process of the masses. In socio-cognitive analysis, language plays an important role as it serves as a medium of communication and transmission of cultural knowledge and plays a vital role in socialization. Political leaders often use the language to achieve their political goals. According to Van Dijk, political discourse is the discourse that involves the texts and communication of politicians and political institutions. Politicians' speeches are deeply rooted in our society and purely influenced by the context. Moreover, they are used as a way to influence the minds of the masses. In a political context, it is believed that politicians use the audience as a tool to gain their interests. Taglines have nowadays become an important factor in shaping political discourse not only in Pakistan but all over the world. This study explores how taglines are created and how such slogans or taglines are used to influence the audience's minds. Taglines often used in political speeches represent the theme or central message of the campaigns, moreover, they evoke emotions and create zest in voters. Taglines are very well crafted to catch the audience's

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attention, making the speech memorable. Moreover, taglines are used by the audience to shape their minds and to shape their opinions in their favour.

Here, socio-cognitive analysis is important as it evokes emotional responses and facilitates collective social mobilization. According to Van Dijk (1998), political discourse plays a vital role in comprehending text because it deals with the cognitive representation of both speakers and their audience. In socio-cognitive analysis, language is crucial in creating ideologies and framing conflicts. This study dealing with taglines highlights the importance of taglines in political discourse as cognitive shortcuts because, in a very short time, they hit the cognitive schemas of people and enable them to interpret the political message quickly and relate it to specific ideologies. Vreese (2004) highlights that effective political communication depends upon the emotional resonance of the message and how important taglines are to evoke feelings of pride, hope, sympathy and urgency.

Moreover, the cultural context of Pakistan is very important in understanding the significance of using taglines. According to Rahman (2002), the language in Pakistan is very important in political discourse. The language is completely embedded with socio-political identity, making the words used in taglines very impactful. In Pakistan, taglines are purely based on cultural contexts, historical and religious references, and local languages, so they are very helpful in creating ideologies. Considering these factors, the study uses socio-cognitive analysis to explore the multifaceted roles of taglines in political discourse. The study aims to illuminate the impact of taglines on public interaction under these taglines in Pakistani Political discourse. Linguistic analysis shows how taglines condense difficult political statements into easily remembered and understood formats. Fairclough (1995) pointed out that language is a social activity that reflects and shapes power dynamics rather than just being a tool for communication. The tagline syntax and vocabulary are crucial in framing problems and directing audience interpretation. Furthermore, because presuppositions in these statements frequently reflect underlying beliefs about identities, power dynamics, and social realities, they have important ramifications. A tagline might, for example, assume a common knowledge of political history or national identity, which could affect how communications are interpreted and implemented (Goffman, 1974). An additional understanding of how taglines function in political discourse can be gained by analyzing macro and microstructures. While microstructures concentrate on the particular linguistic elements and rhetorical strategies used in taglines, macro structures include the broad themes and narratives that underpin political communication. This study intends to reveal how taglines aid in creating political meaning and identity in Pakistan by looking at both levels.

Additionally, van Dijk's (1998) ideological square model provides a useful foundation for comprehending how taglines represent and strengthen ideological stances. According to this model, speech shapes perceptions of in-group solidarity and out-group hostility by classifying "us" against "them." Taglines can capture these ideological differences in Pakistani politics, affecting public opinion and galvanizing support for particular political causes.

The study has observed several major themes, including cognitive framing (57 references), emotional appeal (32 references), political polarization (30 references), rhetorical devices (29 references), repetition, allusions and accountability. Thematic analysis revealed that the first four themes appeared in significantly higher percentages compared to others. This suggests their vital role in discourse.

Through this thorough socio-cognitive evaluation, study seeks to illuminate the important role of taglines in influencing political discourse in Pakistan. This study intends to advance our knowledge of how taglines serve as communication tools that communicate political messages and influence public engagement and identity in the current socio-political environment by analyzing the interaction between linguistic features, presuppositions, and ideological constructs.

