

READING RELIGION THROUGH MANCHESTER UNITED'S

ANTHEM AND EPITHET

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A FINAL PROJECT STATEMENT

I declare that this thesis is my own and I am completely responsible for the contain of this thesis. All the sources that I have used or quoted have been indicated and acknowledge by means of complete refferences.

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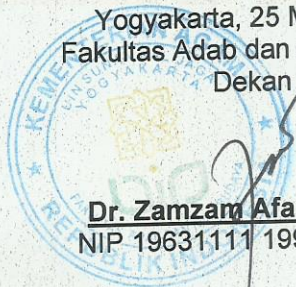
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ABSTRACT

Supporters of Manchester United have anthem and epithet to support and to describe their beloved football club. The anthem is entitled *Glory Glory Man United*, meanwhile the epithet is named *Red Devil*. The main word of the anthem is word *Glory*, meanwhile the main word of the epithet is *Devil*. Moreover, Manchester United is the only football club in England Premier League which using religious term in its anthem and epithet; they are words *Glory* and *Devil*. Anthem and epithet of a football club isn't only media for supporting football club, but also it has hidden meaning which has greater purpose. To reveal how religion is depicted to value the hidden meaning of words *Glory* and *Devil*, this research uses objective approach and applying semiotic theory by Roland Barthes. In conclusion, word *Glory* has meaning from religious perspective that is the greatness of God. Then, word *Devil* based on religious perspective means most powerful evil being, but also has good spirit because *Devil* is former of an angel. Those two words has a connection, that is both similarly symbolize religious term, and by using those two words, Manchester United wants to be recognized as football club which has greatness as big as religion because the greatness of God, big power of Devil, and Angel spirit are with the team. Religion is chosen or depicted by Manchester United to value the words *Glory* and *Devil* in purpose to attract the attention of the society to be loyal and always supporting the team.

Keywords : *Anthem, Epithet, Glory, Devil, Semiotics, Meaning, Symbol*

ABSTRAK

Suporter Manchester United memiliki lagu dan julukan untuk mendukung serta mendeskripsikan tim kesayangan mereka. Lagunya berjudul *Glory Glory Man United*, sedangkan julukannya bernama *Red Devil*. Kata utama dalam lagu Manchester United adalah kata *Glory*, sedangkan kata utama dalam julukannya adalah *Devil*. Terlebih lagi, Manchester United adalah satu-satunya klub sepakbola di liga premier Inggris yang menggunakan istilah agama dalam lagu dan julukannya, yaitu kata *Glory* dan *Devil*. Lagu dan julukan dari sebuah klub sepakbola tidak hanya berupa media untuk mendukung klub, tetapi juga memiliki makna tersembunyi yang memiliki tujuan yang lebih besar. Untuk mengungkap bagaimana agama digunakan untuk memaknai arti tersembunyi dari kata *Glory* dan *Devil* penelitian ini menggunakan pendekatan objektif dan pengaplikasian teori semiotik oleh Roland Barthes. Kesimpulannya, kata *Glory* memiliki arti dari sudut pandang agama adalah keagungan Tuhan. Kemudian, kata *Devil* menurut sudut pandang agama berarti makhluk yang memiliki kekuatan jahat yang paling kuat, namun juga memiliki semangat kebaikan karena iblis (*Devil*) merupakan perwujudan mantan malaikat. Kedua kata tersebut memiliki hubungan yaitu sama-sama menyimbolkan istilah agama, dan dengan menggunakan dua kata tersebut, Manchester United ingin dikenali sebagai klub sepakbola yang memiliki kebesaran layaknya agama karena kebesaran Tuhan, kekuatan besar Iblis, dan semangat Malaikat ada pada dirinya. Agama digambarkan oleh Manchester United sebagai tujuan untuk menarik perhatian masyarakat supaya setia dan selalu mendukung Manchester United.

Kata Kunci : *Lagu, Julukan, Glory, Devil, Semiotik, Arti, Simbol*

MOTTO

THERE ARE SO MUCH ARROWS WHICH STAB THIS HEART,

BUT THIS IS HOW WE HAVE TO LIVE IN THIS EARTH. .

(SELF QUOTE)

BETTER TO REIGN IN HELL, THAN SERVE IN HEAVEN. .

