

Manifestations de l'instance politique dans les slogans de campagne

Anca COSĂCEANU
Université de Bucarest

Abstract: In this article we examine some aspects of the pragmatical and rhetorical use of personal pronouns in the election slogan seen as a particular form of political discourse. By analyzing the 208 campaign slogans of the main Romanian political parties, we point out characteristics such as the omnipresence of TU = YOU (second person singular pronoun), the specific functioning of WE, US /vs./ YOU (plural) pronouns, the attraction of THEY in the deictic field, the transition from the ethos of the party to the ethos of the candidate. We conclude by highlighting the strong deictic character of the slogan discourse that employs a purely enunciative rhetoric, specific to an era of accentuated « personalization » of policy that may result in replacing political message by mere mediation between political and civic bodies.

Keywords: Discourse analysis, political discourse, campaign slogan, personal pronouns use.