



Language of Political Campaigns and Politics in Nigeria

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Abstract

Communication as a complex phenomenon remains vital to a sustenance of relationships and human existence. It is in fact, the oil that lubricates human interactions. Despite this significance, communication is a double-edged sword which can be used either positively or negatively. Boulton (1978, p.41) attested to the negative social intend of language from the perspective of its potential for complexity. She also observed that "language is often used, not to communicate but to deceive. This is often true of political and religious propaganda... ." The intention to manipulate people's mind and thought is symbolically expressed through print and broadcast media particularly, during political campaigns and in the eventual practice of politics in a given society. Using a purposive sampling method, the paper identified 51 samples but analysed 16 political messages and slogans reflected in the print media (billboard and newspaper-paid advertisements) during the 2011 electioneering campaigns in Nigeria. It was observed that man as a political animal engages in the practice of politics as a social and noble activity to express his political agenda either positively or negatively. Therefore, it was recommended that political candidates should endeavour to inform and persuade electorates rather than deceive or merely entertain them.

Key words: Politics; Political campaign; Language politics; Communication

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INTRODUCTION

Man by nature is a political animal. This suggests that man is both gregarious and solitary. A higher standard of living depends partly on philosophical contemplation which can be demonstrated or expressed through employment of social virtues exercised in the company or association of others (Peck, 1955).

Politics focuses on 'who gets what', 'when and how'. It determines the process through which power and influence are used in the promotion of certain values and interests (Lasswell 1960, 1977; Danziger, 1998). The concept of politics revolves around three fundamental questions: Who governs? For what ends? And by what means? These are played out through discussion, disagreement, lobbying, rioting, campaigning and voting.

To be involved in politics therefore is demanding as certain things must be put into consideration. One of them is 'power.' Though power is an elusive concept, it is an ability to pursue and achieve goals effectively. It is the capacity in any human relationship to control behaviour and influence thought for the attainment of political goal (Moregenthau, 1985; Padelford, 1976). The other factor or variable is the 'Language of politics' which is the centrepiece of this paper. This can also be termed 'political Language.'

Communication as a versatile process comprises verbal and non-verbal components. While the verbal form attracts both oral and written medium of expressions, the non-verbal aspect encompasses signs (iconic-diagrams, images/pictures); gestures (body languages/paralanguages) and other symbolic representations (coded languages). An important aspect of communication in this context is the participants-individual(s) and group(s) engaged in an interaction. Atolagbe (2004, p.180) elucidates on the process of such interaction by defining communication as:

A two way process, involving an encoder (i.e. a speaker/source) and a decoder (i.e. a listener/receiver) through whom language is used to pass across some

message (e.g. information, idea, expression of a need etc.) and some response elicited, whether positive or negative, such that roles are exchanged between communicants along the line, and interaction takes place.

The definition quoted above illustrates further the components vital to the process of communication, stressing significantly certain factors touching relationship or exchange of interaction between an encoder and decoder; the medium of communication (language); the message content, which comprises information, idea or a need and response(s) provided as feedback, which may be positive or negative. The importance of the language medium for communicating political messages cannot be underrated. Language is considered a powerful tool for everyday communication (McDougall, 1975). By implication, language is the vibrant part in all spheres of life endeavours. It is essential to building relationships, expressing thoughts, ideas or a need and responses provided as feedback, which may also be positive or negative.

RESEARCH METHODOLOGY

This study adopts a purposive sampling technique to assess the language and communicative contents of political messages and slogans in 2011 electioneering campaigns in Nigeria. A total of 51 samples were drawn from newspaper advertisements and handbills displayed in strategic public places. 16 samples were finally selected for a review of their political messages and slogans.

SIGNIFICANCE OF LANGUAGE AND COMMUNICATION IN POLITICAL CAMPAIGNS

Man's ability to use language to interact with his environment is one of the unique characteristics he possesses, which by extension makes him distinctively higher than other animals. Language is not only seen as a vehicle of culture or a medium of expression for thoughts and feelings, but also a system in which every item of communication derives its value from the total context in which it functions. Without language, the homo sapiens will find it difficult, if not impossible, to exist as no one may have it easy to communicate with another person in the absence of language. Therefore, the concept of language is a critical resource in all human endeavours especially in political campaigns. Barber (1999, p.27) argues that language enables us to influence one another's behaviours and thereby makes human cooperation possible. It is a vehicle with which human feelings and wishes are expressed. It is also used for the exercise of an authority vested in an individual.