(JOHN MILTON)



DEDICATION

Sincelery, I dedicate my graduating paper to:

My mother and father, Ibu Korentina Prantiasih and Bpk Agus Sugiarto

My beloved younger brother, Kevin Oktanaya Salman

My grandfathers, grandmothers, and my big family



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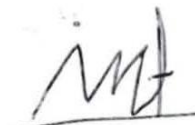
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Furthermore, the researcher recognize that this research paper is very far from perfect due to limit knowledge of the researcher. Therefore, critics and suggestions always needed by the researcher for the perfection of this paper. Finally, the researcher hope that all parties whom the researcher has mention above achieve reward from Allah. In addition to that, hopefully can be useful for the readers.

Yogyakarta, 27 April 2016

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Premier League is a famous sport competition. It is England professional league for men's association football clubs. At the top of the England football league system, it is the country's primary football competition. Contested by 20 clubs, it operates on a system of promotion and relegation with the Football League. Welsh clubs that compete in the English football league system can also qualify (<http://www.premierleague.com/content/premierleague/en-gb/contact-us.html>). Premier League in England is an example of popular culture. Examples of popular culture come from a wide array of genres, including popular music, print, cyber culture, sports, entertainment, leisure, fads, advertising and television. Sports and television are arguably two of the most widely consumed examples of popular culture, and they also represent two examples of popular culture with great staying power. The term 'popular culture' holds different meanings depending on who defines it and the context of use. It is generally recognized as the *vernacular* or *people's* culture that predominates in a society at a point in time. As Brummett explains in *Rhetorical Dimensions of Popular Culture*, pop culture involves the aspects of social life most actively involved in by the public. As the 'culture of the people', popular culture is determined by the interactions between people in their everyday activities:

styles of dress, the use of slang, greeting rituals and the foods that people eat are all examples of popular culture. Popular culture is also informed by the mass media. (Brummett, 2008: 9)

This Premier League is the most-watched football league in the world, broadcast in 212 territories to 643 million homes and a potential TV audience of 4.7 billion people. In the 2014-2015 season, the average Premier League match attendance exceeded 36,000, second highest of any professional football league behind the Bundesliga's 43,500 (<http://www.worldfootball.net/attendance/>). Most stadium occupancies are near capacity. The Premier League ranked second in the Union of European Football Associations (UEFA) coefficients of leagues based on performances in European competitions over the past five seasons. These are because sports are played and watched by members of all social classes, but the masses are responsible for the huge popularity of sports. Some sport events, such as the World Cup and the Olympics, are consumed by a world community. Sports are pervasive in most societies and represent a major part of many people's lives. Showing allegiance to a team as a means of self-identification is a common behavior. Further, cheering for a sports team or a favorite athlete is a way of any individual can become part of popular culture.

Of the 46 clubs to have competed since the inception of the Premier League in 1992, only five have won the title: Manchester United (13), Arsenal (3), Chelsea (3), Manchester City (2) and Blackburn

Rovers (1). The current champions are Chelsea, who won the title in 2015. The inception of the premier league in 1992 created some famous clubs which won the league regularly. They are called by “big four” because of their popularity. They are Manchester United, Arsenal, Chelsea, and Liverpool.

Football, mainly Premier League in England, over the years has expanded. Previously, it had been a harmless sport, in which twenty-two men kicked an inflated piece of leather, and presently it has become a monopoly in which the fans are completely brainwashed, conned and bewitched. Previously, people would relax by watching a match or two; presently, it is an addiction. Throughout this year, a satellite broadcasting company has been displaying a billboard in which the slogan ‘Football no longer remains a game. Football is a religion!’ was advertised. Whose religion? Mine? Yours? Negative!

The popularity of football club creates some aspects. The aspects are used by supporters to support or describe their beloved club. The first aspect is an anthem for supporting the beloved club. Anthem according to Oxford Learner’s Pocket Dictionary 4th edition is piece of music sung in churches or written for a special occasion (Victoria, 2008: 16). The four golden words *Glory-Glory Man United* are the title of the anthem and also synonymous to Manchester United. These words are an integral part of everything that is written, spoken about United by its enormous fan base that stretches to the remotest and the most isolated parts of the world. The

pride and passion attached to these words are exemplary and unparalleled. Fans and followers identify themselves with these words; they are seen on banners, posters, wallpapers, flags, and every piece of memorabilia which bears the name of the greatest club in the club.

This anthem is the heart, soul, sound of Manchester United, and a music to the ears of all United's fans. This inspiring song brings fans together and 75.000 supporters singing it in chorus at the Theatre of Dreams is a moment to capture and savor (<http://sportskeeda.com/football/glory-glory-man-united-the-anthem-that-unites-the-red-part-of-manchester>). Although, the anthem was created in England, but it's famous for all of Manchester United supporters around the world including in Indonesia. On the anthem's lyric of Manchester United, the word which dominantly appears is *Glory*. *Glory* itself based on Oxford Learner's Pocket Dictionary 4th edition, is fame, praise or honor, or special cause for pride, respect, or pleasure (Victoria, 2008: 188).