Statement of Problem

Politicians use taglines to influence the minds and perceptions of the masses. They use different linguistics and rhetorical strategies to create impactful and memorable taglines during political speeches to serve this purpose. Politicians frequently use taglines to appeal to the general public's feelings, beliefs, and perspectives. These short expressions are purposefully used during political speeches and campaigns to capture complex ideas, create memorable messages, and promote public participation. Consequently, the study explores the socio-cognitive factors to analyze the nature of taglines and how linguistic devices within the political discourse shape audience perceptions.

Objectives

1. To analyze the nature of taglines in recent Pakistani political discourse to shed light on their dynamic interplay among language, shaping minds and socio-political context
2. To examine the linguistic and rhetorical strategies used in taglines in Pakistani political communication.
3. To explore how taglines help shape public beliefs and socio-political discourse.

Research Questions

1. How do taglines used in Pakistani political speeches reflect the dynamic interplay among language, cognitive process and socio-political context?
2. How are linguistic and rhetorical strategies employed in analyzing the nature of political taglines?
3. What insights do taglines provide into shaping public opinion and sociopolitical dynamics?

Literature Review

Critical Discourse Analysis (CDA) is a critical theory that views language as a part of social practices. CDA argues that social and linguistic practices constitute one another, and societal power relations are established through language. Van Dijk talked about how socio-cognitive approaches play a crucial role in unpacking the societal structure and strategies to understand the complexities of language use in shaping social realities. This approach also helps to explain how political discourse contributes to the social construction of reality. It critically examines the ideologies embedded in political discourse; such ideologies are analyzed through language, rhetoric, and framing strategies used in political speeches.

Socio-Cognitive Approach by Van Dijk

The socio-cognitive approach is a very prominent framework of CDA that Teun A. van Dijk proposed. It contains following components:

Mental Models: The idea of mental models—dynamic, situation-specific, individualized representations that people create during discourse processing—is fundamental to Van Dijk's methodology. Mental models are essential to interpreting and memorizing discourse because they enable speakers and listeners to relate it to their experiences, feelings, and social understandings.

Ideological Square: Van Dijk presents the "ideological square" idea to characterize how language typically minimizes or discredits out-group viewpoints while elevating in-group ones. Socio-cognitive discourse deals with attitudes, ideologies and shared social knowledge of the language users. Van Dijk proposed that the relationship between society and discourse is cognitively mediated, so cognition links discourse, language and social structures. Van Dijk divided this approach into macro-structure (global) and microstructure(local). Macro level is related to power, inequality and dominance. Meanwhile, the micro level is related to discourse, communication, and verbal interaction. These two levels cannot be studied individually as they

are purely linked (Van Dijk, 1993).

Political Discourse

Fairclough's studies of political discourse, often conducted from a political-economic perspective, have paid detailed attention to issues of globalization (Fairclough 2006) and British politics, such as the discourse of New Labour (Fairclough, 2000). These studies follow his foundational studies of language and power (Fairclough, 1989) and CDA (Fairclough, 1995a).

According to Van Dijk's socio-cognitive model, the public mostly relies on media to construct mental models or representations, especially in political discourse; in such cases, personal models are missing. In such cases, elites are those responsible for creating the knowledge or talking. Van Dijk proposed many discourse structures to identify ideologies: propositions, implications, lexical items, semantic moves, descriptions, and propositions (Arifianto et al, 2022).

Sipra (2013) explored how politicians use metaphors and other stylistic devices to convey their ideologies, just like Martin Luther King did in his speeches. His study also emphasized the background and social circumstances of the speeches. He highlighted how language can be a powerful tool for challenging and creating new ideologies.

Rashid (2013) emphasizes how crucial context and substance are in determining how political communication is structured. Their research analyses the chosen political speeches using a sociocognitive framework, which considers how discourse, power relations, and social cognition shape beliefs and attitudes.

