Slogan Research in the Last Decade: A Comprehensive Bibliometric Review

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Abstract. Slogans are a pervasive linguistic tool, found in marketing, political campaigns, and public health messaging. This study presents a bibliometric analysis of slogan research from 2013 to 2023, based on 1,191 documents indexed in the social sciences and humanities. Using VOSviewer, the analysis revealed fluctuating interest, peaking in 2022 due to global events like the COVID-19 pandemic. The U.S. led slogan research with 21.46% of publications, followed by the UK and China. Co-occurrence network analysis identified five key research clusters, ranging from political and social movements to branding and public health communication. These findings underscore the power of rhetoric in shaping public perception and behavior, particularly during crises and on digital platforms. Additionally, the interdisciplinary nature of slogan studies is reflected in highly cited works on environmental advocacy and political discourse. This study provides a comprehensive overview of the evolving trends in slogan research, offering valuable insights for scholars and practitioners interested in understanding slogans' impact across diverse fields.

Keywords: Slogans, Bibliometric analysis, Research trends.

1   Introduction

Slogans have long been a trusted way to communicate ideas, from marketing and political campaigns to social movements. Their power lies in their simplicity: a few memorable words can distill complex concepts and influence public behavior. Take the slogan "Stay at Home," for example. During the COVID-19 pandemic, it became a global symbol of safety. This research delves into how slogans have been studied over the past decade, focusing on their roles in advertising, public health, and social movements.

Slogans are more than catchy phrases; they shape society by guiding, educating, and motivating people toward common goals. As [1] notes, slogans carry social and public functions, while [2] suggest they foster social unity, civic responsibility, and emotional engagement.

The study of slogans began in the early 20th century, but interest has grown recently as slogans have gained influence in digital media, activism, and public health campaigns [3] [4]. The COVID-19 pandemic saw slogans like "Wear a Mask" and "Stay at Home" become crucial to health communication [5] [6], showing how slogans can transcend their marketing origins and play essential roles in public policy [7].

Over the past decade, research has expanded into fields like linguistics, psychology, and marketing, with increasing attention to how slogans impact behavior [8] [9]. This study explores slogan research from 2013 to 2023, highlighting trends, regional focuses, and future directions, while investigating which slogans have been most commonly researched and their evolving role in linguistic studies.

2   Method

To explore trends in slogan research over the past decade, we employed bibliometric analysis using data from the Scopus database, which is widely recognized for its comprehensive indexing of academic publications. Bibliometric analysis enables us to systematically evaluate scientific literature, revealing patterns, clusters, and emerging trends across different fields of study. To better visualize these developments and identify core research clusters, we used VOSviewer, a tool commonly applied in scientific literature analysis [10] [11] [12] [13]. Refer to [14], data is processed through this stage.

Data Collection

The Scopus database was chosen for its extensive coverage of scholarly sources, especially within the social sciences, arts, and humanities. Our data retrieval criteria were designed to focus specifically on slogan-related research. The criteria included:

- **Time-frame**: 2013-2023.
- **Research domains**: Advertising, political communication, public health, and social movements.
- **Disciplines**: Social Sciences, Arts, and Humanities.
- **Document type**: Final stage articles only.
- **Language**: English. This search resulted in a total of 1,191 documents, which were collated and de-duplicated for analysis.

Data Analysis

We divided our analysis into three stages:

1. **Descriptive Analysis**: We examined annual publication trends, document types, and geographical distribution to identify leading contributors and trends in slogan research.
2. **Co-occurrence Network Analysis**: Using VOSviewer, we conducted a keyword co-occurrence analysis, identifying five thematic clusters related to specific research domains, such as political discourse, branding, public health, and education. The relationships between these keywords were visualized in clusters, with stronger relationships represented by thicker lines and larger nodes.
3. **Citation Analysis**: To measure the influence of specific works, we analyzed citation patterns, revealing which studies have significantly shaped the field of slogan research.

Visualization

Two types of visualizations were created:

- **Network visualization**: Displays interrelated keywords, where more frequently occurring terms are shown as larger nodes and stronger connections as thicker lines.
- **Overlay visualization**: This depicts the temporal evolution of keyword usage, with darker colors representing older themes and lighter colors indicating more recent topics.

These visualizations helped us map the development of slogan research, highlighting key trends and influential areas over the past decade [15].

3   Result

1. **Trends in Publication Volume (2013-2023)**

The bibliometric analysis identified a total of 1,191 documents on slogan research from 2013 to 2023. Publication volumes fluctuated over the decade, with the highest output in 2022 (169 documents, 14%) and 2021 (155 documents, 13%). The lowest volume was in 2013, with 63 documents (5%). A noticeable increase occurred during the COVID-19 pandemic, suggesting a heightened use of slogans in public health and crisis communication during that time.
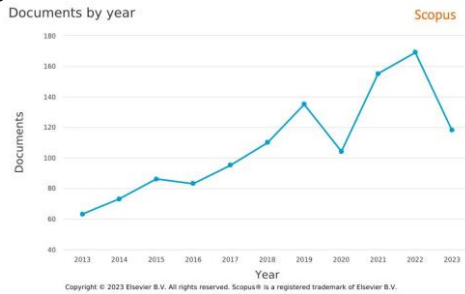
Fig.1 Documents by year

