

G-20 SUMMIT 2023 LOGO: IS IT A SUBLIMINAL METAPHOR?

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ABSTRACT

“One earth, one family, one future”

Even if you're actively looking for them, subliminal messages can't be seen or noticed by the conscious mind. This is because, unlike subliminal signals, which are below their threshold, the stimuli to which we constantly respond—the things we see and hear around us—are above the threshold of conscious perception. Every year, the G20 Summit is held, with a different Presidency in charge. The G20 originally primarily concentrated on broad macroeconomic concerns, but it has subsequently broadened its agenda to include, among other things, trade, climate change, sustainable development, health, agriculture, energy, environment, and anti-corruption. India is the member country of hosting G-20 summit 2023. Government of India recently launched the logo of G-20 summit and that logo is seeking a lot of attention and controversy. This paper is an attempt to describe that is it a subliminal metaphor by a political party and what are the impact of advertisement. For this purpose, a sample of 200 is taken from Jaipur city and data are collected with the help of a questionnaire, then result is analysed.

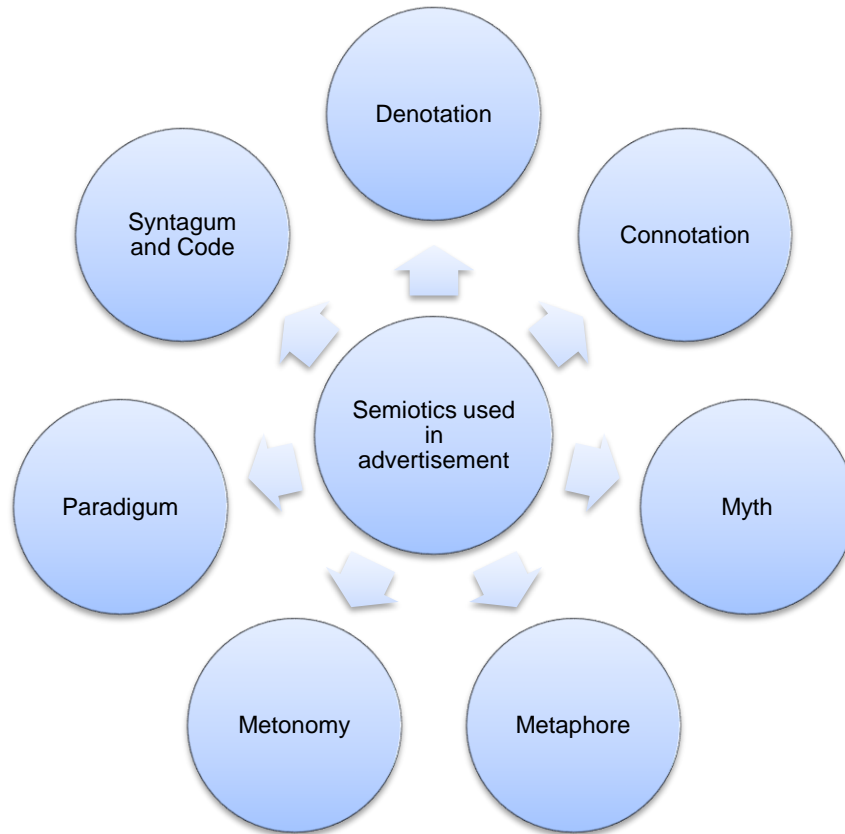
Keywords: *Subliminal Messages, Logo, G-20 Summit, Government.*

Introduction

Subliminal messages are frequently incorporated into other media, such TV advertising or songs, and are visual or audible stimuli that the conscious mind cannot perceive. It is possible to transmit a whole distinct message with this type of messaging, or to make commercials more powerful or convincing. (Moore, 1982)

It is very common that any business organisation uses these types of messages to reach to their customer's. but this time a political party use these types of messages for massive reach. The ruling party in India is going to host G-20 summit in 2023 in new Delhi, India. For this purpose, govt issued logo, team and other guidelines related to the international summit. But the logo is making a lot of controversy because of its visual appeal. Subliminal advertisement also uses some of different kind of language and literary devices in semiotics (Kirdar, 2012) such as:

