

Abstract

Language Choice and Use in Political Advertisements of the 2007 General Election Campaign in Jamaica

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Political advertising language has the power to create representations of political actors, and in so doing alters the electorate's perception of these politicians and their parties. In the sociolinguistic context of Jamaica, the choice of language is an important consideration in the construction of these identities, as the two polar languages and in-between varieties have meaningful associations and consequential implications for the users. The 2007 General Election Campaign marked a new era in Jamaica's political history, not just with respect to the parties but as it relates to the advertising strategies. This campaign illustrated the significance of linguistic manipulation and language ideologies in political strategizing. A qualitative approach to the study revealed the intricate link between language, identity, ideology, audience involvement, audience's expectations and technological innovations. This points to a new dimension for political advertising discourse in Jamaica.

Key Words

Language Choice and Use, Tasheney Francis, Jamaican Politics, Creole, Political and Advertising Discourse, Ideology