Another aspect is epithet. According to Oxford Learner's Pocket Dictionary 4th edition epithet is adjective word/s used to describe something (Victoria, 2008: 149). Manchester United has an epithet named *Red Devil*. Then, United incorporated the name in its scarves and programs, and later a cheeky looking devil with a pitchfork made its way to the crest alongside the ship with its sail open. United also modeled their mascot 'Fred the Red' on the same lines. Clubs rivals and fanatics have criticized the use of the devil symbol as 'Satan's worship', but putting

aside all such snide remarks, it seems to have worked well for United with their dramatic success (and flurry of late goals) in the modern era. The word *Devil* according to Oxford Learner's Pocket Dictionary 4th edition is most powerful evil being or person who behaves badly (Victoria, 2008: 122).

The two main words of the anthem and epithet; *Glory* and *Devil* are opposite thing based on their meaning in Oxford Learner's Pocket Dictionary 4th edition. According to Islamic perspectives, there is a verse which explains that *Glory* and *Devil* are opposite things. The verse is surah Fatir: 10.

مَنْ كَانَ يُرِيدُ الْعِزَّةَ فَلِلَّهِ الْعِزَّةُ جَمِيعًا إِلَيْهِ يَصْعَدُ الْكَلِمُ الطَّيِّبُ
وَالْعَمَلُ الصَّالِحُ يَرْفَعُهُ وَالَّذِينَ يَمْكُرُونَ السَّيِّئَاتِ لَهُمْ عَذَابٌ
شَدِيدٌ وَمَكْرُ أُولَئِكَ هُوَ يُبْورُ

Whosoever desires glory, the glory altogether belongs to God. To Him good words go up, and the righteous deed -- He uplifts it; but those who devise evil (devil) deeds -- theirs shall be a terrible chastisement, and their devising shall come to naught.

(http://theonlyquran.com/quran/Fatir/English_Arthur_John_Arberry/?ayat

=10)

The explanation of verse above, based on the Islamic perspective, word *Glory* and *Devil* are opposite thing. God will uplifts person who walks in the right way and will be given with glory. Meanwhile, God will not bless anyone who believes in devil or satan and the people who believe

on it will be in terrible. Moreover, according Christian perspective, a perspective where the anthem and epithet of Manchester United was created by Christian people, *Devil* is also described as bad thing. It can be seen on the verse of Matius 25:41.

“Then shall he say also to them on the left hand, Depart from me, ye cursed, into everlasting fire, prepared for the devil and his angels” (<http://www.sabda.org/sabdaweb/bible/verse/?b=40&c=25&v=41&version=rwebstr&view=single&lang=indonesia&theme=clearsky>). The verse tells that devil is a cursed creature and his place is in everlasting fire, synonymous with hell.

Although it is clearly written by Qur'an and Bible, the supporters of Manchester United including, they keep supporting their beloved team by singing and saying the anthem and the epithet although they know the meaning based on the verses. Those aspects of Manchester United must be not only a media to support and describe the club, but also have hidden meaning which has greater purpose.

This research chooses the anthem's main word and epithet's main word of Manchester United because Manchester United is the only football club in England Premier League that is using religious term (*Glory* and *Devil*) on its anthem and epithet; they are word *Glory* and *Devil*. In addition, those words are the media for supporters to support their beloved club, opposite thing based on Islamic perspectives, and have philosophy or hidden meaning behind that all. Moreover, the one that

becomes the most winners in England Premier League is Manchester United. Manchester United is the most consistent club which won the league in 13 times since 1992. Manchester United is also the only club which comes from England that won three major competition, they are Premier League, FA Cup, and Champions League in 1998-1999 season. Because of that, it has many supporters around the world including in Indonesia.

The using of religious term by Manchester United because it has strong effect to attract the attention of the society. According to Shagor in *Marx and Religion: a Brief Study*, Marx's opinion is that religion is the sigh of the oppressed creature, the heart of a heartless world, just as it is the spirit of a spiritless situation. It is the opium of the people (Shagor, 2006: 1). Concerning those ideas, it is interesting to reveal the correlation between religious terms of Manchester United in using words *Glory* and *Devil* with Marx's opinion about religion.