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Image 1: Types of Literary Devices used as Semiotics in Subliminal Advertisements**Metaphor**

Metaphor is when a word's literal meaning is changed to a different meaning. More specifically, it involves using a phrase that essentially seems unrelated yet is comparable in a certain way to describe something. Additionally, it refers to the use of a material thing to convey an intangible emotion or idea. An abstract concept is associated with a physical thing in a picture. For instance, a pigeon is associated with peace, whereas a vulture is associated with death. Simile, on the other hand, is still another popular metaphor. The conjunctions such as, like, and as are used to convey it (Kırdar, 2012). Metaphoric interpretations can have international, local, or even national connotations. What is certain, though, is that metaphorical language use is most common among advertising.

G20

In 1999, against the backdrop of the late 1990s financial crisis that mostly affected East Asia and Southeast Asia, the G20 was established. Middle-income nations were encouraged to participate in order to ensure global financial stability. Australia, Brazil, China, France, Germany, India, Japan, Republic of Korea, Russia, Saudi Arabia, South Africa, Turkey, UK, US, and the EU are so "G20 is the premier forum for international economic cooperation representing around 85 per cent of the global GDP, over 75 per cent of the global trade, and about two-thirds of the world population. During the course of its G20 Presidency, India will be holding about 200 meetings in 32 different sectors in multiple locations across India. The G20 Summit to be held next year, would be one of the highest profile international gatherings to be hosted by India," the Press Information Bureau (PIB) said in a press release me of its important members. Spain is welcomed as a frequent visitor. The G20 was established in 1999 as a forum for the Finance Ministers and Central Bank Governors to talk about international economic and financial concerns in the wake of the Asian financial crisis. Following the global financial and economic crisis of 2007, the G20 was elevated to the status of Heads of State or Government, and in 2009 it was named the "primary forum for international economic cooperation."



Image 2: Official Logo of G20 Summit 2023

Source: <https://www.pmindia.gov.in/wp-content/uploads/2022/11/g20-image.jpg>

This is the official logo launched by the govt of India for G20 summit 2023 . The image shows a symbol of lotus in it.



Image 3: BJP Party Symbol

Source: https://commons.wikimedia.org/wiki/File:Bharatiya_Janata_Party_logo.svg

The above image is of the official logo of BJP party.

Review of Literature

Literature for the purpose of study is collected from various sources like newspaper, TV, you – tube, magazine and literature from library. Literature give foundation to the research wok. For this as possible as relevant literature is searched and review of literature is done for the study. Research paper titled “Mysticism in subliminal advertisement” by (Kirdar,2012) finds out how different techniques are adopted by the advertiser to subliminally influence the behaviour of the consumer. Mainly researcher focuses upon the mysticism impact upon subconscious mind of the consumer.

Klimov further examined in his research that subliminal impact in political campaigns. Researcher further claims that the best conditions for subliminal pollution are during political elections (Klimov, 2003). After a Democrat in Seattle noticed an allegedly subliminal message during the 2000 elections, the last Republican US presidential campaign came dangerously close to being robbed. in a

thirty-second Republican political commercial. The provision of prescription drugs for the elderly was one of the most divisive domestic concerns that the campaign was meant to address. This once said the tagline "The Gore prescription plan - bureaucrats decide. The Bush prescription plan - seniors choose" is displayed on the screen. It displays a picture of Vice President Al Gore and the phrase "Bureaucrats decide" after that. Before the word "bureaucrats" in its whole displays, the word "RATS" quickly flashes on the screen. A major national controversy began to develop once the case was reported on by the media. To avoid further harm to their campaign, the Democrats pulled the advertisement from the media.

The News in Spread

The logo become a controversial news and different persons belonging to different parties give their opinion on it. They are:

Jairam Ramesh (congress party leader) on this logo twitted on twitter "Over 70 years ago, Nehru rejected the proposal to make Congress flag the flag of India. Now BJP's election symbol has become official logo for India's presidency of G20! While shocking, we know by now that Mr. Modi & BJP won't lose any opportunity to promote themselves shamelessly!"

