



## Languages of powers. Mottoes and slogans of institutions and their ability to think ourselves. And universities?

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### ABSTRACT

This text comes from the research titled languages of power, languages that think us? Whose main interest is to understand the different languages from powers and ways to think us, this research was made between 2011 and 2014 at the Universidad de Manizales, Colombia. The mottoes and slogans are institutions instances that think us and make us think, are they consistent? What they mean? Why make them? For whom make?

To think the mottoes, the slogans and the senses that display is, somehow, to check many forms of communication that, in place, of liberating they submit and pronounce certainly to develop, this because a motto or a slogan, very deep down, which it is required is solidarity and commitment. Does not matter, companies with capitalist models or solidary tradition, even religious, educational, military institutions or other governmental instances, the mottoes and the slogans constitute them as a way to impact and try to control the society.

**KEYWORDS :** mottoes, slogans, languages of power, university thought, business, colonization, symbolic power.

### Introduction.

For these epochs people do not use to think many things, mottoes and slogans are accepted and even carried into memory almost more clearly than a phone number and some basic information for everyday life. In a technological society that even, the first thing happen is weaken the subjectivity to fold and get individuals thinking with the languages of the dominant order, there is a linguistic technology that relies on technologies of information and communication to deny subject "Technology can help weaken the subjectivity [...] From what emerges the importance of rescuing the language, its potential symbolic and rescuing the historicity of the subject", (Zemelman, 2007, p. 39). In this sense, mottoes and slogans become in linguistic artifacts to subdue humanity.

### What is known about the mottoes and slogans?

In fact, mottoes and slogans come to metaphors, motivations that drive us to collective imagination; metaphors are in this sense the majority of slogans and mottoes: see a man as an ant, knowledgeable bee that comes and goes, time as river. The slogans and mottoes are rhetorical exercises because get our conscience, sets Aristotle (1990, p. 172) that "The task of rhetoric, as art is not to convince, but to recognize the most appropriate means of persuasion for each case". From the advertising point of view, a specific role of the slogan is to promote the memory of the product or brand, situation that allows for different degrees of association. The metaphor is the best rhetoric way of slogans and mottoes.

**Mottoes.** Slogan comes from the Greek  $\mu\eta\tau\acute{o}\varsigma$ , subject, subject of explanation. It is a verbal motivation to perform an action. Motto is a phrase that governs the conduct or behavior of a person or community, an expression of thought that models or indicates to someone's behavior. It is important to note that motto, in many cases, is associated or confused with slogan; it's a word that is directly related to the language of advertising. "A motto is a phrase that expresses the motivation or perfect intention. Describes how to conduct a person, group, institution, and even, the family".

**Slogans.** Slogan is a short phrase easy to remember, is used to sell or to advise communities about something. "Slogan comes from the English and the Gaelic slogan sluagh-ghairm, war cry or slogan as phrase identification of a commercial or political context". A slogan needs to be short and direct, to be effective and easy to memorize, impact cognitive and emotional systems, and make a difference to create expectations and hopes in people.

### For the kingdoms of the slogans and mottoes.

No doubt, "All publicity is a message ... as knows that any message is the union of a level of expression or signifier and a plane of content or meaning" (Barthes, 1993, p. 239); this is precisely what emerges in the mottoes and slogans, the ability to advertise and advise.

### The cities slogans or mottoes.

Any city has a special sentence to congregate its population.



**Figure 1. Pompeii, paint by Miguel Alberto González González**

"Someone was here fucking" it is the most known slogan of Pompeii

Actually, slogans or mottoes in cities are able to attract tourist, it does not serve as before to enforce people to live together and defend it of any invasion or looting.

**The bank slogans.** The banking systems in the world have left in ruin other companies and individuals for not informing all the details of the fine print or not expected to give waiting a supposed friend. No soul, no friendship, only money is what matters to the financial system.

- MasterCard. There are some things money cannot buy. For everything else there is MasterCard.

A world for everything seems a false offer, most case of indebtedness as with credit cards.

The shoes, costumes and their slogans. In the past having something to wear was enough, but the logics have turned. The shoes and costumes are part of the dynamics that more young people are subjected to, one another are distinguished by the brand of shoe or apparel bearing upon him; what will say Nike, Adidas, Lacoste and many others?

- Lacoste. Some air into the ground.
- Adidas. Nothing is impossible.

**Very strong messages,** but far away from the reality, everything is

possible?