As Christie (1989) notes, language is a resource human beings utilize to structure and organize their experience as well as to construct information, ideas

or points of view and projects attitudes. It is also used to shape and articulate thoughts, feelings as well as to communicate them. Thus, man's survival as he goes about the business and pleasure of his daily life is closely related to his capacity to use language and the development of his linguistic potentials. In line with these schools of thought, Gutberlet (2005, p.299) opines that democracy demands an understanding of language not only as a communication tool but as a reflection of the symbiotic relationships between polity, culture and identity. To Oduori (2002), language is a defining characteristic of man. Its communicative value in different contexts often describes the users' intentions and actions. It is a variable with which we can best imagine, create, aspire, desire, feel express and use to enlarge our mental horizon and fulfil all that man is capable of.

In politics, language is a strong device for communication as it carries many or different shades of meaning. It is the tool of political discourse. In the era of Colonialism in Africa, various African languages were employed to fight the colonizers. In East Africa, for example, the Swahili word 'uhuru' (freedom) became at the time of independence, a powerful word- a call to action. In Malaysia, the word 'merdeka' (also meaning freedom) had a similar effect. Again, in South Africa, the concepts 'black' and 'white' do not merely refer to the skin colours of the various racial groups rather, they symbolize a whole way of life, a conflict of identity and political culture.

These views buttress the view of Benjamin D. Israeli, the nineteenth century British Prime Minister that what words mean few can say (Harris 1979, p.53). Language and more specifically, lexical choices are powerful weapons that can be manipulated by certain individuals to show satisfaction or to advance certain leadership styles with the intent of attracting massive support. As Oduori (2002) also notes that political leaders have a lot of influence on the society and many of their followers and supporters believe in what they say. This is as a result of certain actions arising from some terminologies associated with them and which form the basis of their political belief that hardly changes.

To be specific, the late President of Tanzania, Julius Nyerere believed that Tanzania needed a society where equality (**Usawa**) would be the guiding principle of the nation. He made frantic efforts to ensure that this was contained in his **Ujamaa** (socialism) philosophy, which is based on what he referred to as African socialism. At the political sphere, his influence was so great that it created an identity of its own type among the Tanzanians.

Significantly, the quantum of political expressions employed by political elites determine to a reasonable extent, their level of attaining their set goals and political end. In other words, every political circumstance is explained and addressed differently by the stakeholders involved using carefully selected words that will

justify or validate their particular course of action. Interestingly, political language is used quite deliberately and intentionally either to praise or blame. It can be creative, constructive or destructive, perhaps, because it is a weapon with which one attacks or defends oneself from opponents. This brings us to focus on the concept of political campaign.

PURPOSE OF POLITICAL MESSAGES DURING ELECTIONEERING CAMPAIGNS

Political campaigns are an organized effort which seeks to influence the decision-making process within a specific group or environment. It can also be viewed as the mobilization of forces either by an organization or individuals to influence others in order to effect an identified and desired political change. It shows people and particularly, political candidates' ability to sensitize the political community in relation to making the community see them as potentials and better representatives of the people. At any rate, every campaign is unique, and the ultimate goal of almost every political campaign is to win election. Although there is no single 'best' campaign strategy but the right strategy may differ from one candidate to another and for each election (Lynn, 2009).

What seems to be very important in any political campaign is the 'message' that is sent to the electorates. A campaign message is an important and potent tool

that politicians use to express views and feelings to the public with the intention of reshaping and redirecting the electorates' opinions to align with theirs. The message should be a simple statement that can be repeated severally throughout the campaign period to persuade the target audience or influence voters' act in the candidates' favour. The campaign message ought to contain the salient ingredients that the candidate wishes to share with the voters and these must be repeated often in order to create a lasting impression on the voters. As a matter of fact, good campaigners prefer to keep the message broad to attract the voters. In other words, appropriate use of language calls for the proper identification of the kinds of electorates targeted for mobilisation during or after a political campaign. Lekan Oyeleye in the same context, classifies three kinds of audiences in this respect: i) **Captive Audience**, who is fanatically interested in a mobilisation programme and therefore gives his support without any need for persuasion. ii) **Hostile Audience**-an outright uninterested individual in the programme to which he /she may steer clear by not given any support to it and iii) **Monitor Audience**, who is merely indifferent and outright disinterested in the programme.

