

Psychological warfare is the most tormenting, and usually the prerequisite condition for victory in war. Slogans, are therefore, one of the fastest and most convenient propaganda methods. They concisely publicize the collective beliefs of an era or disclose certain duties, but in actual fact unable to conceal the fear and anxiety embedded within; slogans become publicized and forcibly implemented by the government. In daily life, they were the constant reminders, invasions, operatives; political ideologies are constantly being monitored to ensure that they remain "correct". Even when the slogan represents a lie, it allows the governing to feel assured and being in control.

Ubiquitous military and political slogans are usually stereotyped, but for one to spot them on residences seems quite odd. However, it is precisely these sentiments which make me feel an absurdity that is hidden in the past. The passing of time has led to this withdrawal, filling me with sadness. The slogan is the highest directive, infallibly correct, an irreplaceable authority, the only way to exist, surpassing

the power of Constitutions and Laws. Undoubtedly, its influence to us can be compared to Buddhism's old saying, "Do good reap good, do evil reap evil" or Christianity's "Jesus is the path to eternal life".

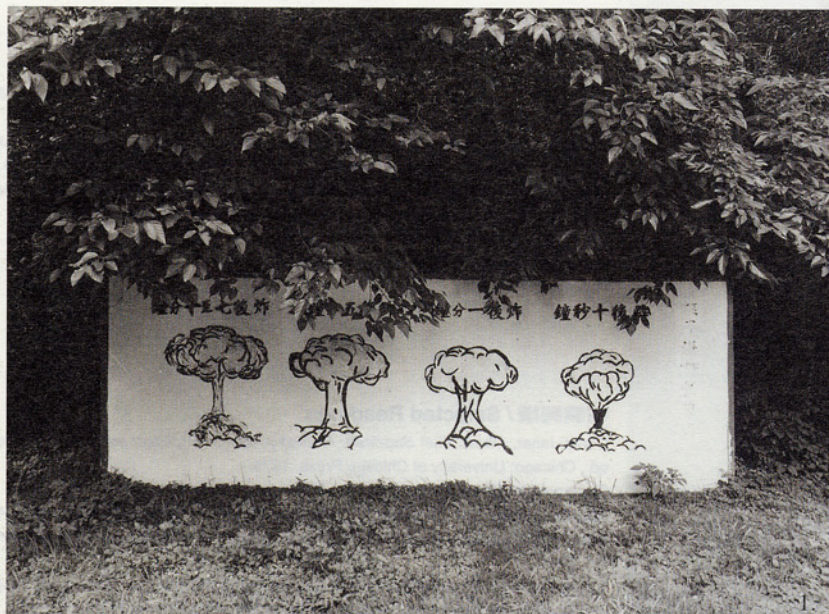
Unknowingly, signs of slogans across Taiwan have disappeared; which under today's context, seem like unfulfilled self-hypnosis even though things have not changed so much. Yet, as a matter of fact, today's advertisements have simply replaced slogans of the past as we are being brain-washed with or without our consent. In truth, slogans are the crudest, least ineffective method of brain-washing, and mostly for self-assurance. However, slogans are simple to memorize like passwords, surfacing from time to time in our subconsciousness. Like secret passwords, perhaps this is the magnetism of slogans; as they carry the pains of history and heal our unfulfilled wishes that lie in the unreachable past. [Translated by Sasha Wang]