2.   Geographical Distribution of Articles

The United States emerged as the leading contributor, with 249 documents (21%), followed by the UK (154 documents, 13%), China (63 documents), Germany (51 documents), and Russia (50 documents). Indonesia (25 documents) ranked 13th, showing increased interest in slogan research across diverse regions, including emerging contributions from countries like India and Indonesia.
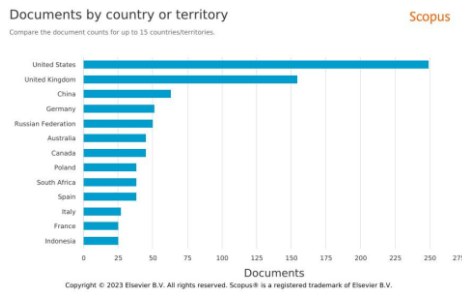
Fig.2 Documents by country or territory

3.   Keyword Co-occurrence Network

Using VOSviewer, we visualized a co-occurrence network that highlighted the relationships between keywords in slogan research. Five distinct clusters were identified:
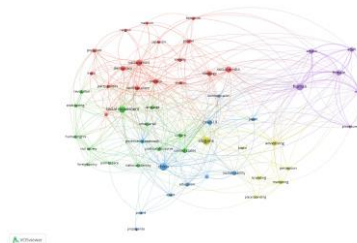**Visualization of Co-occurrence Network**

Fig.3 Co-Occurrence Network Visualization

- **Cluster 1 (Red)**: Focuses on social, political, and economic themes, with key-words like "capitalism," "democracy," and "feminism," illustrating slogans used by political ideologies and movements.
- **Cluster 2 (Green)**: Centers on global phenomena and political discourse, with terms such as "Arab Spring," "human rights," and "revolution," emphasizing slogans used in civil movements and protests.
- **Cluster 3 (Blue)**: Encompasses education, governance, and crisis communi-cation, including terms like "COVID-19" and "sustainability," showing the role of slogans in public health and governance during emergencies.
- **Cluster 4 (Yellow)**: Focuses on marketing and branding, with terms such as "brand perception" and "consumer behavior," exploring slogans' impact in shaping consumer attitudes.
- **Cluster 5 (Purple)**: Relates to demographic studies, with keywords like "adult," "female," and "male," indicating how slogans target specific popula-tion groups.

Overlay Visualization Keyword

The overlay visualization displayed temporal patterns in slogan research, where lighter colors represented more recent themes. Slogans related to COVID-19, for ex-ample, had a peak average publication year of 2021, reflecting increased interest in health-related slogans during the pandemic.
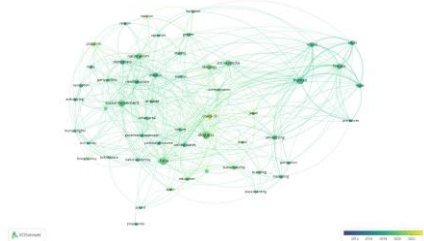

Fig.4 Co-Occurrence Overlay Visualization

Author Citation

Our citation analysis revealed influential works in slogan studies, with Demaria et al. (2013) and Martinez Temper et al. (2016) being the most cited. These works signif-icantly contributed to the fields of environmental and social activism, showing how slogans mobilize public engagement, particularly in environmental advocacy and health campaigns.
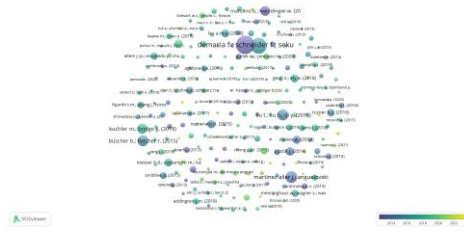

Fig.5 Overlay Visualization Author-Citation

4   Discussion

Our bibliometric analysis sheds light on significant trends and insights in slogan research.

1. **The Role of Slogans in Public Health and Crisis Communication**

    The surge in slogan-related publications from 2020 to 2022 reflects the critical role slogans played during the COVID-19 pandemic. Governments and public health agencies utilized short, impactful phrases like "Stay at Home" and "Flatten the Curve" to communicate essential health guidance. Cluster 3 in our analysis underscores the frequent co-occurrence of health governance and education, emphasizing slogans' effectiveness in shaping public behavior during crises. This resurgence highlights how powerful slogans can be in mobilizing society during emergencies, reinforcing their long-standing role in public health messaging.

2. **Geographic Distribution of Slogan Research**

    The geographical distribution of studies reveals a strong concentration in the United States and the United Kingdom, where advertising, marketing, and political campaigns heavily rely on slogans. The prominence of slogans in political communication in these regions makes this focus predictable. However, the lower research output from countries like Indonesia points to the untapped potential for studying slogans in non-Western contexts, especially in relation to political and social movements in these regions.

3. **Interdisciplinary Nature of Slogan Research**

    Our keyword co-occurrence analysis revealed that slogan research spans various fields, including political science, branding, social movements, and public health. Clusters 1 and 2 emphasize political and social issues, showing how slogans like "feminism" and "nationalism" mobilize public opinion and frame ideologies. Cluster 4's focus on marketing highlights slogans' role in shaping consumer perceptions and product meaning.

4. **Future Research Directions**

    Although this analysis identifies key trends, gaps remain. Research from non-English-speaking countries is limited, indicating the need for more inclusive, global studies. Future research could also explore how slogans spread virally on digital platforms like Twitter and assess their long-term effectiveness across various domains, including health campaigns and political advocacy.

5   Conclusion

This study highlights the multifaceted nature of slogan research from 2013 to 2023, particularly its rise during international crises like COVID-19. While the U.S. and U.K. dominate, there is growing potential in regions like Indonesia. Further research is needed to explore slogans' impact in underrepresented areas and digital platforms.

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