Moreover, Adekunle (1994, p.15) discusses the sociology of language by pointing out that, "Society is seen only as a factor of language development and functioning." This view corroborates Raymond Ross' identification of the general purpose and goals for speaking, that is, using language as outlined in the Table below:

Table 1
Purpose and Goals of Public Speech /Writing

Purpose of speech/writing	Goals to achieve
1. to entertain {for pleasure}	-show interest; enjoyment or humour
2. to persuade {create appeal/ empathy}	-express beliefs, {values}; stimulate action
3. to inform { create knowledge/understanding}	through clarity of expression; showing interest and understanding

Source: Adapted from Raymond Ross (1985) *Speech Communication: Fundamentals and Practice*. Engle woods Cliffs. Pp.50

Table 1 illustrates Ross' analysis of speech, a verbal communication form used to entertain, persuade and inform the audience. It is imperative to note that there are specific purposes for expressing political speeches, party slogans and campaign expressions. This action may be to inform the electorates about the intention of a political aspirant and/or express the manifesto of a political party. It may also be intended to persuade or convince the consciences of the electorates to vote in favour of a candidate or a political party. It is usually not an intention during political campaigns to merely entertain the audience. The reason accountable for not attempting such purpose or goal is mainly because the language of political campaigns ought to reflect the felt need of the society/people at any given point in time. Once this goal is achieved, the possibility of informing and persuading electorates to vote in favour of certain individuals or a political party becomes easy.

Every electorate has expectations which may be clearly expressed or otherwise but such expectations are usually measured against certain symbols particularly, language expressions, which may present different meanings in the context of political campaigns. Oyeleye (2004) notes in his article, "The Power of words and the Techniques of Public Communication" that the situation, audience and purpose of communication integrate to determine the function and choice of language to use in an exchange (172). He further identifies two functions of language: informative function, which expresses the encoder/speaker's experience and the regulatory function which can establish and maintain social mobilisation and empowerment. These views also complement Ross' thoughts expressed in Table 1.

This background lends credence to the need for clear expression of political messages without any form of ambiguity. The speaker, who may be a presidential,

gubernatorial or senatorial candidate should ensure a display of interest in the assumed or perceived need(s) of the people, while expressing clear understanding of those needs and making required or concerted efforts to satisfy those needs. Political campaign language is often characterized and shaped by rhetoric, persuasion, propaganda, metaphor, euphemism, parallelism, jingles and slogans.

Rhetoric: The essence of rhetoric in politics is mainly to display an individual or his beliefs in the most favourable light (Harris, 1979, p.58). It is in view of this, that George Orwell argues that 'political language is designed to make lies sound truthful and murder respectable' (Harris, 1979, p.58). Rhetoric is the art of speaking well to persuade people. It is a language which is full of unnecessarily long, formal or literary words, which is also often insincere and untrue. Charteris Black points out that metaphor has long been recognized as an essential feature of political rhetoric and as an important means of conceptualizing political issues and constructing world views. A metaphor is primarily the means by which we understand one concept in terms of another (Simpson and Mayr, 2010, p.43).

Persuasion: is a process by which someone, usually by reasoned arguments or logic, appeal to sound judgment in order to attain his set goals. A persuasive language soothes the voters particularly, when topics or issues that revolve around problems that affect voters are repeatedly mentioned in the course of the campaign. It also follows that the language of political campaign embodied in propaganda and rhetoric, is persuasive because most politicians adopt these linguistic devices to cajole the electorates to vote for them and their political parties by presenting themselves as the only capable individuals for the position (Omozuwa and Ezejideaku, 2007).

It is probably in view of this, that Szanto describes the language of politics as a "lexicon of conflict and drama, of ridicule, and reproach, pleading and persuasion, colour and bite permeated. It is a language designed to exult some men, destroy some and change the mind of others" (Omozuwa and Ezejideaku, 2007). The point is that the phenomenon of persuasion is an integral part of politics and a necessary component of the pursuit and exercise of power. Politicians use a variety of techniques to ensure they captivate voter's attention and establish credibility and trust amongst the electorates.

Moreover, just as the need for information cannot be over emphasized, so also is the idea of persuasion with the intention of stimulating interest in a political party or aspirant is quite important. Effective persuasion can be stimulated through symbolic actions of speech in the form of jingles, catchy expressions, witty sayings, proverbial expressions, songs, facial expressions, posture, gesture and other means of demonstrating political intentions. However, the intention to merely entertain an audience

should not arise in a political campaign. The reason for this is tied to the seriousness of ensuring that electorates are not just informed but persuaded about the party's agenda or at best the aspirant's willingness to carry out to the letter laudable objectives and programmes of the party. Thus, a campaign message that is clearly expressed in simple but straightforward, everyday language will automatically convince the electorates to vote in favour of a party.