Defence minister Mr. Rajnath Singh defended the design. He said: "The reality is that in 1950, the lotus was declared as the national flower. The government introduced the lotus in the G20 logo because it is the symbol of India's heritage. During the first freedom struggle in 1857, revolutionaries fought with lotus in one hand and roti in another."

Mamta Banerjee (ruling party in Bengal) also commented on after seeing the logo she said that "why logo of lotus is used by BJP party if party want to showcase the culture of India, then they can use tiger or peacock images also as they are national animal and national bird of country. But she also added that I don't want to harm the image of country at international level so I don't want to create any controversy.

The slogan "Vasudhaiva Kutumbakam - One Earth, One Family, One Future" is displayed alongside a lotus in the logo. The PM described the lotus as a sign of hope while speaking at the launch through video conference. "A disruptive once-in-a-century epidemic, conflicts, and significant economic uncertainties are still being felt around the world. In these trying times, hope is symbolised by the lotus in the G20 logo(Government of India, 2022).

A senior member of the Janata Dal (United) questioned the government's use of the lotus symbol.

"I have no idea why the lotus symbol was used in the G20 emblem or under what circumstances. Why should the logo include the lotus symbol? There are additional emblems as well, such as tigers and roaring lions. Why didn't they select alternative symbols? Times of India cited KC Tyagi, general secretary of the JDU, as saying.

According to ANI, BJP national spokesperson and Rajya Sabha member Sudhanshu Trivedi stated, "Lotus has been one of the most important in Indian culture for thousands of years. We must have faith in our ability to grow into intellectual and economic superpowers. On a lotus, the goddess Lakshmi is at repose. Saraswati, the goddess, is also seated on a lotus. Those who advocate against the lotus are undoubtedly demeaning Hinduism and Indian culture.

Additionally criticising Congress, BJP spokesman Shehzad Poonawalla claimed that Rajiv also meant "kamal" (a lotus). Lotus is actually our national flower, he tweeted. It also happens to be Maa Lakshmi's aasan, which asks, "Are you against our national flower?" Will you change Kamal Nath's name to something else?

Impact of Subliminal Messages

"A candidate may get an advantage by using subliminal stimuli, even if they only have a minimal impact." Patrick a. Stewart

Research Methodology

A questionnaire is designed to make this research worthwhile and successful. Primary data has gathered with the aid of the questionnaire. Data are collected from the area of Jaipur city, Rajasthan, India. For this purpose, 200 respondents are chosen randomly from Jaipur city. Questionnaire is filled by the respondents via e- mail. Total 300 mails done for the purpose of study out of which 200 on time responses and clear responses are selected for convenience Secondary data are also collected from books journals web sites and interviews given by political parties in newspaper and television.

Analysis of Data**Demographic Profile of the Respondents****Table 1: Demographic Characteristics**

Demographic Characteristics	Demographic Categories	Frequencies	Percentage
Gender (n-200)	Male	112	56
	Female	88	44
Age in years	18-28	74	37
	29-39	52	26
	40-50	48	24
	51 >	26	13
Occupation	Business	36	18
	Profession	68	34
	Student	74	37
	Homemaker	12	6
	Others	10	5
Monthly income	<20,000	86	43
	20000-30000	40	20
	30000-40000	38	19
	40000 <	36	18
Education	<12 th	18	9
	Under Graduate	104	52
	Post Graduate	54	27
	Others	24	12

Source: Researcher

Table 1 shows the demographic information of the participants based upon questionnaire filled by them. Results shows that 56% of total respondents are male and others female. Data are collected from age group above 18 because of voting right to 18 and above is provided by govt. Students show a good interest in the topic and 37% of total population participated in research. Monthly income and literacy are also one of the important factors of consideration because illiterate people even don't know about the G20 summit and monthly income less than 20000 are more concern about their income rather than national or international issues.

