

THE ROLE OF ELECTION SONGS IN THE LEADER IMAGE

Nural İ. TANYILDIZI¹

* Doç.Dr. Fırat Üniversitesi İletişim Fakültesi Halkla İlişkiler ve Tanıtım Bölümü Öğretim Üyesi, Elazığ/Türkiye

Abstract

Music has the power to convey everything that is in human life. It deeply affects people's emotions and thoughts. This has enabled the use of music in different disciplines. One of these areas is politics. There has been a relationship between music and politics since ancient times. It served as a bridge between governing and managed. Music has been used in politics for purposes such as mutual emotions, showers and ideas. During the election periods, it aims to reach voters through songs and music. The messages that politicians want to convey are conveyed through music and songs. The aim of this study was to examine the songs written for leaders of political parties in Turkey and also in the examination reveals that this how it affects the image of the leader of the lyrics. The government and the main opposition party leaders' songs were examined with the content analysis method after 2000 years in Turkey. As a result of the analysis, it was found, what the themes and lyrics in the songs mean. It determined to reveal how these songs affect the leader images.

Keywords: Election songs, music, politics, political campaign.

SEÇİM ŞARKILARININ LİDER İMAJINDAKİ ROLÜ

Özet

Müzik insan hayatında olan her şeyi aktarabilme gücüne sahiptir. İnsanların duygu ve düşünce dünyasını derinden etkilemektedir. Bu durum müziğin farklı disiplinlerde kullanılmasını sağlamıştır. Bu alanlardan biri de siyasettir. Eski çağlardan beri müzik ve siyaset arasında bir ilişki olmuştur. Müzik yönetenler ve yönetilenler arasında köprü görevi görmüştür. Müzik karşılıklı olarak duygu, düşünce ve fikir aktarmak veya değiştirmek gibi amaçlar ile siyasette kullanılmıştır. Özellikle seçim dönemlerinde şarkılar ile seçmenlere müzik yoluyla da ulaşılmaya çalışılmaktadır. Siyasilerin vermek istedikleri mesajlar müzik ve şarkı vasıtası ile aktarılmaktadır. Bu çalışmanın amacı Türkiye'de siyasi parti liderleri için yazılmış şarkıların incelemek ve bu inceleme sonucunda şarkı sözlerinin liderlerin imajlarındaki rolünü ortaya koymaktır. Çalışmada örneklem olarak Türkiye'de 2000 yılından sonra iktidar ve ana muhalefet parti liderleri için yazılmış şarkılar içerik çözümlemesi yöntemi ile incelenmiştir. Yapılan çözümleme sonucunda şarkılarda yer alan temalar ve şarkı sözlerinin ne anlam ifade ettiği bulunmuştur. Bu şarkıların lider imajlarını ne yönde etkilediği ortaya konulmaya çalışılmıştır.

Anahtar Kelimeler: Seçim şarkısı, müzik, siyaset, siyasal kampanya.

1.Introduction

The music is developed overwhelmingly from "vocal" elements. As a kind of art, it increasingly gives up the primary, tactile representation and depiction of the individual objective phenomena. Its way of communication differs from the usual one, and its meaning is qualified as dubious, intangible, mysterious by practical thinking, and serves as an interaction with supernatural powers as a medium of communication in the animistic rituals (Ujfalussy, 1993:7).

Producing and perceiving music are mysterious universal human behaviors in that they appear to have no obvious survival value, but can nonetheless evoke profound social and emotional experiences. The music is universally present at all important societal events, including religious ceremonies, political rallies, weddings,

¹ Sorumlu Yazar email: nimik@firat.edu.tr / Doi: 10.22252/ijca.735173

funerals, sporting events, and military attacks. In all cases, the music acts to induce a common emotion and a common purpose in a group of individuals, and the resulting cooperation likely increases the probability of survival for the group as a whole (Trainor, 2010: 44). Music is clearly central to political movements and rituals (Pedelty and Keefe, 2010:2).