Nasih and Abboud (2020) demonstrate how Van Dijk's model provides a comprehensive framework for critically analyzing political discourse. It reveals politicians' strategies for shaping ideologies, attitudes, and power relations through language.

Pakistani Political Discourse

Van Dijk's socio-cognitive model (2005) is a foundation for critically analyzing political discourse, as it deals with ideological perspectives (Kashif et al., 2023).

Naeem et al. (2022) analyzed the speeches using Van Dijk's Political Discourse Analysis framework. The study investigated how speakers use language, oration, and politics to spread preferred ideologies and gain the general public's support. The analysis entailed examining the discursive methods employed by Molana Fazal-ur-Rahman and Bilawal Bhutto to depict positive "Us" and negative "Them" and how these leaders used language to spread their beliefs. Analytical categories such as actor description, authority, history as a lesson, evidentiality, number game, polarization, distance, hyperbole, and repetition were identified during the analysis.

Since slogans have cultural roots, scholars must understand these meanings to describe and translate them into a standard language (Asif, 2022). Scholars must appreciate the chronological development of these slogans, bearing in mind Pakistan's political past, and consider the evolution of verb tenor, lexical selections, and metaphors included in these slogans. Political slogans are a rich field for linguistic studies because so much research has been done on the subject. It is jam-packed with countless political, social, and religious events, feelings, moods, disagreements, disputes, and anecdotes to share.

Shah et al. (2022), through their research, demonstrated how political parties in a democratic nation like Pakistan employ slogans as a strategy to pique public interest. The study shows that unseen ideologies are present in the language employed in slogans. With an emphasis on transitivity and Roger Fowler's Lexicalization, the study primarily examines the links between language and ideology in political speech and how these relationships are reflected in textual analysis by M.A.K. Halliday's Systemic Functional Linguistics.

Despite their practical necessity in political campaigns and proven efficiency, slogans remain a little-studied facet of political speech. The cognitive analysis in the research (Ashima et al., 2022) focuses on political slogans. Its objective is to give an overview of the intellectual framework of political slogans, which may serve as a springboard for further investigation into the "witty," "catchy," and "quotable" aspects of these phrases.

According to van Dijk (2008), the socio-cognitive approach highlights the interaction between personal cognitive processes and social institutions. In a nation like Pakistan, where historical legacies and present-day issues like corruption, governance, and national identity shape political discourse, this viewpoint makes it possible to examine how political taglines are created and interpreted within particular cultural contexts (Khan, 2017).

Methodology

Sample and Sampling

Sampling is crucial in research as it purely influences the validity and reliability of the research findings. A sample is a subset of a population selected for participation in the research study. This research paper uses the Purposive sampling technique to select samples. Purposive sampling is flexible, allowing the researcher to collect the data until the purpose is gained. This technique is also helpful in analyzing small samples in qualitative research. It is a very valuable sampling approach; it helps researchers to explore specific characteristics or experiences within the sample. In this study, the research sample encompasses political speeches of Pakistani politicians, which are accessible on YouTube and will span from 2018 to 2024. The samples will be collected using a purposive sampling technique.

Selection of Taglines: Taglines from three famous political parties, Pakistan Muslim League N(PMLN), Pakistan People Party (PPP), and Pakistan Tehrik-e-Insaf, are taken from their speeches (e.g., in the last five years). It involves taglines from speeches about three eras: pre-election, post-election, and protest era (2018-2024).

Sample Size: The study includes 25–29 taglines to ensure a diverse representation. Purposive sampling selects taglines that vary in context, ideology, and length.

Data Analysis

The speeches predominantly utilize Urdu as their primary language. Initially, English translation is done, and subsequent data transcription is conducted; only those parts of speeches where taglines are used are analyzed. Speeches are from the protest era, pre-election era and post-election era. It facilitates understanding whether the linguistic framing strategies to shape voters' minds using taglines are influential. The Cognitive Model (1996) and the Ideological Square Model by Van Dijk are used to analyze the taglines and the public's comments on collected taglines.