Table 2: Respondents who have Idea about G20 Summit 2023

Response	No of respondents	Percentage (%)
Yes	176	88
No	24	12

Source: Researcher

Table 2 shows that 88% of total respondents have the idea about G20 summit 2023. Though it is not mentioned anywhere in the question that they are having any idea about subliminal advertisement.

Table 3: What Respondents think about Representation of Lotus in G20 Summit 2023 Logo

(Only one option has to be selected by respondents from available choices)

Response	No of Respondents	Percentage (%) of Respondents
A symbol of goddess Laxmi	34	17
National Flower	46	23
BJP party symbol	114	57
Any other	06	3
Total	200	100

Table 3 shows that all the respondents have their own views on representation of lotus in G20 logo. About 17% think that this represents Hindu religion and a symbol of goddess Laxmi. On the other hand, 23% respondents think that it is a symbol of Indian national flower. But maximum (57%) number of respondents think that it is a symbol of BJP party. 3% respondents also think that this represents any of the above option.

Chart: 1 Opinion of Respondents about G20 Summit 2023 Logo

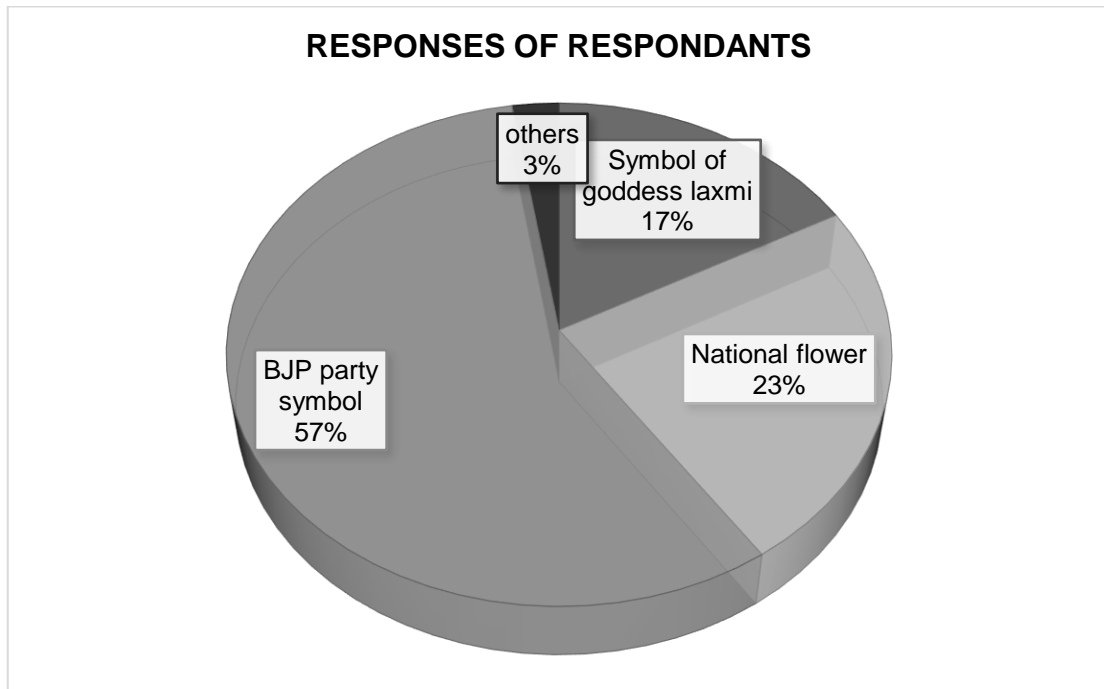


Table 4: Responses of Respondents on Different Questions asked from them

Statements	Response	No. of Respondents	Percentage (%)
Do you think lotus in G20 Summit attract viewers attention?	Yes	108	54
	No	92	46
	Total	200	100
Do you think Indian govt should choose another symbol to represent Indian culture or tradition?	Yes	182	91
	No	18	09
	Total	200	100
Do you think Indian govt have good international image?	Yes	124	62
	No	76	38
	Total	200	100
Running govt is promoting their own party through G20 summit?	Yes	167	83.5
	No	33	16.5
	Total	200	100
Do you think G20 summit 2023 will going to increase vote bank of ruling party?	Yes	139	69.5
	No	61	30.5
	Total	200	100
Do you change your opinion about BJP party after seeing logo of G20 summit 2023?	Agree	62	31
	Disagree	50	25
	Neutral	88	44
	Total	200	100