Propaganda is the expression of opinions or actions carried out deliberately by individuals or groups with a view to influence the opinions or actions of other individuals or groups for predetermined ends through psychological manipulations (Jacque, 1965). It is usually repeated and dispersed over a wide range of media in order to stimulate and sensitize the electorates and by extension, assist in harming an opponent.

Slogans: A campaign slogan on the other hand, is a simple catchy phrase accompanying a logo or brand that encapsulates the aim and objective of the political candidate. It is a key phrase connected to a political party or candidate for a position. Slogans can also be conceived from the idea of a motto or an expression of the ideals or beliefs of the candidate's opponents. Importantly, political slogan is poised to connect voter's concerns and the current political environment in a succinct and precise form.

RESULT AND DISCUSSION

Analysis of Selected Print Adverts of Political Messages and Party Slogans

In the era of Information technology, digital and print media are used to inform and persuade the public during special occasions like making burial announcements and political events such as electioneering campaigns in Nigeria. Igene and Ofuani (2012) observe the use of photographs, pictorial and image symbols in newspaper obituary pages as iconic signs for the identification of individual memoirs in the contexts of time and place. The adoption of such strategy convey a sense of reality through a display of words, interjected with pictures and projections of important features of individuals for public information and possible convictions that the subjects have departed this earth for the beyond. In like manner, verbal expressions integrated with pictures, images and symbols are displayed on posters, billboards and selected objects or places like a wall, car, overhead bridge/highway or cemented structure as shown in this paper (**Figures 13-16** in the FIGURES).

Figure 1 presents two candidates vying for presidential and vice-presidential positions on the tickets of the Peoples Democratic Party (PDP). The expression, **GOOD LUCK NIGERIA. TIME FOR TRANSFORMATION** coupled with the pictures of the two candidates strengthens their suitability and desirable qualities to

achieve their purpose. It further signifies their intention, confidence and united stand to effect a near or total transformation (change) in the nation. The time setting reveals the state of the nation, where a new government is both desired and expected to move the nation forward. Thus, the slogan is quite purposeful to inform as well as, persuade the electorates to choose right by opting for the agenda of transformation among other competing alternatives. Therefore, in a straight, direct and simple language, a call was made to the electorates to make a decision to **vote Goodluck Sambo** (a combination of the names of the two candidates) into power in the **2011** (stressing specifically the projected time for the action) presidential election.

The billboard display represented in **Figure 2** shows a 'serious- minded' candidate ready for the action of leading the nation through a national dialogue. The candidate, IBB abbreviated for Ibrahim Badamosi Babangida, whose pictorial expression provides a support for his political agenda expresses his intention to chart a path for the realisation of his own version for Nigeria's greatness. The caption: **WE NEED A NATIONAL AGENDA FOR GREATNESS. I HAVE ONE** is quite instructive, persuasive and promising. It conveys one out of other alternatives offered by his political party, the PDP. The candidate's invitatory moves further reflect his godfather disposition towards charting the part alone without any support from anyone else. He uses the nominative first person singular pronoun "I" and "One" a single, unit number and emphatic word for an individual to stress the object of self-consciousness, intrepidity and authority.

Figure 3 taken from *The Punch*, a national and daily newspaper, illustrates two elitists' poise for straight-talk to the electorates to make a choice of the right party to rule. The use of rhetorical questions and exclamation mark pose challenges to the consciences and political will of the electorates to vote for a party (ACN) that is not interested in **flattery, castration and manipulation**. The caption, although, a bit wordy is emphatic of its agenda of action by the personalities seeking the presidential positions. Thus, a call is made through a summary of their political mandate expressed in three- points agenda presented in contrasts to their perceived perception of opposition strategies, a political party that **flatters, castrates and manipulates** to hold the electorates' consciences in captivity. Therefore, a charge is made through a statement of comparison forcefully expressed in a matter of fact approach:

Brain Drain or Brain Gain?
You CHOOSE!
What is it going to be?

Figure 4 presents two candidates on a journey of reuniting the history of the nation. The slogan informs and strives to persuade the electorates through the call inviting them to join the two candidates to embark on a journey to

achieving that agenda. The introduction of the party logo, a pen and its symbolic significance clearly expressed in simple language, points to **their "determination (at all cause) to rewrite the history of the nation and to leave a legacy of development and good governance."** This statement reflects the candidates' agenda - a promise to be trusted under the platform of CPC party. The message creates an appeal to the consciences of the electorates for trust.