The use of songs in political communication campaigns is as old as the history of political campaigns. Music has been used in political campaigns in many countries where there are elections since the earliest times. The fact that music has different functions, deeply affecting human emotions, and strengthening the given message further enabled the use of music as a communication tool in terms of politics (Tanyıldızı, 2019: 65). Music affects every area it is handled together. It creates a new meaning with the added field. It reinforces expression. This power of music has also been used in politics. Music and records started to be used very early as a means of sustaining a power in politics and making propaganda of a power. Many marches were written during the 19th century, when the modernization process began. For example, anthems were written for all the sultans who came after Sultan II. Mahmut in the Ottoman Empire (Alkan, 2007).

The song writing has still continued for leaders at today. With these anthems and songs, the characteristics of the leaders are brought to the fore and glorified (Tanyıldızı, 2019: 57). The aim of this study is to examine the songs written for leaders of political parties in Turkey and also in the examination reveals that this how it affects the image of the leader of the lyrics. In the literature research conducted, it was determined that the studies conducted on the subject were few. In these studies, it was mostly about the effect of music on voting and its effect on propaganda (Yavuz and Sezer, 2018; Yavuz and K p  k, 2018; Tanyıldızı, 2012). This study determined the role of election songs written for leaders unlike the others.

2.Literature Review

Music is one of the greatest forms of communication in the world. Even though we do not understand the language a singer uses, we get the innate pleasure of sounds and their concatenation. If we look around our surroundings, we will find that our every action implies some form of motion and is usually accompanied by some kind of sound (Sharma, 2013: 1). It is only on the higher level of abstraction and generalization that the two human branches of acoustic communication, speech and music are separated from each other (Ujfalussy, 1993:6). Music is a non-linguistic system that can induce powerful emotions, but the difficult questions are how and why music elicits emotion. Despite the fact that music is typically not about events in the world, emotional reactions to music appear to be physiologically similar to emotions elicited by real-world events (Trainor, 2010: 44). Music is one of the most powerful and unique form of communication which can change our ways of feelings, thinking and actions. It also helps in bringing together intellect and feelings and enables our personal expression and emotional development. Music conveys and responds to what is deep inside the human soul. The musician conveys emotions and innermost feelings, which are universal and are experienced by all in one way or the other. Music also helps humans from different cultures or societies to connect with and understand one another (Sharma, 2013: 2).

Tolstoy believes that "art, like a speech, is a means of communication" too. In a similar way, to him, by being parallel with speech music is a type of communication which takes place between musicians and listeners. Musicians reflect their own feelings to their works, and by means of their songs, they convey them to listeners (Denizli, 2019: 26). Music can be used for political aims, for entertainment, with the aim of marketing, and for innumerable aims, since it is a power and it has power. Those who hold power might use this power, or we can say also music, for their own interests and purposes, since they might want to impress listeners. Additionally, It is significant to overemphasize whether it carries the aim of affecting us or not music can always affect us. Although one does not want to influence listeners by means of music, listeners might be affected. Thus, music always has the potential to be a power, in other words, it is a potential power (Denizli, 2019: 60).

The different functions of music; deeply affecting human emotions, further strengthening the given message, and the fact that music is considered as a communication tool, a language of communication, from political pain. Voters are less likely to oppose a message embedded in music, as music is also considered a form of entertainment. Since the political message given by music is more intense, more attractive and more fun, voters are more likely to receive the message (Tanyıldızı, 2019: 76). At the simplest level, the music chosen to accompany election campaigns acts as a form of propaganda. It serves to evoke particular images and associations, much in the same way that politicians' photo-opportunities with pop or film or soaps stars are supposed to do. If anything, songs and sounds are more powerful weapons in this armoury because of the way music works directly on our emotions. Just as the soundtrack to films or advertisements generates moods and feelings, so too do campaign songs (Street: 2003:114). Music is an excellent mnemonic device.

Rhyming verse is an effective means of remembering, retelling, and recording events in oral cultures. Therefore, balladeers and corridistas were judged in large part by the length of their repertoire. Musical rhyme also helped audiences to remember information being conveyed by the balladeers (Pedelty, 2007: 4). For this reason, music and songs are used during the election periods. The developers of mass media and the gathering of parties at the center have resulted in the similarity of party programs and policies. For this reason, the political parties started to show the differences through the created image (Akıncı ve Akın, 2013: 334). When purchasing a product, the individual who chooses according to the difference from similar products will also determine his preference among the parties accumulated in the center according to the "difference of the leader". Leaders can be now launched like any other product (Yıldız, 2012: 128).