More precisely, in socio-cognitive analysis, political taglines are analyzed through the lens of macro and microstructure, semantic and context models and Van Dijk's ideological square. Macro Structures analyze ideas and narratives behind the taglines and show what taglines might promote. Microstructure is related to linguistic analysis, as it analyzes the content of taglines, lexical choices, and rhetorical devices used in taglines. It also facilitates researchers to see the influence of taglines on people's perceptions. Semantic models help to understand the meaning behind the political slogan; they show the connotative and denotative meanings of the taglines. Moreover, it also facilitates finding the relationship between the words. Context models examine the contextual or situational factors surrounding the taglines, including cultural, social, and historical contexts.

The Ideological Square Model (van Dijk) analyzes how ideologies are constructed through political taglines. The notion of us vs them distinguishes "us" (in-group) from "them" (out-group). Political taglines often frame issues in terms of identity. They sometimes legitimize a

political stance by appealing to shared values.

Theoretical Framework

The study is within the paradigm of critical discourse analysis, sometimes called critical discourse studies or critical linguistics. CDA is not considered a specific research direction and has no unitary theoretical framework. Rather, it is a field with various theoretically and analytically diverse approaches. Thus, Critical Discourse Analysts are typically explicit in their positions and remain self-reflective in their research (Wodak, 2009, p. 3).

Van Dijk's Socio-Cognitive Model

Van Dijk's framework for CDA and his socio-cognitive approach will be the main framework for this study, as his study explains how ideology and discourse are interlinked and his concepts about mental models. Van Dijk explained how the different mental models, such as semantic, pragmatic, and context models, help make a language a social cognitive process.

Van Dijk's (1993, 2000, 2005) model contains three components: cognition, society and discourse. We have discussed in the literature review that at a macro level, society is concerned with power relations at the level of global societal structures and local interlocutors. In this framework, he suggested how the power agencies control the minds and actions of the people; this helps us understand the notion of social power. Micro-level discourse refers to several discourse structures encapsulating ideologies. Van Dijk's framework has a different approach in CDA because it suggests that the mediating layer of cognition (ideology) is supine between discourse and society, modelling van Dijk's ideological square in translation studies: Investigating manipulation in political discourse translation). Moreover, he suggested that the meaning of the text is embedded in discourse by language speakers; it exists and is illustrated in their minds (Van Dijk, 2013). Cognition is also presented in two parts: social and personal cognition. So, first, we examine how ideologies and their constructs influence attitudes, mental models, and discourse structures, keeping in view the context models, such as the speaker's or writer's goals.

Data Analysis

The data is analyzed using the socio-cognitive and ideological square models; Van Dijk designs both models. A socio-cognitive analysis of Pakistani political taglines provides details and insights into how these taglines reflect social and cognitive processes and the underlying ideologies that shape political discourse. Using the socio-cognitive model alongside the ideological square model offers a deep analysis of taglines and how they are used in political contexts to manipulate people's minds.

