



Corporate Identity of Political Party: A Semiotic Analysis

Mukesh Pradhan¹

Abstract

This research study presents a comprehensive semiotic analysis of the corporate identity of political parties, aiming to uncover the intricate symbolic construction underlying their political branding. By examining the visual, verbal, and gestural elements employed by political parties, this study provides insights into the semiotic strategies employed for the purpose of identity construction and communication.

The findings highlight the diverse and strategic use of symbolism by political parties to establish and maintain their corporate identity. The semiotic analysis reveals how political parties adopt certain signifiers to evoke emotions, project credibility, and appeal to specific target audiences. Moreover, the study explores the relationship between semiotic elements and the broader socio-cultural contexts within which these political parties operate.

This research contributes to the fields of political communication, semiotics, and branding by shedding light on the construction and communication of political identity. The findings offer valuable insights for political strategists, communication experts, and scholars in understanding the nuanced mechanisms through which political parties create and project their corporate identities in the contemporary political landscape.

¹Department of Communication, The English and Foreign Languages University, (Hyderabad Campus), near Tarnaka, Ravindra Nagar, Telangana 500007, Email: mukeshpradhan.cg@gmail.com, Mob: +919302404434