The leader really becomes the leader when there are people who follow him. Some of the features that a good leader should have are listed as follows: (Akiş 2004: 62-63; Erzen, 2008:68) : Having a vision, having knowledge, being passionate and self-sacrificing, faithful, determined and consistent, exemplary, trusting, motivating, integrating expectations with vision, inspiring, development-oriented, having a sense of justice, being modest, good be listeners, communicate openly, be sensitive to people, be sensitive to situations, be innovative, make decisions quickly and effectively, be flexible, use time effectively and so on.

According to another view, personal characteristics that leaders should bear: (İslamoğlu, 2002: 117):

- The leader must have legitimate authority power.
- The leader should be able to encourage and direct his team.
- The leader should give confidence.
- The leader should have a broad predictive ability and be realistic.
- The leader should be honest and fair.
- The leader must watch himself and know how to benefit from others.
- The leader must love unifying
- The leader must love change.

The leader is the person who manages the party and also ensures that the party continues its life with its own personality and power. Such that, because leaders integrate the political party with their personalities, the life of the political party is limited to the life of the leader (Tan, 2002: 37). Nowadays, party identities and similarities in the defended views direct differentiating values among political products on political personalities (Uztuğ, 2003: 6). This makes the image of the leader important. According to most politicians, half of politics is the art of creating images and the other half is the art of making people believe that image. Today, the concept of "image creation" has entered the political literature as campaign activities. During this process, these views are either reinforced or weakened, taking into account the circumstances. In short, image creation is to create the potential of perception that will lead the candidate to success (Erzen, 2008: 75). In creating the leader image, the leader should develop a consistent image in the party and political product triangle. This image includes colors, symbols, attitudes, styles, words, images, slogans, adjectives, etc. should cover the items (İslamoğlu, 2002: 119). At this point, lyrics are also important.

Considering various studies, the language of communication with the leader of the rightist parties in Turkey was established, while the left-wing parties were seen that more emphasis on ideology. But while music and the music of the party campaign in Turkey through songs, change this idea. Depending on the situation, it is determined that if necessary, a leader and a people can go through ideology. (Ozturk, 2014:216). Election songs can be in two ways: One of them is a unique composition and writing lyrics that praises leader of party or actually party itself and its ideology. The other one is a form that a song that is popular on those days or was popular in past, melody of which is liked and accepted by the masses is by changing lyrics and arranging for leader, the party and ideology (Yavuz and Küpçük, 2018: 381). Some of these songs address the issues of party and ideology, while others address the leader. Today, the image of the leader is very important in politics. For this reason, it is thought that election songs contribute to the image of the leader.

3.Research Methodology

Many tools have used in election campaigns. Many activities have carried out to influence voters. One of the most important tools used in the campaign processes is music. Campaign messages are conveyed through music and the emotions that are desired to be awakened in people are activated. The aim of this study was to investigate songs written for leaders of political parties in Turkey. Furthermore, it was to determine the role on the image of the leader of the songs. The main hypothesis of the study is that the songs for the leaders written during the election period contributed to supporting the image of the leader. To test this hypothesis,

the choice of songs written for leaders in Turkey was discussed. In the study, after 2000, three songs were written for the leaders of the ruling and opposition party. These songs were analyzed by the method of qualitative content analysis. Codes were created while analyzing the content. In order to reveal the contribution of the lyrics to the image, "theme of the song", "the most repeated words-adjectives" were determined. Content analysis is a research technique that makes objective, systematic and quantitative definitions of written, open content of communication (Berelson, 1971:18). It is used to provide an objective, measurable and verifiable description of messages, clear and obvious content (Fiske, 1990: 176).

Content analysis is a research method used by those analyzing messages as a diagnostic tool to make detailed inferences about the explicit or implicit appearances of the purpose of the message source from the content of the sent messages. Various uploads are made to the message source by establishing a cause-effect relationship from case studies (George, 2003: 10). The clear and scientific inferences are made by analyzing the texts in content analysis. Content analysis is used as a method in fields such as communication, psychology, political science, anthropology, sociology, literature, education, and music science (Herkner, 2003: 124-134).