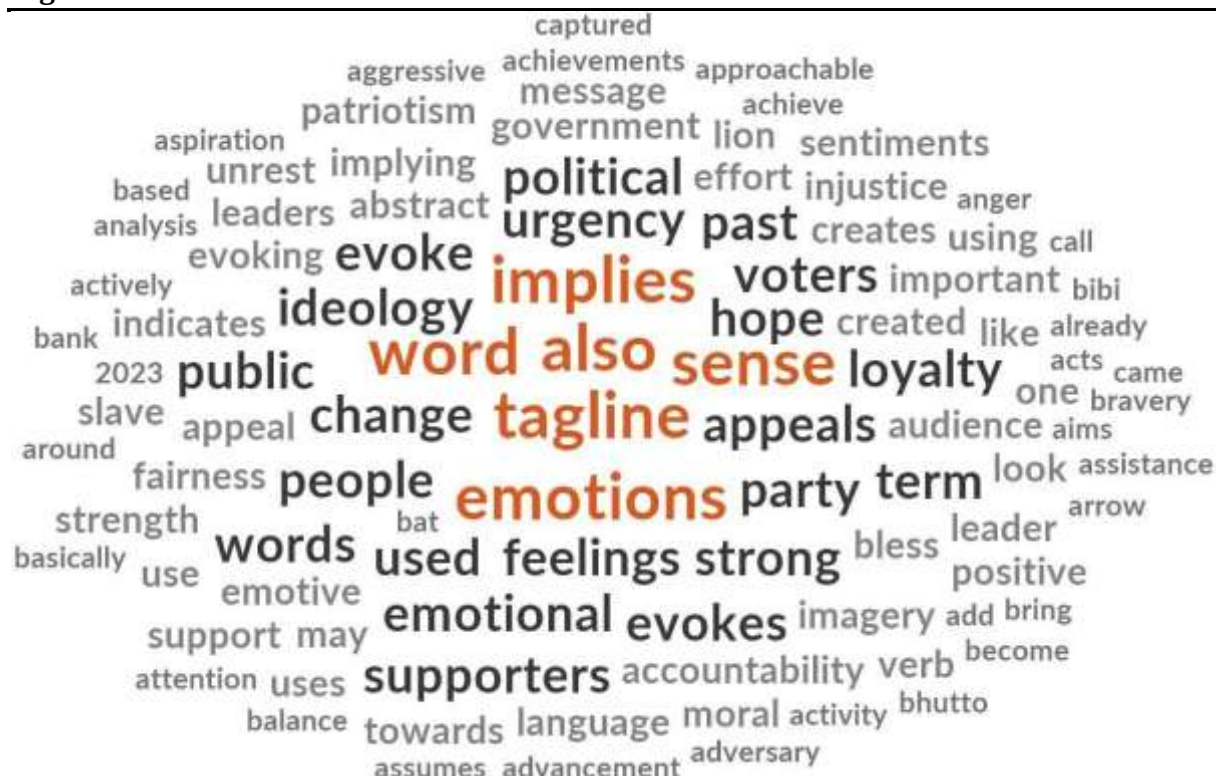
The socio-cognitive model by Van Dijk proves that communication is interlinked with both social contexts and cognitive processes. In analyzing political taglines, the following aspects are taken into consideration:

1. *Cognition*: Social cognition revolves around social identity or group ideology. Sometimes, we also consider personal cognition based on context models and one's perspective.
2. *Macro structures*: Macro structures analyze the theme behind the taglines.
3. *Micro Structures*: Macro structures are an important part of cognitive analysis as they focus on the semantic, syntactic, stylistic, and rhetorical features of taglines in political discourse.
4. *Contextual Factors*: These comprise the political situations, the historical setting, and the events of the present context that influence the development and reception of taglines.

The ideological square model, as proposed by Teun A. van Dijk, involves the following components:

1. *Us vs. Them*: Taglines often create an in-group (us) versus out-group (them) distinction. It can reinforce solidarity among supporters while demonizing opponents.

- Figure 1: World Cloud taken from Nvivo**



The analysis shows that political parties use taglines as framing devices to deliver their messages, values, and identity. Fifty-seven references support this theme. Cognitive framing deals with how ideologies are constructed. It frames the ideologies of the masses.

