

The Emotional Strength of Political Catchwords Illustrated by Examples from Albanian



Linguistics

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Abstract

The necessity in politics to express conflicts of interest through publicist means in the media field often leads to the use of catchwords in politics language. These words are mostly used by different social groups in public speeches, in the conflict of thoughts as well as in the fight for political power with content, interests and different aims. The slogan words provoke different emotional reactions and bear a positive or negative connotation depending on people's experience in communication. Catchwords are used in an appealing way in discussions about particular topics causing the recipients to have an affective attitude. Apart from the important role they play in political propaganda they bear affective feelings additionally. This feature gives them a special dynamic: The words not only reach to cause the recipients' enthusiasm, based on their emotionality, but they motivate to act as well.

1. Introduction

Catchwords are the emotional core elements for political guidelines. They want to sustain and address feelings, regenerate and strengthen them. Using catchwords, daily newspapers often expand their power far beyond their usual neutral-informative capacity. It is therefore only natural to include catchwords in linguistic investigations, which deal with the properties of such words. The present contribution is built along these lines. In a few introductory words the concept of emotion will be sketched, followed by an outline of the most important features of catchwords. Current noticeable variation will be described using of a corpus of about 70 catchwords that is based on four Albanian newspapers. Emotions are constitutive phenomena for human life and experience: They are significant in determining our awareness, thought and action processes. By the means of language emotions are expressed and named, awoken, intensified or generated. They are the results of the evaluation of events.

2. Catchword as a linguistic expression

The first attempt to define the *catchword* concept in a theoretical framework was made by Ladendorf, who determined *catchword* through characteristic features. Also in the recent literature the *catchword* concept is outlined along catalogues of features, which cover all aspects⁷. A summary of the properties which various authors consider essential for a catchword shows the abundance of features met in catchword theory:

- part of public speech or political, ideological speech
- temporary frequency of use
- means of (fomenting) speech (fight material, influence, argument)

⁷ Barner (1977: 7ff.), Wülfing (1982: 33ff.) and Ickler (1990: 11f.) proceed along these lines.

- deeply filled with emotion
- expressing a party's perspective / judgmental character
- provocative/requesting/appellative character
- solidarity effect
- program compression
- semantic indeterminacy (with pretended clarity)
- concise impression⁸

Felbick points to the difficulty of putting the numerous features in a plausible relation to each other, of deciding what is indispensable and what secondary and of abstracting from the many facets a catchword appears in (Felbick 2003: 25). Here the definition of Kaempfert should be considered as pioneering:⁹ The determinative aspects of the concept are partly on the morphological-syntactic but mainly on the semantic and pragmatic level.

1. Semantic: As *catchwords* we understand expressions in which an agenda is concentrated or which name an objective.

2. Pragmatic: An expression with this semantic property becomes a catchword only if it gains in topicality and importance in a certain society or group (in limited cases also for an individual).

3. Morphological: catchwords are lexemes or syntagmas that have the status of multiword expressions (Kaempfert 1990b: 1200).

Further characteristics like time-dependency, remarkable frequency of use, emotionality (affirmative or polemic), vagueness and several variations are, according to Kaempfert, secondary properties of catchwords, which can be deduced from the primary defining features (cf. *ibid.*).

The topicality and importance of an issue for a society or group lay emotionality and partiality on the catchword. In research these features are generally considered necessary properties of catchwords. Ladendorf postulates an “inherent sentimental value (Ladendorf 1906: XI) in a catchword, and Bauer pairs the existence of a catchword with its heightened sentimental value: “When the emotional component is no longer present the catchword stops being a catchword: It dies out” (Bauer 1920: 231). In Wülfing's characteristics of catchword usage “emotionalization” is the second characteristic. Whosoever uses a catchword does not – according to Wülfing – want to trigger reflection but *emotion* [emphasis by Wülfing – E.K.]. However, Wülfing rejects the acquisition of a priori inherent emotionality of a catchword; he deems it more sensible to

⁸ Cf. Kaempfert (1990a: 198f.).

⁹ Many following authors based their individual analyses on Kaempfert. Cf. Schottmann (1997), Wolter (2000), Honecker (2002).

view the catchword as a linguistic expression from which he who uses it can hope to mobilize emotions, for which one does not need to assume from the start that they will be destroyed right away by reflections, in the listener (Wülfing 1982: 32).