It is possible to say that the use of the content analysis method has existed since the 18th century. In a study he conducted in 1986, Krippendorff stated that in the 18th century in a hymnal book called "Zion Songs", the existence of anti-religious elements was found through content analysis (Atabek, 2007: 1). In this study, election songs were also examined. What the themes and lyrics in the songs mean? It was tried to reveal how these songs affect the leader images.

4.Findings

In this part of the study, three songs written for the leaders of the ruling and opposition party were selected. The lyrics of these songs were analyzed by qualitative content analysis. Since the songs are written in Turkish, their words are not translated into English. The songs and the findings are as follows:

4.1. "Recep Tayyip Erdoğan (Dombra)" Election Song

The song was prepared for local elections held on March 30, 2014. The song of Nogay Turks was rewritten by Uğur Işılak and adapted as a song of the election campaign. The lyrics of the song are as follows:

"Ezilenlerin gür sesidir o , Suskun dünyanın hür sesidir o , Görüldüğü gibi olan, gücünü milletten alan , Recep Tayyip Erdoğan , Halkın adamı hakkın aşığı , O milyonların umut ışığı , Mazlumlara sırdaş olan, gariplere yoldaş olan , Recep Tayyip Erdoğan , Oldu her zaman sözünün eri , Çıktığı yoldan dönmedi geri , Kararlıdır davasında, anaların duasında ,Recep Tayyip Erdoğan , Söz dosdoğru yoktur riyası , Zalimlerin korkulu rüyası , İnandığı yolda gider, yıllardır beklenen lider, Recep Tayyip Erdoğan".(<https://www.youtube.com/watch?v=j6jL95BaSeM>).

Table 1: Words used in the election song and main theme

Theme of the Song	Repeated Words	The role of the song on the image
Strong statesman	Determined, right, power	Strong leader
Statesman, the voice of the people	Folks, hope, expectation, free voice.	Determined, expected, next to the oppressed, the person that mothers pray

The main theme of the song is the strong statesman, the voice of the people. The song focused on folk, righteousness, hope and religious motifs. It contains words that emphasize the charismatic and strong leader characteristics of the President of the Justice and Development Party, Recep Tayyip Erdogan. Thus, an

effort was made to reinforce the strong leader concept on voters. The song supports the image of the leader, who is the light of hope and the companion of oppressed and the victims, who does not return from his promise. Song supports the image of the leader who is with the public.

4.2. "Kılıçdaroğlu" Election Song

The song was written by Onur Akın on March 29, 2009 in the local elections for Republican People's Party İstanbul Metropolitan Mayor candidate Kemal Kılıçdaroğlu. The lyrics of the song are as follows:

"Kılıçlar çekildi bu bir düello , Kısa çöp uzun çöpten hakkını alacak , Karanlığın sonunda güneş olacak , Geliyor Kılıçdar Kılıçdaroğlu , Yalanın talanın göründü sonu , Soruyor Kılıçdar Kılıçdaroğlu , İstanbul sen de bas bağrına O'nu , Geliyor Kılıçdar Kılıçdaroğlu , Hem temiz hem dürüst bir insanoğlu , Soyulmuş boğulmuş lal olsan bile , Bu şehir yeniden gelecek dile , Bir değil on değil milyonlar ile , Geliyor Kılıçdar Kılıçdaroğlu , Hem temiz hem dürüst bir insanoğlu Sırtından halk değil harami doydu , Haykır ey İstanbul sebebi neydi ,Karanlığa bir ışık tutalım haydi ,Geliyor Kılıçdar Kılıçdaroğlu , Hem temiz hem dürüst bir insanoğlu" (<https://www.youtube.com/watch?v=Xsrpv8336gw>)

Table 2: Words used in the election song and main theme

Theme of the Song	Repeated Words	The role of the song on the image
Honest statesman	Honest, clean, human beings	Honest leader
Bright tomorrows	Light, sun	A person who has a clean past and is right next to the right one, equitable.