Table 4 shows the results of respondent's opinion on different questions asked from them. 54% of respondents think that this logo catches the attention of the viewer. 91% think that ruling (BJP) party should choose any other symbol to represent our national culture and tradition. 62% of respondents think that our govt has good international image. Meanwhile 83.5% respondents think that govt. is making or promoting their own brand with the help of G20 Summit. 69.5 % respondents think that this summit is going to increase the vote bank of ruling party. 31% of total respondents agree that they change their opinion about BJP after watching this logo. But 44% respondents are still neutral about this. However, 25% are disagree on this point.

Table 5: Shows the Count of Recall the Image shown on G20 Logo while doing Voting Decision during Election?

Responses	No of Respondents	Percentage (%)
Agree	51	25.5
Disagree	38	19
Neutral	33	16.5
Strongly agree	50	25
Strongly disagree	28	14
Total	200	100

Chart: 2

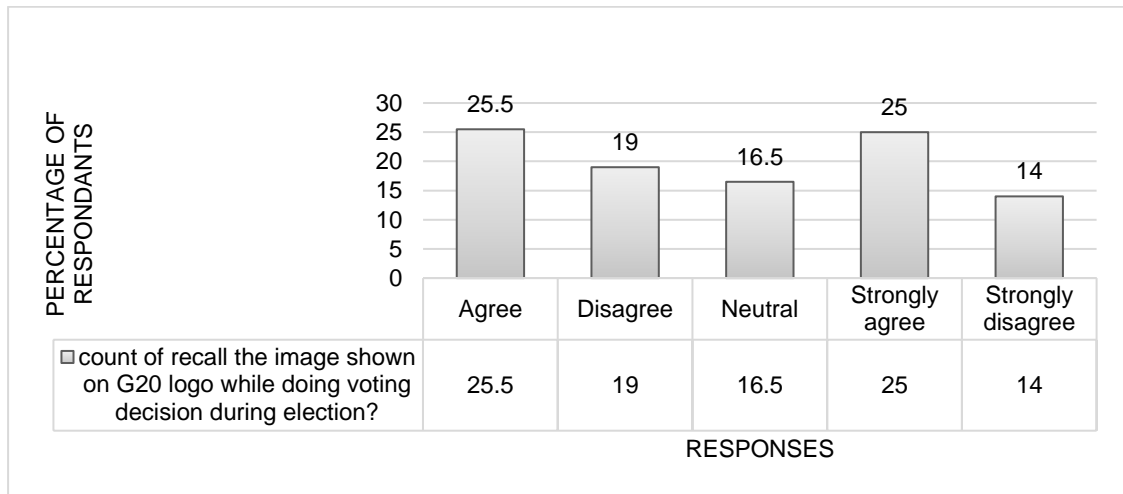


Chart 2 and Table 5 shows that 25.5 % people are agree that they recall the image while doing vote during elections and 25% respondents strongly agree that they recall the image while doing vote during elections. But 14% strongly disagree on it.

Table 6: Shows the Responses on do you vote in favour of BJP due to G20 Logo?