Kaempfert defines catchwords as heavily affectively connoted, “namely in an opposing way, depending on what the programs or goals of their own or an opposing group; thus they appear [...] as affirmative or polemic” (Kaempfert 1990b: 1200). According to Schottmann the emotional component of a catchword is made up “either of the explosive nature of the topic or through the will of the speaker to incite the minds in his own sense affirmatively or adversatively” (Schottmann 1997: 45). In the partiality, the character of an appeal, of the catchword Schottmann sees its basic pragmatic feature: catchwords either express partiality or provoke a stated opinion (ibid.: 47f.). Just like Hermanns (1994: 16), to whom a non-judgmental use of a catchword seemed unthinkable, Diekmannshenke states that the use of a catchword is never neutral; it can follow with positive or negative intention, a partisanship always occurs, except when catchwords are used only as quotes (cf. Diekmannshenke 1994: 14). Since catchwords, connected to their partiality, always include an affective torque, they are, according to Diekmannshenke, especially suited for journalistic propaganda (cf. ibid.: 15f.). In the analysis of the text corpus of this investigation all of the catchword candidates proved to be biased and very or even extremely affectively connoted.

With a focus on pragmalinguistic for this investigation the essay by Schottmann (1997) is meaningful, in which the development of his catchword term lays its focus on the history of the development of the catchword. Therefore a summary his execution is presented in the following (cf. Schottmann 1997: 37-46). The requirements for the development and establishment of a catchword are, according to Schottmann, a communication community, a topic that is important to this community, and statements of opinions on this topic.

Any group of people, in whose usage language conventions could crystallize, can be a communication community. The “public” is also a communication community and is thus principally in dialogue, for example through the consideration of “public opinion”. The point of reference for the catchword in public discourse is the topic. Topics that are felt to be controversial challenge opinions, polarize, are connected to judgments and positions of actions. With special reference to periods of political campaigns, Schottmann (1997: 40f.) draws attention to the fact that topics of political groups with the goal of profiling can also be lanced or that controversial comments on important topics can follow. This is the only aspect that is especially important for the polarized Albanian political landscape in the 90s (and for the creation of catchwords therein). In the communication process, which lets a word become a catchword, the ‘transmitters’ for certain opinion content¹⁰ appear with the intention of influencing the listener in the sense of this opinion. The transmitter concentrates the opinion content of a certain word, and uses these repeatedly in emotionally “charged” contexts with the goal of convincing the recipient. As

¹⁰ “Opinion content” is understood by Schottmann to be that which is summarized and compressed in a catchphrase, including descriptive and evaluative elements (Schottmann 1997: 40f.).

advertisement for one's own opinion content, defamation of the opinion contents of competing transmitters can also be used. If the emphasized word on the recipient side is understood as a symbol for opinion content and, through repeated use, the characteristics of Word *usage* [emphasis by Schottmann – E. K.] become semantic and pragmatic characteristics of the word itself in the consciousness of the recipients, the establishment of the word as a catchword is finished. It is not present in the communication community and can be picked up by other groups.

3. Differentiation between the catchword and related linguistic phenomena

The catchword differs from other lexical units though a certain semantic structure and its function in communication. The scientific term “catchword” must thus be disassociated from related phenomena, such as a buzzword, a swear word or an expression.

The boundary between “buzzword” and “catchword” is fluid in that both share a number of common characteristics. According to Wolter both word forms have the characteristic of being of social interest, they stand out for suddenly occurring frequentative particularity in language use and are equipped with a functional component. The different target direction of this functional component is, however, the deciding criteria for classification. While the catchword intends to influence the recipient in a desired direction, the buzzword draws attention to its user (cf. Wolter 2000: 35). In the use of a buzzword, the feeling of collectiveness is in the foreground. Buzzwords strengthen the feeling of group togetherness; they belong to a language standard within a group that he who wants to belong must use (cf. Freitag 1974: 132). The fact that they do not connote affects and do not have a programmatic component substantially differentiates buzzwords from catchwords.

Similarly, the primary difference between “swear word” and “catchword” in the field of semantics is the lack of a programmatic component. In addition, a swear word is defined by being linked to a certain parameter of meaning. The same swear word can be used in various situations with differing contents to express the field of negative affects. The distinctive characteristic is therefore not carrying a program and being arbitrarily usable (cf. Wolter 2000: 38).

“Slogan” is separated from “catchword” by definition, since only lexemes, syntagmas, or multi-word lexemes, but not sentence-like groups of words or elliptical sentences are counted as catchwords.