Ubiquitous Slogans

無所不在標語駁

Photo & Text: Jui-Chung Yao

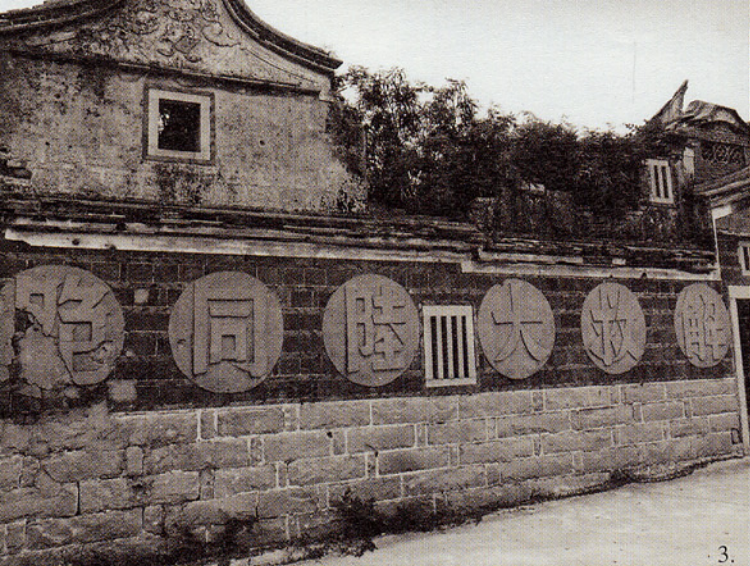
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1. 馬祖充滿著國共冷戰時期的軍事標語。圖為南竿某核生化訓練場上的核爆圖解牆。 / Matzu was filled with military slogans during the Cold War period. The images on the wall show nuclear explosions in a biochemical training field of Nangang.



2. 馬祖北竿芹壁村某民宅外牆「光復大陸」標語。靜靜地與不遠處的龜島，緩慢地被時空變遷所遺忘。 / "Restore China", a slogan painted on the wall of a house in Chin-bi village on Matzu. Gradually, the slogan, like Turtle Island in the distance, have been forgotten as time passes.



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3.金門青嶼某廢墟上的「解救大陸同胞」標語。隨著小三通而正式成為一句荒謬的口號。 / Statue of an angel of allegiance stands outside the Kinmen Chen-Kuan military leisure center, drowned amidst the fauna, a mark of respect to invisible ghosts.

4.金門某民宅廢墟上的「服從最高領袖」標語。見證著大時代下平凡子民被灌輸的信念。 / "Obedience to the Leader", a slogan on the ruins of a dwelling in Kinmen. A testament to the notions installed into the people at the time.



5.

5.金門成功官兵休閒中心外的效忠領袖天使塑像，淹沒在如同叢林的鳥語花香之中，向歷史的無形幽魂致敬。 / "Save our Chinese compatriots", a slogan on the ruins of a dwelling on Green Island in Kinmen, which sounds ridiculous in present times.

心理戰其實是最折磨人的，也往往是戰爭勝利的首要條件。而標語是最便捷的一種宣導手段。它簡潔扼要的反映出某個時代的集體信念，或隱含著某種抱負，但實際上卻又無法掩飾深藏其中的懼怕與焦慮，這使得標語成為上頭宣導或強迫性的置入，生活中隨時被提醒、被介入、被窺探，意識形態隨時都在檢驗著思想上的政治正確。那怕是一句謊言，都可以讓統治者得以安眠，執行者得以交待。

無所不在的軍事與政治標語大都很八股，但在民宅建築物上見到，倒有幾分奇怪之感。然而正是這種微妙的情緒夾雜著一些記憶，使得我感受到某種不可迴避隱藏在時間背後的荒謬性，正是時光造成了這般的抽離，使我不免感傷。像是最高指導原則，連憲法或法律都靠邊站，它帶有一種無庸置疑的正確性，

不可取代的權威性，是生存的不二法門，其地位如同佛經中的「放下屠刀，立地成佛」，或基督教中「信我得永生」般的無庸置疑。

曾幾何時，台灣島內的標語早已消失殆盡，如今看來，都成為一個偉大而不可能達成的自我催眠，然而時代的變化其實並沒有多大改變，以往的口號或標語如今只不過是被另一種形式的廣告取代，無論是出於自願或非自願，每天還是得被更為龐大且有效的方式洗腦一番。相較之下，標語是所有洗腦方式中，最土又最沒效的一種方式，自我安慰的成份居多，但它簡單好記，如影隨形地潛伏在記憶深處，成為一種通關密語，這大概就是標語迷人之處，它刺痛著歷史，也療治我們心中那永不復返的所願。