Cognitive framing is also used to construct collective ideologies. It gives the in-group and out-group constructs. In this approach, cognitive framing is done to shape public opinions. Taglines can be used as a powerful tool in agenda setting; this could be done by highlighting some political concerns and hiding others. For example, in the tagline, change has come, here change refers to change in beliefs and leadership. Change has come; it refers to the ideological change of the public, in that the public has changed their beliefs regarding two parties, and now they want to change. Change has come in ideologies; only a practical response is required now. Economic development-focused taglines have the potential to cover up social issues and influence public opinion toward particular agenda items. This selective framing influences voters' perceptions of what matters and how they vote. Roti, Kapra or Makan creates the collective identity of what contributes to a decent quality of life. Moreover, it also emphasizes the socio-economic concerns of the public. In the tagline, Choose new thinking, Imperatives in the political discourse do not necessarily require a physical response but evoke thinking and influence voters' minds. Here, the word 'Choose' or Chuno at the start of a tagline creates a sense for voters to decide. Similarly, in another tagline, The "sign of victory" framing makes the electoral

choice similar to experiencing success for voters. This cognitive chain may encourage voters to feel confident and hopeful that the party could win. The tagline that if you support the arrow, you are backing a party already heading towards victory is meant to inspire active participation from the voting public. The tagline suggests that voting for the arrow equates to choosing success, creating a strong positive narrative around the party's campaign.

The tagline "Youth will bring revolution" helps young people develop a collective identity by motivating them to believe that they are part of a movement that has the power to alter social or political conditions significantly.

In short, taglines are used for cognitive framing in Pakistani political discourse. They are potent tools influencing political behaviour, emotional involvement, and public perception.

Emotional Appeal

In the context of taglines in Pakistani political discourse, the theme of emotional appeal focuses on how these expressions evoke feelings to affect voter behaviour, public sentiment, and loyalty to parties. Moreover, this theme is very important as it has 32 references in the analysis, making it the second most popular theme.

Taglines aim to relate to voters' sentiments. By employing language that evokes pride, fear, rage, or optimism, they establish a strong bond between the audience and the political message. Voters may be convinced to support politicians who pledge to address a national security risk or their sentiments.

Taglines that evoke strong feelings in fans may promote loyalty and trust. Voters are more inclined to believe the leaders behind a political message when they can relate emotionally. For instance, a politician's reputation as someone who truly cares about the people might be improved by using taglines emphasizing empathy and compassion. For example, In political discourse, the word "change" is potent and emotive, frequently connoting advancement, reform, and hope. It alludes to a departure from the past and an advancement. On the other hand, Eik zardari sub pe bhari also implies loyalty towards one leader. Badal diya hai Punjab, through this structure of tagline, the party is giving hope to the nation and referring to their previous achievements.

In short, the importance of emotions in influencing political engagement is highlighted by the theme of emotional appeal in taglines within Pakistani political discourse. These taglines create a constantly changing political atmosphere by intentionally provoking emotions, affecting how people think about political issues and motivating them to act. Understanding this emotional landscape might help determine how well political communication techniques function.

Political Polarization

Taglines often highlight the division in political debate by drawing a sharp line between followers and enemies. This "us vs. them" attitude may contribute to political division by cultivating hostility and mistrust toward rival parties or ideologies. In this analysis, the notion of us vs them is observed in every tagline because this is how in-group and out- identities are constructed. The tagline, Benazir, is the chain of four provinces and emphasizes the unity and strength under Benazir's leadership; this is positive self- representation. Zardari outweighs everyone. It exhibits a positive self-image and signifies Zardari as the only capable leader. He is a single strong leader of the nation and sufficient for his enemies or opponents. This party, PLMn (bless nation with true manifesto), positively emphasizes their commitment towards the true manifesto. The other tagline portrays Punjab as a successful region that has undergone development, emphasizing the good changes that have occurred. It portrays a positive picture of Punjab by highlighting its advancement and development.

Negative framing strategies that criticize political opponents are used in many taglines. It may be language that portrays opponents as dishonest, untalented, or unpatriotic. Such discourse

further entrenches polarization by strengthening in-group loyalty and intensifying hate against out-groups. For example, in the tagline, “there is noise in every street, the whole family is a thief”, PMLN political leaders are portrayed negatively as they are seen as thieves, which suggests moral decline and inefficiency.