The differentiation of “watchword” on the basis of formal syntactical criteria is just as explicit: watchwords do have catchword character, but they always appear in the form of complete or elliptical sentences. The primary difference in function between “watchword” and “catchword” could be found in their greater orientation towards actions, based in the fact that catchwords are often contested; watchwords however are “sole owners of an ideology” (Freitag 1974: 122).

“Expression” and “catchword” show certain shared semantic characteristics, since the expression is also a symbol for a complex circumstance. They differ, however, in their pragmatic characteristics. While for a catchword the appellative function dominates, an expression has a

primarily representative function. The expression belongs to technical jargon and is characterized by a widespread lack of, for example, emotional connotations. This does not however preclude that a word can be used as an expression and also as a catchword (cf., Schottmann 1997: 51).

A “stereotype” is the expression of a standing cliché, a traditional scheme of thought, a commonplace connotation. Catchwords differ from these in that they are not characterized by “lack of meaning and poverty of thought” (Kaempfert 1990a: 202) and are subject to certain changes in meaning during their limited lifetime.¹¹

Felbick differentiates “catchword” from “keyword” as well as from the “word of the year” and “Misnomer of the year”. On the differentiation between “keyword” and “catchword” he says:

While the catchword attains a specific meaning during a certain period of time for certain groups of people, the keyword (usually) only proves to be pivotal for understanding, as a characteristic for a certain time, when looking back from the audience perspective – which does not preclude that certain catchwords prove, in retrospect, to be keywords. A catchword is the appearance of synchrony, a keyword that of diachrony: a catchword falls into the area of conflict between action and reaction, a keyword is a means of helping the reception (Felbick 2003: 27).

The so-called “words of the year” are determined by the Society for German Language (GfdS). The GfdS chooses those words that reflect the events of the past year. The words must be relatively highly frequent so that they become elements of public discourse. This characteristic puts them close to catchwords.

Voted for as “misnomers of the year” are words that prove to be inhumane due to objective inappropriateness and/or euphemistic usage. Since this is also the case for some catchwords, it is not impossible for one to be voted for as misnomer (cf., Felbick 2003: 28).

4. Methodological issues

4.1. Creation of a corpus

A text corpus was created as research material for catchwords in the political language of Albania, based on daily newspapers, since these comment upon volatile current issues and thus make public discourse tangible. The Albanian daily newspapers of the 1990s can be sorted into the categories: newspapers run by political parties, economically independent news papers with a specific political orientation and unbiased, independent newspapers (Londo 2004; 151). To represent newspapers run by political parties in the investigation of catchwords *Zëri i Popullit* and *Rilindja Demokratike* were chosen, since, as organs of the leading parties, these represent the political line of both opposing camps. As an example for an economically independent partisan newspaper *Gazeta 55* (starting in 1997) was chosen. Of the shortlisted unbiased independent

¹¹ This issue is handled in detail in Machensen (1973: 60f.).

papers *Gazeta Shqiptare* und *Koha Jonë* the latter was used. *Gazeta Shqiptare* seemed less promising for an examination of catchwords since, “in the harsh disputes of current Albanian politics [it] rarely takes a position” (Stegherr/Liesem 2010: 163).

4.2. Corpus analysis

While analyzing the corpus, a type of “dialogue” (Wolter 2000: 21) was developed, in the course of which catchword-candidates could be identified as real, that is alleged, catchwords with the help of pointed questions.

For the search for catchwords in the text corpus the indicator “type of text” proved to be extremely helpful. Thus especially the editorials, but also political speeches printed in newspapers, writings on political programs, election advertisements as well as several letters to the editor were productive sources. Useful indicators while tracking down potential catchwords were additionally external attributes like positioning in titles of articles, especially on the title page, or graphical emphasis in the text through quotation marks, bold font, capital letters. The excerpted terms were analyzed according to the criteria for the examination of their catchword character.

5. Structure of the catchword dictionary

The following example illustrates the typical structure of an article for a word in the corpus: **Example: Demokraci** (*democracy*)

History of the word and term

The internationalism ‘democracy’ is composed of the Greek component *demos* (= people, nation) and *kratein* (= to rule) and means government by the people, government by the majority or by many; in democracy the government springs from the people and is practiced by the people themselves, in their interest;¹² criteria for a democracy are, among other things, political equality for all, basic human rights, the right of each citizen to participate in government, for example through free elections, equal opportunities for the enforcement of interests, an educated public (cf. Nohlen/Grotz 2001:64).