This research wants to seek the meaning which using religious term that lies inside the words *Glory* and *Devil*, and reveal the connection between them. After knowing the meaning and the connection, the societies can know the usage of word *Glory* and *Devil* of Manchester United. This research also wants to tell Manchester United supporters that words *Glory* and *Devil* in the anthem and epithet which are used by the supporters have deep meaning and connection.

The epithet and the anthem surely have the deep meaning why the creators choose religious terms which symbolized in words *Glory* and *Devil* as the main words of the anthem and epithet. Semiotics theory by Roland Barthes is suitable to seek the meaning from the anthem's main word and epithet's main word. Based on Roland Barthes semiotics theory, all the meanings of thing in the world cannot be solved just with denotation (first order meaning), but should be solved with connotation (second order meaning) (Allen, 2001: 50). Abrams states that symbol, in the broadest sense of the term, is anything which signifies something else; in this sense, all words are symbols (Abrams, 2005: 168). Pierce adds that symbol is something which functions as a sign because of some rules of conventional or habitual association between itself and its object (Hawkes, 2003: 104). Hence, this research attempts to interpret symbols or second order meanings which are presented in words *Glory* and *Devil* of Manchester United.

1.2 Research Questions

According to the background of study, this research is intended to find and answer some following questions:

1. What is the meaning of words *Glory* and *Devil* in Manchester United and what is their connection?
2. How religion is depicted in the anthem and epithet of Manchester United?

1.3 Objectives of study

This research aims to reveal the meaning of words *Glory* and *Devil* of Manchester United and to see the connection between them. In addition, this research also reveals how religion is depicted in the anthem and epithet of Manchester United

1.4 Significances of study

This research is expected to have benefits in this following field:

1. Theoretically, this research testifies to the semiotic theory which can be used to reveal words *Glory* and *Devil* of Manchester United, a football club in England.
2. Practically, this research can be beneficial as the reference for the next research on anthem and epithet of Manchester United or another football club especially for students, lecturers, and researchers. Using semiotics theory enables to uncover more values on the anthem and the epithet that have relation with Manchester United or other football clubs.

1.5 Literature Review

There have been some researches attempting to analyze aspects of football club. The researches come from different field of study. All of them used semiotic approach to analyze the aspects such as symbol, logo, or anthem. The following are the researches which applied semiotic theory to analyze aspects of football club.

First, In 2004, Anthony King from University of Exeter, UK wrote a journal in title *The New Symbols of European Football*. He attempted to reveal that In 1992, UEFA, the Union of European Football Associations, replaced the final rounds of the European Cup with a mini-league competition called 'The Champions League' and developed three symbols to market this new competition. This article drew on Barthes's semiology to examine the political significance of these symbols. It claimed that the symbols developed by UEFA communicated a sense of tradition of which UEFA was the guardian. In this way, the symbols seek to suppress the current political tensions within European football between UEFA and the big European clubs.

Relating to logo or symbol of football club, in 2014, Ilias Michailidis, Ifigenia Vambakidou, Argyris Kyridis, & Anastasia Christodoulou wrote a journal titled *The logotypes of football clubs as expressions of collective identities: a socio-semiotic approach*. Their article focused on 119 logotypes that were depicted on European football club kits. The football clubs were selected based on their participation in the first two rounds of the UEFA Champions League competitions and in specific in its first two rounds covering a period of time from 1993 to 2010. Their research interest focused on the significance of ideological loading in terms of the codes occurring in team logos as symbols of collective identities. Their view was, firstly, that logotypes had absorbed and internalized values and stereotypes from the wider social sphere

(paradigmatic axis) and, secondly, that there was a common structuring of logos in terms of codes (syntagmatic axis). Their research was based on socio-semiotic methodology, which was not confined to a formalistic approach of texts, but scrutinized them as an integral part of a material, socio-economic and political context. The analysis led to a series of important data referring to the structuring of team logos as well as to how these logos were related.

Another symbol or logo of football club research was written by Dina Puspitasari entitle ANTHEMS AND LOGOS IN MANCHESTER UNITED AND LIVERPOOL: A STUDY OF SOCIAL SEMIOTICS. The thesis tried to find that football was famous sport in the world. The history of football in England was so long and England became the place where this sport improved. The spread of symbol usage in football was so important. Socio-semiotic was semiotic study that analyzes sign system which was created by human that was called logo. The purpose of the research was for analyzing symbol or logo and meaning of anthem of Manchester United and Liverpool. This research attempted to understand deeper about verbal and visual, meaning and usage, and their connection in creating the characteristic of those football clubs. Visual analysis aspect uses theory from Arthur Asa Berger (1984), and lyric analysis of anthem uses context situation theory by Halliday (1985). The result of this research showed that visual and verbal aspect of Manchester United describes that Manchester United was club which is strong and has high

level in fair play. While the visual and verbal aspect of Liverpool emphasized on the spirit of togetherness. Anthem and symbol were the attribute for creating the characteristic of a football club.