Responses	No of Respondents	Percentage (%)
Agree	52	26
Disagree	38	19
Neutral	31	15.5
Strongly agree	45	22.5
Strongly disagree	34	17
Total	200	100

Chart: 3

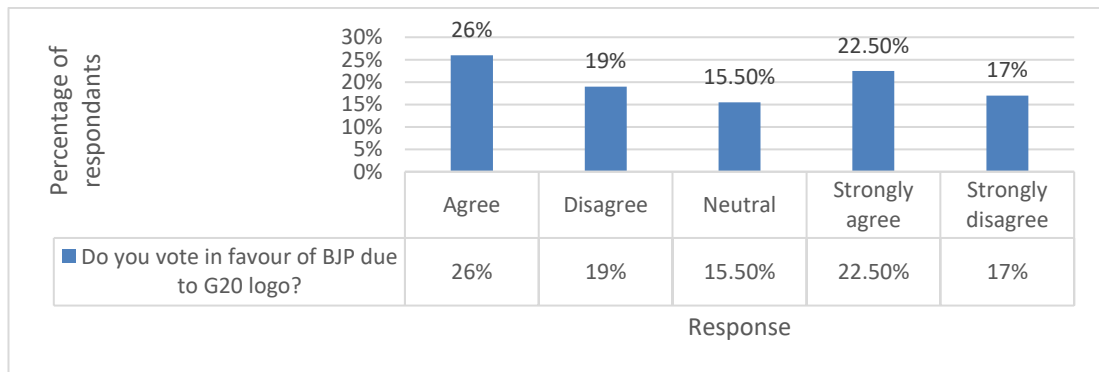


Chart 3 and table 6 shows the results that they take their final decision or not. 26% respondents agree on this, and 22.5% strongly agree on it. Meanwhile 19% disagree on this and 17% strongly disagree about their final decision based on this. But 15.50 % respondents are neutral on this.

Conclusion

- Subliminal advertisement are used as a metaphor to influence the behaviour of voters and also the image of political party is highly influenced due to impact on subconscious mind.
- Not only business houses use these types of advertisements but also political parties use these techniques in this modern era to influence the behaviour of the people.
- These techniques have long lasting impact on the mind of consumer as these not effect directly to the conscious mind of consumer but they effect the subconscious mind of consumer.
- Paper concluded that respondents agree or strongly agree on the question of impact of such type of advertisement.
- These types of advertisement have a long-lasting impact and also massive reach.

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Questionnaire

Hello Sir/Ma'am

I, Anita under the guidance of my supervisor, I am able to conduct a research survey on topic G20 Summit 2023 logo: Is it a subliminal Metaphor. Please be completely honest in your response and understand that the information will be kept strictly private and used only for research.

Personal Profile

Name:

(Please tick ✓ below)

Age

- 18-28 Yrs.
- 29 – 39Yrs.
- 40 – 50 Yrs.
- Above 51 Yrs.

Gender

- Male
- Female

Occupation

- Business
- Profession
- Student
- Homemaker
- Others

Education Level

- 12th
- Under-Graduate
- Post-Graduate
- Others

Income-Group (Monthly)

- Below 10,000
- 10,000-15,000
- 16,000-30,000
- Above 30,000

(Please tick below)

- **Have you any idea about G20 Summit 2023?**
 - Yes
 - No
- **What you think Lotus in G20 Summit 2023 logo represent? Choose only one**
 - A symbol of Goddess Luxmi
 - National Flower
 - BJP party symbol
 - Any other
- **Do you think Lotus in G20 Summit 2023 logo attract viewer's attention?**
 - Yes
 - No
- **Do, you think govt should choose any other symbol to represent Indian Culture or Tradition?**
 - Yes
 - No
- **Do, you think running govt is doing good internationally?**
 - Yes
 - No
- **Does running govt perfectly promoting their own party through G20 summit?**
 - Yes
 - No
- **Do you think that G20 Summit 2023 will going to increase the vote bank of ruling party?**
 - Yes
 - No
- **Do you change your opinion about BJP party after seeing logo of G20 summit 2023?**
 - Agree
 - Disagree
 - Neutral
- **Do you recall the image shown on G20 logo while doing voting decision during election?**
 - Agree
 - Disagree
 - Neutral
 - Strongly agree
 - Strongly disagree
- **Do you vote in favour of BJP due to G20 logo?**
 - Agree
 - Disagree
 - Neutral
 - Strongly agree
 - Strongly disagree.