Used in the Albanian language the term first appears at the beginning of the 20th century, when the discussion about the future of the Albanians the form of a future Albanian state took on a new zest through the deep crisis of the Ottoman Empire and the many unrests on the Balkans. The form of the word was first *demokrati*. After World War II, the form *demokraci* became stable in language usage.¹³

A democracy in the sense of the definition cited above, however, only ever existed in weak attempts in the years 1921-1924.

¹² Gettysburg Address by Abraham Lincoln, 1863: „Government of the people, by the people, for the people“.

¹³ Lafe/Gene; from an as-yet unpublished, kindly provided, manuscript.

The constitution of 1946 identified Albania as a *people's democracy*¹⁴ in article 1. The democracy by the people was represented in form of a dictatorship of the proletariat that was supposed to defend the rights of the laborers. The *Dictionary of the current Albanian language* from 1980 defines:

Democracy 1. Political regime or system, in which the power is exercised by the people, either directly or through elected organs, and in which the citizens enjoy freedom and equal rights; [...] *Socialist democracy*: The highest type of democracy, a form of dictatorship by the proletariat, in which the laborers share the pinnacle of might with the working class and the party holds the leadership, in which the broad masses of workers have a direct say in the government of the country, in the leadership of the economy, in the creation of and discussion about economic planning and laws, as well as control the actions of the organs of the state. *Proletarian democracy*. *Democracy by the people* Form of dictatorship by the proletariat in the period of transition from capitalism to socialism, democracy by the broad masses of the people (FGJSH 1980: 306f).

For the communist Worker's Party, (*people's*) *democracy* was one of the biggest signal words: Only through a people's democracy did they see a possibility for effective and direct participation of the workers in matters of state, leadership of the country, administrative work, economy, etc. and so also for social changes. The *bourgeois democracy*, in contrast, was interpreted as deception of the proletariat, as a means the capital to maintain its reign:

Form of dictatorship by the bourgeoisie, in which the stated rights and freedoms are of a formal nature, are not guaranteed for the broad masses of the people and are not practiced actively (FGJSH 1980: 306f).

The pluralistic democracy, demanded by protesting students in December 1990 was counted by the communist regime as anarchy.

Today, the connotation of *democracy* is usually neutral. In political discourse the term has positive connotations (related to 'freedom' and 'prosperity'). In slang the word *democracy* generally has positive connotations.¹⁵ *Democracy* first appears as a catchword with the student's movement of December 1990. In the combination *liri – demokraci* (freedom – democracy) it functions as a signal word for the demonstrators, under which the anti-communist movement is collected and formed. In the post-communist Albania of the 1990s *democracy* is the pinnacle of high value words.

22 mars (March 22nd) is the day on which, in 1992, the PD was able to win the parliaments elections for the first time, and took over the government. For the democratic camp this meant the final victory of democracy in Albania, so that the neutral term for the date received an emotional charge and became a signal word with positive connotations, especially for the PD.

¹⁴ Constitution from 03.14.1946 in *Yearbook of Public Law*, p. 329.

¹⁵ Lafe/Gene; from an as-yet unpublished, kindly provided, manuscript.

Topic

The statements about the programs of all political groups during the time of this turning point are marked by an avowal to democracy.

In article 2 of the draft of the constitution from 1991 the Republic of Albania defines itself as a “democratic state, founded on social equality, the protection of the freedoms and rights of each human being and political pluralism.”¹⁶ In the party program of the PS from 1991 article 4.2 states:

*The Socialist Party recognizes parliamentary democracy as the highest expression of political democracy and free elections as the only mechanism that guarantees political power, limited by social [and] constitutional control.*¹⁷

The core of all of these definitions of democracy is the rejection of dictatorship and communism. Freedom, human dignity and human rights are the determinants of a shared will for democracy.

The change in system from a dictatorship to a democracy awaked very eager expectations, but also presented Albanian society with nearly insurmountable requirements. Apart from a short democratic phase form 1921 to 1924, Albania had never had the chance to gain experience with the democratic form of government to fall back on, which proved to be problematic, especially concerning the development of democratic institutions and an independent justice system (Schmidt 2003: 315).

The basics for a democratic state after a western model was created in the 1990s, the constitution contains an exemplary catalogue of basic human rights. In political practice, however, there were restrictive interventions in the freedom of the press, encroachments by the police in the interest of the individual members of government, massive breaches of the regulations of electoral laws; the process against the leader of the opposition, Fatos Nano, is counted as a politically motivated procedure. The fight between government and opposition (based upon mutual displacement) and the boycott of political cooperation imply a deficient understanding of the concept of democracy. In the face of the threat of civil war in 1997 the young Albanian democracy proved weak.