In **Figure 5**, the bold photograph of the gubernatorial candidate provides a background to the confidence and credibility of giving **hope and same vision** through a second opportunity being sought to govern his people again. The use of "Dr." as an appendage before his name illustrates a credential attesting to his intelligence and capability to promote **justice, peace and prosperity** under the platform of ACN, a party which is set to establish **democracy for justice**. His picture presents a symbolic speaker displaying a strong determination as indicated from his facial expression that speaks volume of his intention:

Face of Hope with One Vision

... Making Government work for you Again...

The use of mechanics - capitalisation of initial consonants and vowels sounds represented by letters / **f, o, h, o, v, m and g/** italics and double ellipsis marks are used for symbolic effects of his intellectuality by training and his ability to lead his people again, if given the ticket to serve a second term.

The seven-sampled photo reel presented in **Figure 6** attests to an avant-garde of the credentials and proven ability of the candidate to control and implement progress. The newspaper advert was used to acknowledge his consistent and action-packed inputs for the progress of the state. The captions: **"Mende mini water, MKO Gardens, Armoured vehicles, BRT park, Okota Bridge, Sunshine Estate and skill acquisition"** are reflected as the summary of his achievements in the first term and to show case his strategic actions. It also provides a strict warning to his opponents not to disturb or side-track Lagosians from voting for the governor a second time. Thus, the advert message presents a strong warning; identifies and acclaims the incumbent and projects the collective will of the people through this caption written in capital letters to stress its importance and its conclusiveness: **DO NOT DISTURB. FASHOLA IS WORKING. LAGOS IS WORKING**. The language expression in this advert is authoritative, credible, challenging and decisive.

The "Door 2 Door Project" is a voluntary initiative reflected in **Figure 7** and it begins with a quote from the writings of Saint Augustine, the Latin Philosopher of repute as a background evidence to the campaign initiative. The printed advert expresses the coverage of the campaign strategy to boost direct contact and interaction on a one - to - one basis. The insertion of the quotation

from the Great philosopher inveterate the idealist concept of nature supported by religious terminologies (God, creation, wind and man) to validate the acceptance of the presidential candidate by the electorates. Thus, it was clearly written:

“God creates the Wind but man must raise the sail.”

Therefore, the declaratory signals affirm authoritatively:

**God has created the Wind in bringing
President Goodluck Ebele Jonathan. We
Nigerians must vote for Goodluck by rising
The sail of our ship of State to reach the
Promised land of a transformed and new
Nigeria.**

The use of indigenous language (Yoruba) in **Figure 8** creates an impact for instruction, declaration and grass root effect. While other selected political adverts portend positive intensions, figure 8 depicts a negative stand. The billboard displays an instruction - **Bi a se ma dibo** (How to vote) with a symbolic representations of an invisible personality, whose fingers are shown on the card bearing the PPN logo a demonstration of how to cast the vote. The expression- **“teni begi loju, igi ti ru we”** (The one who cuts down a tree has done his worst. Nevertheless, the leaves of the tree have blossomed again). The billboard message is ambiguous, confrontational and indefinite. No party agenda or candidate intension was reflected except the name and the office the candidate is aspiring for. Moreover, the proverbial expression - **“Teni begi loju, igi ti ru we”** is a coded language with nature /tree motif ironically presented to challenge opposition. This expression corroborates the Biblical saying in Job chapter 14 verses 7-9:

7. For there is hope of a tree, if it be cut down, that it will sprout again,

And that the tender branch therefore will not cease.

8. Though the roots therefore wax old in the earth, and the stocks therefore die in the ground;

9. Yet through the scent of water it will bud, and bring forth boughs like a plant.

Figure 9 offers an alternative candidate to the one presented in figure 8. The picture displayed on a billboard shows a man whose leadership qualities were exhibited in a short three-worded summary - **“Tested, Proven & Trusted.”** His political agenda was also affirmed in the same structure - **“PEACE; RESTORATION & DEVELOPMENT.”** In addition, the presentation of adjectives to describe the candidate by Ogun West Concerned Patriots gives a strong indication of their disappointment on the performance of the last regime, their concern for a better alternative and a call to make a choice of the better offer. Thus, a rhyme of six descriptive words was used for effect of emphasis.

The billboard display in **Figure 10** also shows an ambiguous expression: **“For real development”** and **“... the positive change of our time is TK.”** Which leaves

the electorates in the wind to make guesses of what they assumed to be real in their situation and what the intended positive change would be in time setting. The advert further adopts an indigenous Yoruba expression religiously-rendered as a prayer:

“OLUWA YI O GBEJA WA” meaning, **The Lord will fight for us.** The prayer subsumes a conflict-ridden society seeking for a change.