In short, the theme of political polarisation in taglines within Pakistani politics emphasizes how message and language may heighten tensions between various parties. Analyzing taglines' effects on democratic engagement and social cohesion is crucial since they contribute significantly to creating a polarized political environment by promoting an "us vs. them" mentality, reinforcing group identities, and criticizing opponents.

Rhetorical Devices

In Pakistani political discourse, the theme of rhetorical devices about taglines focuses on the methods employed to enhance persuasive communication and shape public opinion. The analysis observes some constructs related to this theme.

Metaphors and Similes

Political taglines may efficiently use rhetorical strategies such as similes and metaphors. They produce striking images that have the power to humanize difficult subjects. By using this technique, they can make their message short and crisp. For example, rhetorical devices such as metaphor are used in the tagline, such as Sher (lion). Sher symbolizes strength and power. In one tagline, change is personified. Here, the noun in the tagline, change (tabdeli), is personified and given a non-human entity to create its vivid and lively nature,

Symbolism and Imagery

Political taglines frequently use imagery and symbolism to provoke particular emotions or connections. Using historical allusions or national symbols, for instance, can strike a deep chord with people and frame a political message in a way that inspires pride or a sense of urgency about the country's future. In the taglines, we have observed strong imagery; the use of bat, arrow, and lion gives strong visuals that can be memorable and impactful. Words that evoke strong images of dominance and predation, such as "lion" and "hunt," are effective tools to shape public minds.

Repetition

In political taglines, repetition is a common rhetorical strategy to emphasize important ideas and points. Repetition of specific words can help taglines become more imprinted in the public mind and increase their appeal. For example, in the tagline, Who Will Save Pakistan, Imran Khan Imran Khan, this phrase repeats "Imran Khan," presenting him as a hero who can save the country from its problems. It portrays a narrative of leadership and hope.

The theme of rhetorical techniques in taglines in Pakistani political discourse highlights the intentional application of language to influence, involve, and inspire voters. These taglines, which use metaphors, symbolism, repetition, and other strategies, improve the impact of political communications and influence how the public perceives and comprehends issues. Knowledge of these tools can help one better understand political communication dynamics and how they affect the democratic process.

Use of Imperative

In the analysis, many taglines have started with the verb, such as, “look who has come, honour the vote, tell noon do not clash with junnon and many others. Imperatives are used for persuasion strategies in speeches to evoke a cognitively communicative channel and appeal to subjects' emotions (Khafaga, 2023). Imperatives in the political discourse do not necessarily

require a physical response, but they are used to evoke thinking and influence voters' minds.

Political and Historical Allusions

When important historical figures or events are mentioned, voters may feel a sense of cultural pride and shared identity. Taglines that reference well-known people or significant events in the country's past can establish an emotional bond with voters, which is in keeping with their values and goals.

Political messaging may obtain authority and legitimacy by referring to historical events. Politicians can portray their ideas as an extension of a revered legacy and win over the people by drawing comparisons between their present ideologies and their previous successful movements or leaders.

For example, the tagline uses the proper noun Benazir. Benazir refers to the daughter of the founder of the Pakistan People's Party (PPP), Zulfikar Ali Bhutto. Bilawal is the grandson of Zulfikar Bhutto, a prominent figure in Pakistani politics. Moreover, taglines allude to Riyasat E Madina, prisoner number 804.

In short, historical and political allusions in taglines highlight how past allusions are deliberately employed to influence political narratives, arouse feelings, and gather popular support. In addition to handling the complex issues of political identity and division, politicians can improve their messaging and connect with voters more intimately by drawing on common histories and collective memories.

Accountability

The theme of accountability refers to the expectations and demands for honesty, responsibility, and moral conduct from political leaders and institutions depicted in Pakistani political discourse's taglines.