¹⁶ ZiP on 04.10.1991, p. 1

¹⁷ ZiP on 07.03.1991, p. 2

Discourse

Democracy is one of the highly frequent catchwords of the 1990s. All of the political players used *democracy* as a high value word, but still the concepts thereof diverged concerning the concrete formation of democratic politics in Albania.

The Party of Labor of Albania (PPSh), forced by the radical political change in Eastern Europe into the dilemma between preserving the system and indispensable reforms, continues to pledge a people's democracy, but takes into account the new development by opening their politics for "the new mechanism of economy" [B1]. In this way the party tries to reduce the tensions in Albanian society and to keep its leadership position, even in the unavoidable process of democratic reforms. The demand for democracy, raised by demonstrations, was greeted with a lack of understanding in parts of the population, since convinced socialists saw Albania as already in the highest form of democracy. Accordingly, the democracy being demanded was stigmatized as a reversal of the true democracy, and the demonstrators denounced as destroyers [B2].

The first founding of the party after the authorization of political pluralism lead *democratically* as a program-supporting part of the party name. For the Democratic Party [PD] democracy means first and foremost the fundamental renouncement of the principle of the communist dictatorship and the connection to Europe [B3]. With the consolidation of the PD as political power the controversy concerning the 'right' realization of democracy became a determining factor in discourse. The governing socialists accuse the PD of undemocratic action and at the same time present themselves as the better democrats [B4]. Another central reproach is that the PD lays claim to the sole agency rights of democracy in Albania [B5]. From the position of opposition, the socialists advise their political opponent that tolerance and willingness to consent are necessary for a true democracy [B9]. In referring to the successful measures for democratization during their time in government the democrats fend off all attempts of discrediting [B11].

In his message to the Albanian people after the first electoral victory of the PD Berisha adds further terms with positive connotations – such as safety, national dignity, prosperity, western civilization – to the high value word *democracy*, so that the taking over of the government by the PD was comparative to the start of a new, golden age [B6]. The material expectations of this democracy awaked in the populace were soon muffled, however, and the PD, now responsible for the government, attempts to convey to the population that democracy also has an immaterial value [B7]. The Socialist Party [PS] attempts also to fill the catchword *democracy* with terms of value like peace, security and human solidarity [B8].

During the violent unrests of the spring of 1997 it became apparent how unstable the democratic structures that had been built up thus far truly were. The "fragile Albanian democracy" had to be supported with the help of foreign intervention. In the face of the crisis the incumbent PD-government fell back on the catchwords of its political beginnings and renewed its

pledge to *Europe, democracy, freedom, human rights, Europe* [B13]. The establishment of March 22nd – the date of their election – as a catchword in democracy discourse served as their own acknowledgement as the leading democratic power in Albania [B14].

Development of the Catchword during the Investigated Period

Democracy belongs to the dominant catchwords of the post-communism period. *Democracy* reached its highest frequency in 1992, the year when the Democratic Party took over the government of Albania. During the PD's years in government the frequency of the catchword fades away. When the Albanian state fell into crisis in 1997 the topic democracy wins new relevancy. The catchword stays present, with fluctuations, during the entire investigated period. During campaign periods it appears in a focused manner.

Documented examples

B1 ON OUR DEMOCRATIC WAY

The current development of our country and our current socialist nation are rooted in the foundation of the new nation – People's Republic – that was laid 46 years ago. [...] As is proven by the past 46 years the power of our populace is and has been deeply democratic, for it demonstrates the will of the independent population, master of its own destiny. The principally democratic character of our socialist state is based in the socialist production relations, built on the basis of the concentration of the means of production in the hands of the mass of laborers and on the leadership of the nation by our working class, lead by the party, who at the same time were and are the basic factors for the strengthening and expansion of the socialist democracy in our country. [...] (ZiP on 05.24.1990, p. 1)

B2 Democracy is as sacred to us as freedom

[...] We need true democracy, not the "democracy" of scum. Whosoever does not love the people of his own country cannot be considerate of its welfare. They do not act in the sense of our laws, written to be so beneficial to the people. [...] Such actions are flagrant transgressions against democracy. [...] (ZiP on 07.06.1990, p. 2)

B3 The spring of democracy approaches [...] ladies and gentlemen, brothers and sisters

March 31st, the day of victory, is here. In two days the spring of democracy, the spring of lively hopes will begin for Albania and the entire Albanian nation. On March 31st you will vote and no doubt you will vote for democracy. [...] Long live democracy! (RD on 03.30.1991, p. 1)

B4 The democratists (??) borrow methods that communists have given up

For years communists fanatically defended the idea of a violent transition from a socio-economic organization to another in books, magazines and handbooks. And likewise the idea or the principle of not sharing the power. Sharing the power or joining a coalition was seen as wrong.