The main theme of the song is a clean and honest statesman. The song focused on the concepts of cleanliness, honesty and brightness. In the song, with the arrival of Kemal Kılıçdaroğlu, who is clean and honest, the end of the darkness will come to the management, the message that the sun will rise and the lies and injustice will come to an end. The song supports the image of a clean and honest leader.

4.3. "Devlet Bahçeli vaktidir" Election Song:

The song was prepared for the November 1, 2015 elections. The song was created by the artist Atilla Yılmaz. While preparing the song, it was observed that the Nationalist Movement Party was compatible with the election slogan. The lyrics of the song are as follows:

"Ülkem ve milletim diyen, Devlet Bahçeli vaktidir, Bu millet her şeyim diyen, Devlet Bahçeli vaktidir, Belli yolu belli yönü, O bir tek Allah'ın kulu, Tüm mazlumlar bekler onu, Devlet Bahçeli vaktidir, Bu düzen gitmez hoşuna, Sarılır milletin işine, Artık devletin başına, Devlet Bahçeli vaktidir, Belli yönü belli yolu, O bir tek Allah'ın kulu, Tüm Türkiye bekler onu, Devlet Bahçeli vaktidir" (https://www.youtube.com/watch?v=83_JvZww500).

Table 3: Words used in the election song and main theme

Theme of the Song	Repeated Words	The role of the song on the image
Statesman who loves his country and nation	Country, nation, state	The leader who loves his state and nation

Expected statesman	Time, Kul	The person who is with the oppressed, only the servant of Allah.
--------------------	-----------	--

The main theme of the song is the state man who loves his country. The song focuses on the words time, people and waiting. In the song, the leader message, whose stance is evident, that loves the country and the nation, and which is expected by the public, is given. In the song, the image of the country and the nation, the expected leader is supported.

5.Conclusion

The one of the most important concepts in politics today is image. Campaigns are used especially in election periods to provide the image. In campaigns, visual and audio elements and candidate images are created or existing images are supported. One of these audio elements is music. With the analysis, the following results were achieved:

- Songs written for leaders during the election periods and leader images are supported.
- The perception of people about the leader is created and reinforced with repetitions and adjectives that are constantly repeated in the lyrics.
- While supporting the image of more countries, people, lovers and religious leaders in the songs of the Justice and Development Party and the Nationalist Movement Party; Clean and honest leader image were tried to be supported in the song of the Republican People's Party.

To make a general evaluation, the songs during the election period support the leader images positively. It is believed that the lyrics of the songs will merge with the music and remain more in mind. Thus, it is thought that election songs will affect people more. For this reason, it is possible to say that one of the tools that will make the most contribution and memorable in image works for political party leaders is music and songs.

References

- Akinci, M., Akin, E. (2013). Siyasetin Gösterileşmesi: Lider Olgu ve Seçmen Tercihi. *Ekonomik ve Sosyal Araştırmalar Dergisi*. Issue: 9, pp: 329-352.
- Akiş, Y. T. (2004). *Türkiye'nin Gerçek Liderlik Haritası*, İstanbul: Alfa Yayınları.
- Alkan, M. O. (2007). Siyasal Tarihe Muzikli Bir Yolculuk. *Mesam Vizyon Dergisi*, Sayı 5, [Http://Tetraletisim.Com/Kategori/Tetra-Blog/49124/](http://Tetraletisim.Com/Kategori/Tetra-Blog/49124/) Siyasal-Tarihe-Muzikli-Bir-Yolculuk. (09.11.2019).
- Atabek, Ü. (2007). "İçerik Çözümlemesi İletişim Çalışmalarının Olağan Yöntemi", *Medya Metinlerini Çözümlemek*, Der: Gülseren Şendur Atabek, Ümit Atabek, Ss: 1-18, Ankara: Siyasal Kitapevi.
- Berelson, B. (1971). *Content Analysis In Communications Research*, New York: Hafner Publishing.
- Denizli, E. (2019). *Politics And Music: Music As A Means To Politics And Politics As A Means To Music*, Department of Political Studies Istanbul Technical University Graduate School Of Arts And Social Sciences M.A. Thesis.
- Erzen, M. Ü. (2008). Siyasi Lider İmajlarının Seçimlerde Etkisi. *İstanbul Üniversitesi, İletişim Fakültesi Dergisi*, (31), pp: 65-80.
- Fiske, J. (1990). *İletişim Çalışmalarına Giriş*, Çeviren: Süleyman İrvan, Ankara: Ark Yayınları.
- George, L. A. (2003). "İçerik Çözümlemesinde Nicel Ve Nitel Yaklaşımlar", *İletişim Araştırmalarında İçerik Çözümlemesi*, Çev: Murat S. Çebi,, pp: 9-49, Ankara: Alternatif Yayınları.