Accountability-focused taglines have an opportunity to empower citizens by promoting political engagement. They can encourage civic engagement and responsibility among voters by framing the idea that citizens have a role in holding their leaders responsible. The tagline *roti, kappha or makan*, this tagline shapes the public perception of the role of government and their duty to provide people with necessities. This tagline implies political accountability to provide basic needs to the public, social justice, unity and solidarity. It is a strategic move by the party during a political campaign to influence the public's minds.

In short, the accountability theme in Pakistani political discourse highlights the significance of transparency, obligation, and moral leadership. In addition to reflecting public concerns, these taglines seek to create a healthier democratic environment by supporting responsible leadership and involving citizens in the political process.

Conclusion

Exploring the role taglines play in Pakistani political discourse reveals their multifaceted function in forming political narratives, influencing voter actions, and influencing public opinion. Taglines are effective political communication strategies because they use a variety of themes, including political polarization, cognitive framing, emotional appeal, rhetorical strategies, historical and political allusion, and accountability.

Through the interplay of language, taglines, and sociopolitical background, Pakistani political discourse highlights the importance of good communication in shaping public opinion. By exploring these taglines' features and underlying strategies, we can better understand how they affect political participation and discourse. This method emphasizes how crucial it is to keep studying political language since it reflects and actively shapes our socio-political world. As a result, taglines play a crucial role in political communication and greatly impact the democratic atmosphere. We can understand how political parties align with broader ideological currents by

assessing taglines through the ideological square model. This alignment can help explain why certain taglines, which reflect common values and ideas, have a stronger emotional connection with particular social groups or demographics. Hence, the ideological square model and socio-cognitive analysis have given very important insights into the nature of political taglines.

Taglines skillfully structure political issues and influence how the general public perceives and interacts with complex political environments. They can change priorities and influence societal attitudes by selectively emphasizing particular narratives, emphasizing the significance of comprehending the underlying cognitive framework.

The language and rhetorical techniques greatly influence the impact of taglines. Alliteration, metaphor, and repetition are strategies that increase the messages' emotional effect and memorability, strengthening their persuasiveness. By including historical and cultural allusions, taglines gain depth and can connect with people on several levels. By looking at these strategies, we can understand the art of political communication and how language is used to convey difficult concepts successfully.

By presenting political taglines in ways that affect attitudes and perceptions, taglines have a tremendous impact on public opinion. They can influence beliefs, inspire loyalty, and gather support. The public's understanding and prioritization of issues are shaped by the collective narrative that taglines contribute to through their emotional appeal and rhetorical strength. In a setting where political participation is essential to democratic processes, this belief-shaping power is especially strong. The findings support socio cognitive theory, political taglines are responsible in shaping individual cognition, the dominant themes like cognitive framing and emotional appeal transmit how political language influences how subjects process and internalize messages socially and cognitively. Similarly, the ideological square model that emphasizes positive in groups' representation and negative out groups' representations, this is evident in themes of political polarization and rhetorical devices. The themes suggest that these techniques are used in taglines and thus supports the idea of ideological framing through language.

The finding shows that this study holds significant value for researchers, linguists and politicians. This study helps researchers examine political communication through a socio-cognitive lens and encourages interdisciplinary exploration of the combination of linguistics, political science, and psychology. This study will help linguists better grasp how language functions in political persuasion, especially those who study cognitive linguistics and discourse analysis. Politicians and political strategists can derive practical insights from this study to refine their campaign messaging. Politicians can more effectively craft messages that resonate with their target audience by understanding how taglines can frame issues, evoke emotions, and shape public attitudes. Politicians can use this knowledge to enhance their persuasive tactics, engage voters more strategically, and align their communications with the cognitive processes that drive voter behaviour.

In conclusion, Pakistani political discourse emphasizes the significance of effective communication in influencing public opinion through language, taglines, and sociopolitical context. Analyzing their characteristics and underlying strategies, we can better understand how taglines impact political engagement and conversation. Given that political language represents and actively creates our socio political reality, this approach highlights the importance of continuing to examine it. Therefore, taglines are essential to political communication and significantly influence the democratic environment.

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