With the acceptance of political pluralism both of these ideas began to falter. [...] To the surprise, the leaders of the PD occupy the opposite position: “We will make no compromises with the communists, we will not accept participation in government coalitions” etc. [...] (ZiP on 04.06.1991, p. 1)

B5 Brothers and sisters!

It is in your hands for ... democracy to win over dictatorship; the future over the past; the spirit of civilization over that of slavery. With your votes you decide the fate of Albania. (RD on 03.18.1992, p. 2)

B6 The third spring of democracy in Albania

[...] Today the third spring of democracy begins in Albania and I would like to wish Albanian democracy a lifetime of spring and you, my co-citizens, luck and growing success on the path that we chose two years ago, on March 22nd, the path of democracy. [...] March 22nd of the year 1992 is the day that separates the first spring of democracy from the last winter of communist dictatorship in Albania. (RD on 03.23.1992, p. 1)

B7 Democracy is victorious every day

[...] Even the most advanced political democracy is lacking without economic and social democracy. Out of it come calm, safety, unity and human solidarity. [...] Democracy is put at risk anew every day. It does not exist not in slogans, nor in two raised fingers, nor in bellows, in hysteria, in the denial of everything, [...], nor in monopolization by this or that party, by this or that person, even if this person is a true personality. This is a caricature of democracy, and not its portrait. [...] (ZiP on 07.22.1992, p. 3)

B9 Thank you, democracy!

The gratefulness that I feel for this democracy that managed, through magic, to heal the wounds in my heart is, naturally, as if without boundaries. [...] As if poverty, contempt and exploitation were not more than enough [...] the curse of the hideous and egregious class struggle also hit me. [...] My father and my brother [...] were national patriots. But being such meant, for the non-humans of the communist dictatorship, that you were an enemy and thus had either no right at all to live or had to live like a dog. (RD on 12.16.1992, p. 3)

B11 Democracy accused

[...] What crime did the PD, the democratic state, the president commit that let them be attacked by the PS, the “ZiP” and a long list of politicians and journalists who cling persistently to the past? [...] The first necessary requirement for the establishment of a democratic regime in Albania was the eradication of communism as a system and as a mentality, the replacement of old national structures through new ones, the execution of institutional and economic reforms, the

creation of a constitutional democracy, the legal protection of basic human rights, the end of this long isolation. [...] (RD on 08.21.1993, p. 1 and 3)

B12 Democracy – the ideal of the good person

[...] The democrats exercise their power with the means of freedom. This is in their nature, is the democratic trait and spirit that characterizes it. [...] The democrat knows that democracy is the best thing and that it will always win. Time will only leave people behind, who are simply “democrats” by name or those, who claim to be democrats, but are not. [...] (RD on 02.09.1994, p. 3).

B13 I am determined to work for the consolidation of democracy

[...] On this occasion I would like to assure you that I will work with you with dedication and commitment for the consolidation of democracy, for the reinforcement of a market economy in Albania as well as for the securing of stability in the country, so that Albania is integrated into Europe. [...] (RD on 02.28.1997, p. 1)

B14 Albanian spring ‘92

March 22nd ’92. [...] The most important days for the democrats. [...] Where the raw winter of dictatorship once ruled, the spring of democracy has blossomed. [...] The deplorable current state cannot dim our memories, we remember and honor the great days of history like those eight years ago, when the Albanians first buried the communist dictatorship with a true referendum and, with free elections, inaugurated a new era of democracy, proclaimed the Albanian spring ’92. [...] (RD on 03.19.2000, p. 4)

6. Conclusion

Catchwords express the challenges of a time in terms, reflect the discourses of that time and explain how this time perceives its problems and deals with them. Between catchwords there exist many connections and overlaps in content. In the variation of these cross-references the web of discourses and the general texture of political reality of a society in the process of radical changes is depicted.

One goal of this contribution is, among other things, to excite further examinations of Albanian catchwords. Occupation with the catchwords from the time of the dictatorship, possibly also individual periods within it, such as the years of total self-isolation seem promising. At this same time this could perform as a contribution to the processing of the past.

7. Literature

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