### The Press and TVs, Are we leading with their slogans?

The press has its own territory, in the end is nowhere better understand and express this in the slogans and mottos. Therefore, it is not uncommon for a television environment boasts about being the world leader in news, the first to have the information or always telling the truth. Good examples are the following.

- CNN. The global leader in news.
- BBC. Reporting first.

One and other set out in their slogans, in their presentations and in their mission's talk that they are at the service of truth, it is possible?

**Drinks and foods, a publicity machines.** Fizzy drinks do not talk about their sugar, their fat, their chemicals and health effects, say cool, which give happiness or the best, are a real discovery for mankind. None liquors drunk or affect the health, gives happiness, granted freedom and autonomy, is a step to conquer, is the aroma of the knights or the taste of real men.

- Coca-Cola. The pause that refreshes. The spark of life. Live the life. The Happiness Factory.
- Heineken. Open your world.
- Chivas Realgal. It is always a gentleman.

The use of metaphors is, as stated, the largest collection of slogans language, the spark of life is an example of a metaphor, something like firing, giving that first tear for life make sense, so we can move forward on other metaphors used by drinks.

Technology, slogans Goddess. The companies that produce computers, televisions, phones, cameras, Internet and telecommunications services are pretty nimble with their slogans, exceed the boundaries between other language are strips that appear in everywhere.

- Sony. Make believe.
- LG. Life is good.
- Apple. Think different.
- Intel. Look inside.

These languages of power are not from moment; they remain for decades in the memory and imagination of human beings.

### What about education? Mottoes at Universities. Words lost in the linguistic makeup?

Education is a stronghold for humanity, a kind of hope that still retains the power to lead us in gentlescenarios; however, the university kingdom has managed to grab enough mottoes that can leave poorly positioned such institutions. The motto is written in Latin, as we see in the most universities worldwide.

- Universidad Nacional de Colombia. Verum Inter quaere Academiae. Seek the truth in the classrooms of the Academy.
- Universidad de Salamanca. Quod natura non dat, Salmantica non præstat. What nature does not give, Salamanca does not provide.
- MIT. Mens et manus. Mind and hand.

- Harvard University. Veritas. Truth.
- Cambridge University. Hinc lucem et pocula sacra. Therefore the light, and the sacred cups. Again, illuminating the precious knowledge.
- Oxford University. Dominus Illuminatio Mea. God is my light.

Therefore those mottoes lead us to see an academic power. González (2014, p. 62) indicates, "Is education a system, a form of power, a way to understand and make sense of the world, to read and operate reality", with those mottoes, what type of subject are we forming? What type of deceits we are selling?

The mottoes of the universities have set languages of power that somehow remain hidden and conducted the subjects in the various fields, political, social, religious and cultural issues and, rarely, they do need to think about education because their slogans go in other ways.

### Occluded by the language of power.

The symbolic as a language of power, symbolic of the mottoes and slogans is imposed without many objections, if we remember that "the symbolic power is, in effect, that invisible power cannot be exercised only with the complicity of those who do not want to know that is suffering or do exercise" Bourdieu (2000, p. 63). In this sense, the logo, the symbol and slogan acts as a language of power by provoking actions in the subject, it being recalled that language is a symbolic system as organization structuring.

The University and its ghosts, the university and its symbolic languages require thought as soon as possible. Yes, it is probably that ancient University die, but kept its pillars, its mottoes, logos, elements that refer to the past.

Are the mottoes and slogans cognitive successes? So here we have investigated, the answer can be resolved, yes, and both the mottoes and the slogans are authentic cognitive successes. Hence every linguistic exercise of power must pass through customs of thought, cannot be left with impunity by our everyday dictionaries and / or scientists.

If universities act accordingly to their slogans, then, as we have seen, we do not have much hope, because what there is expressed little rules for life or just be applied to the university itself, is like the flag greetings, mere patriotic platitudes expressed, however, are languages of power, languages that remain, despite the low level of inconsistency or reality.

We require to think all languages come from the mottoes and the slogans, no matter whether or not universities, businesses or political campaigns, at all, with those languages are thinking and forging humanity, these languages have been telling us what, how, where and when to do, not because we can think of, but because it happened to others and support sustained and the powers that be know well serve all kinds of tricks to impose their dominance criteria. We cannot ignore that education is a power that should always be tensioned by to be reborn from its ashes linguistic.

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