Herkner, W.(2003). "İçerik Çözümlemesi", İletişim Araştırmalarında İçerik Çözümlemesi, Çev: Murat S. Çebi,, Ss:124-176, Ankara: Alternatif Yayınları.

İslamoğlu, A. H.(2002). Siyaset Pazarlaması. İstanbul: Beta Basım Yayım Dağıtım.

Ozturk, S.(2014). Siyasal İkna Ve Secim Muzikleri: Türkiye Uzerine Bir İnceleme. İletişim ve Diplomasi Dergisi, Sayı; 3, pp:195-218.

Pedelty M. (2007). Musical News: Popular Music in Political Movements, University of Minnesota, http://www.media-anthropology.net/pedelty_musicalnews.pdf, (27. 11. 2011).

Pedelty , M., Keefe L. (2010). Political Pop, Political Fans? A Content Analysis Of Music Fan Blogs, *Music And Politics* , Winter, pp: 1-12.

Sharma, P. B. (2013). Music: A Tool Of Non Verbal Communication (With Special Reference To Indian Music), International Journal Of Communication And Media Studies (IJCMS) ISSN 2250-0014 Vol. 3, Issue 4, pp: 1-6.

Street J. (2003). 'Fight The Power': The Politics Of Music And The Music Of Politics', Government and Opposition, ss:113-130, Oxford: Blackwell Publishing.

Tan, A. (2002). Politik Pazarlama. İstanbul: Papatya Yayıncılık

Tanyıldızı İ. N. (2012). Siyasal İletişimde Muzik Kullanımı: 2011 Genel Secim Şarkılarının Secmene Etkisi, Selcuk İletişim, Volüme :7/ 2, pp:97-110.

Tanyıldızı, İ. N. (2019). Bir İletişim Dili Olarak Siyasal Halkla İlişkilerde Müzik, Ankara: Akademisyen Kitapevi.

Trainor, L. (2010). The Emotional Origins Of Music, Physics Of Life Reviews, 7, pp: 44–45

Ujfalussy, J. (1993). The Role Of Music And Song In Human Communication, Acta Neurochirurgica , 56, pp: 6-8

Uztuğ, F. (2003). "Siyasal Marka Konumlandırma Ve Siyasal Mesaj Stratejileri İlişkisi: 1991-1995-1999 Seçimleri Türkiye Siyasal Reklam Mesaj Türleri Analizi". Selçuk İletişim Dergisi, 3(1), 4-19.

Yavuz, C., Kupcuk, S. (2018). Use Of Election Music For Propaganda And The Song "Dombıra" Sample In The Local Elections. MANAS Sosyal Araştırmalar Dergisi, 7(2), pp:375-387.

Yavuz C. Sezer S. (2018). Siyasi Partilerin 2015 Secim Çalışmalarında Kullandığı Propaganda Muziklerinin Secmenlerin Tercihini Yonlendirmede Rolu, Ordu Universitesi Sosyal Bilimler Araştırmaları Dergisi, 8(1), pp: 29-34.

Yıldız, N. (2012). Yeni Zamanlar Ve Yeni Liderlik Anlayışı. Ankara Avrupa Çalışmaları Dergisi. Volüm:1, pp: 119-134.

<https://www.youtube.com/watch?v=j6jL95BaSeM>, (01.05.2020)

<https://www.youtube.com/watch?v=Xsrpv8336gw>, (01.05.2020)

https://www.youtube.com/watch?v=83_JvZww500, (01.05.2020)