

HOW TO WRITE A SLOGAN BY THE PARTISAN SOCIAL CLUB

- 01 Select an existing slogan, phrase, lyric or similar (e.g. Maggie, Maggie, Maggie – Out, Out, Out!, Make love not war, No war but class war, Power to the people, The personal is political, We are the 99%, Workers of the world, unite! No gods, no masters, An injury to one is an injury to all)
- 02 Choose a social or political issue that you have something to say about – for example, on memberships, collectives and unions
- 03 Change a word or words in order to give it a new meaning based on your chosen issue (e.g. Protest is beautiful)

SOME TIPS

- Remember, slogans are not marketing statements (e.g. Just do it) but say something about the world (e.g. Votes for women). Slogans call for action, they demand that something new happens, or that a dominant conception of society is overturned (e.g. Black is beautiful, The personal is political)
- The existing phrases that you adapt do not have to be something you agree with - you are replacing these words with your own
- Practice by using the same phrase to write multiple slogans about different issues

WHAT MAKES AN EXISTING PHRASE SUITABLE FOR TURNING INTO A SLOGAN?

- It is not too long
- Its meaning is not too complicated
- You don't have to change too many words