Figures 11 and 12 are newspaper advertisements sponsored by the One Nigeria Coalition Group, whose interest was to promote the candidacy of President Good luck Jonathan. The content of the message in the two adverts attest to the personality traits and political credentials of the candidate displayed. His **creation of an electoral process without his interference, a government with flourishing advocacy and forthrightness to promote a free democratic space** (**Figure 11**) with his public speech dissociating himself from the caprices of a **violent and blood-thirsty ambition**, speaks volume for a candidate worthy to be trusted with political power to lead the nation (**Figure 12**). The testimony of a peaceful conduct of elections and the acceptance of the candidate by a clear-cut majority validate the allusion given as a credential to the candidature of a man avowed with appellation and glowing attribute as ‘‘a man of peace.’’

Figure 13 is a poster representation of the logo of PPN (Peoples Party of Nigeria) placed on the wall of a public building for easy identification by the electorates. Such posters bear simple expression of words / catchy party slogans like **“LIBERATION... Igbala dee”**. Posters in **Figures 14 and 15** are different pictures of the same candidate displayed on a car and a billboard on the highway with the same word, **RE-ELECT** written on them. The purpose is to inform and familiarise the electorates with the pictures and the party of the candidates as the election date draws near. Another billboard display in **Figure 16** reflects posters of three different candidates, two men from the same party seeking election into the same office and the other, a woman seeking a position under another party.

From the foregoing, the use of language during political campaigns should create a single appeal or a combination of two or more devices as categorised by Oyeleye (2004, p.173-75) and shown in items a-d below:

a) Appeal to the needs of the people [**Need Arousal Device**]

b) A transfer of positive words [**Transfer Device**],

c) An appeal for conformity [**Bandwagon Device**]

D) Plain folk’s device [**Credibility Device**]

Figures 1,2,4,6 satisfy the need arousal option, **Figures 4,5,6,7, 9, 11 and 12** create appeal for transfer device, while **Figures 8 and 10** are bandwagon effect and **Figures 1, 5, 6, 7, 8, 11, 12, 14 and 15** fall within the classification of credibility device respectively.

CONCLUSION

Politics remain a human activity which involves interactions and interrelationships amongst free and equal citizens. It must aim at improving the conditions of man for the satisfaction of human needs or demands for higher standard of living in the society. This is quite significant to give meaning to life and to affirm the uniqueness of individuals. Thus, politics as an ethical activity should promote the creation of a 'just society' which Aristotle earlier termed the 'master science.' In a world fraught with desires for self-esteem or self-actualization, needs, anxiety, fear, force and frustration human beings cannot survive or remain human without becoming political. As Ayode (1997, p.2) points out, it is politics that defines the government, which in turn defines the lives of the citizens, who in the final analysis define the politics of the state. Essentially, politics is an attempt to reduce tensions between needs and social realities. To this end, language becomes significant to achieve such purpose.

RECOMMENDATION

Political candidates should strive to practice politics without bitterness by making frantic efforts to inform or persuade electorates rather than deceive them with enticing words. They should adopt simple expressions to communicate their political agenda without the use of force, violence, destructive tendencies and unhealthy rivalry. As much as possible, they should avoid negative expressions that can promote conflict during political campaigns.

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FIGURES



Figure 1



Figure 2

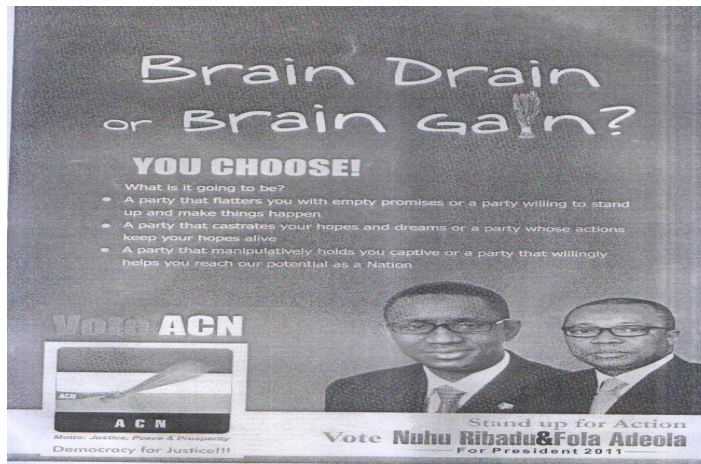


Figure 3

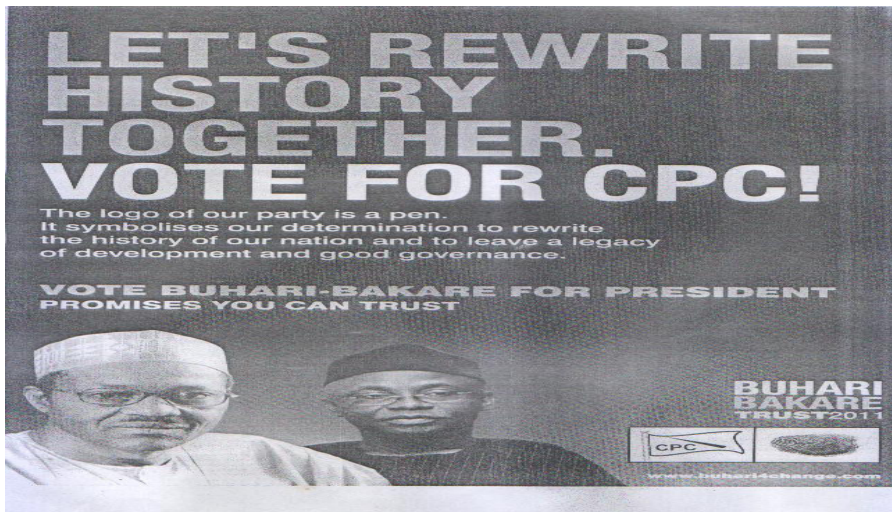


Figure 4

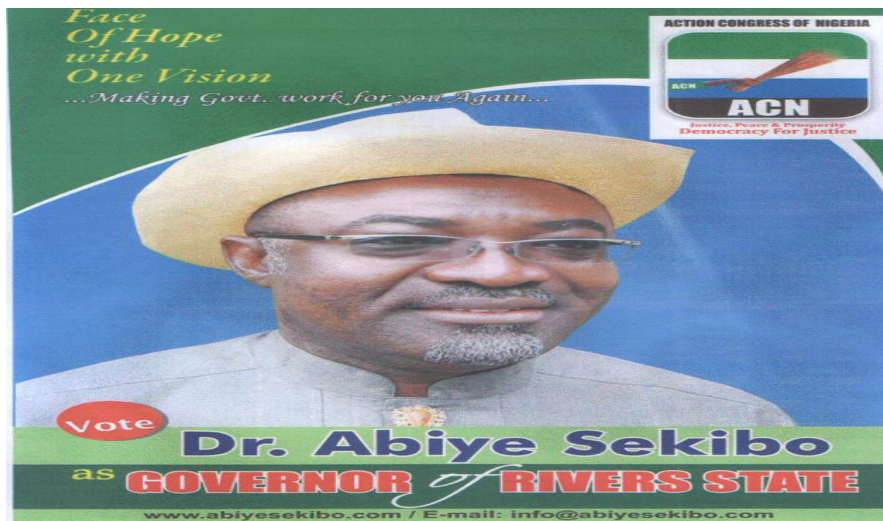


Figure 5

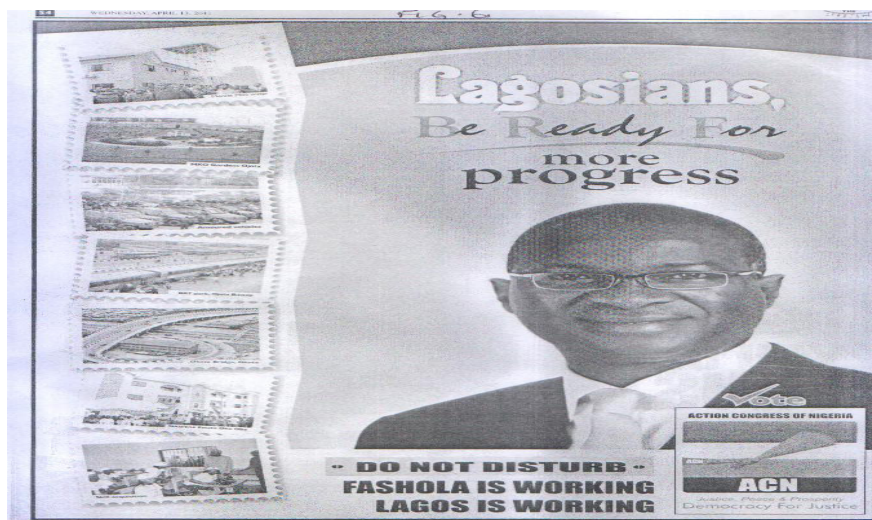


Figure 6

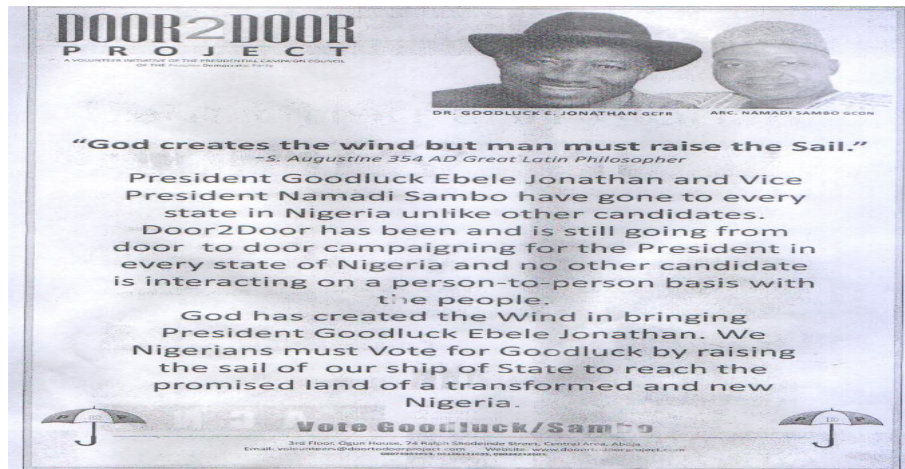


Figure 7



Figure 8

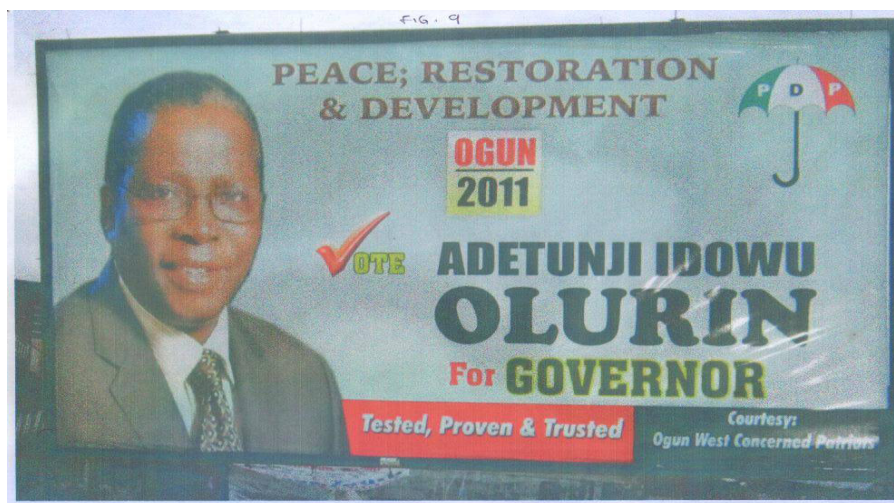


Figure 9



Figure 10

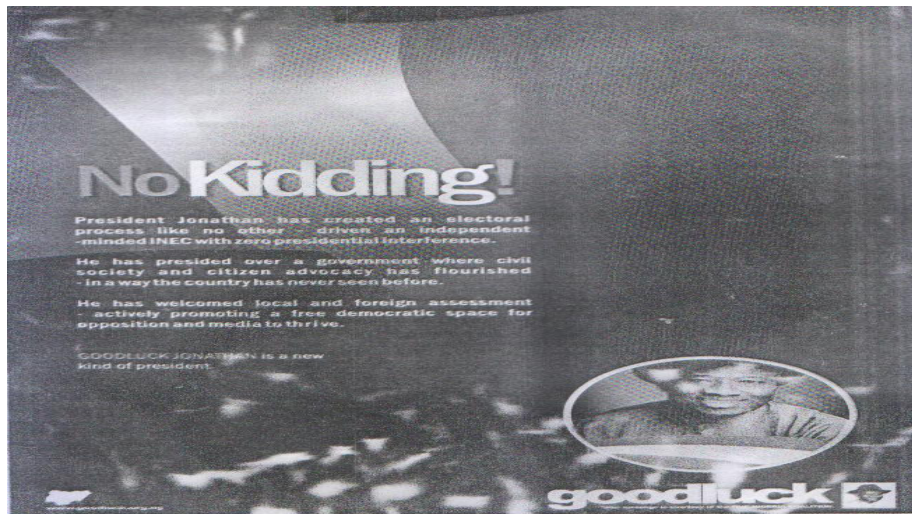


Figure 11



Figure 12



Figure 13



Figure 14



Figure 15



Figure 16