Three of the researches above applied the same theory, semiotics theory. But, the semiotic theory that was used by them was specific in socio-semiotics. By applying the socio-semiotics theory, the first research yielded symbols that become new symbols of European football. The second and third research produced the identities of some European football club. However, all of them did not specify the research on the part of anthem's main word and epithet's main word of Manchester United. Moreover, the researches above analyzed social value in relating with logo or symbol of football club, while this research uses semiotics theory in specific to reveal the meaning of words *Glory* and *Devil* in Manchester United's anthem and epithet. Therefore, this research is reasonable and different to be analyzed.

1.6 Theoretical Approach

Barthes was interested in applying the method of semiotics into the reading of everyday life phenomena and in particular, popular culture since he was convinced that objects and events always meant more than themselves; 'they are always caught up in systems of representation, which add meaning of them' (McNeill: 1999). Barthes was convinced that semiotics would provide an appropriate reading of modern culture since unlike liberal humanist studies of culture, it is 'a science of signs that not

only possesses a notion of ideology against which the truth of science can be measured, but it promises a scientific way of understanding popular culture' (Strinati, 2004: 97). His semiological analysis of popular culture included the decoding of signs in areas such as fashion, literature magazine, music, and photography.

The key concept introduced in his work is nevertheless, the notion of *myth*: a form of popular culture that is 'a system of communication that is a message' not defined by the object of its message, but by the way in which it utters this message' (Barthes, 1988: 117). In other words, myths are dominant-hegemonic connotations attached to material and social phenomena (Lacey, 1998: 68). The dominant-hegemonic position is when the viewer, or audience member, is located within the dominant point of view. Within this position, there is little misunderstanding and miscommunication, as both sender and receiver are working under the same rule set, assumptions and cultural biases. It is this position that will allow the transmission of ideas to be understood the best, despite certain frictions that may occur due to issues of class structure and power, specifically between the elites who are able to dictate the rule set and the non-elites who must adopt the elite's rules as dominant (Hall, 1993: 101). Barthes definition and investigation of myths originated the field that is now known as cultural criticism by amongst other factors introducing the notion that every cultural object embodies a certain ideology or values of

the dominant value system that only through the use of semiotics one is able to identify.

However, person who inspired Barthes was the structuralist Saussure (as the father of modern linguistics and one of the founding fathers of semiotics). He described semiotics very succinctly as the study of the role of signs as part of social life. He was responsible for the introduction of the structuralist core concept of the field that signs were "two-sided entities" composed by a 'signifier' and a 'signified' (Holdcroft, 1991: 66). The signifier is the sound image and 'the hearer's psychological impression of a sound' while the signified is the abstract content of the sign (Saussure, 1986: 66). In addition to this, he claimed that the signification, the relationship that holds together the signifier and the signified, was arbitrary since 'there is no rational connection between a physical object (signified) and the word or symbol attributed to it (signifier)' (Saussure, 1986: 67). In his view, signs only gained their meaning from their relationship and contrast with others seeing that "red" can only be understood in opposition to "blue", "yellow" or any other color. Despite Barthes' belief that semiology was a "tentative science" that had the necessity of being improved upon, these foundations would prove essential for the understanding of his application of semiotics to the reading of popular culture forms since he saw it.

Different to Saussure, Roland Barthes improve semiotics concept with his own way but still uses the basic concept of semiotics. Based on

Roland Barthes semiotics theory, all the meanings of thing in the world cannot be solved just with denotation (first order meaning), but should be solved with connotation (second order meaning) (Allen, 2001: 50). After all, Barthes concept is the ideal method to conduct on this research because anthem and epithet are included as culture aspects that are used by Manchester United fans. Roland Barthes' semiotics theory is also suitable be used to explain second order meaning of word *Glory* and *Devil*.

1.7 Method of Research

1.7.1 Type of Research

The type of this research is qualitative research design. Qualitative research design means the researcher explore the social or human problem of individuals or groups (Cresswell, 2009: 1). This research also uses case study as the strategy of inquiry. Case study defines as the method to observe social unit, cultural group, or entire community (Cresswell, 2009: 8). Case study is used because this research explores the meaning of word *Glory* and *Devil* which are included as cultural aspects.

1.7.2 Data Sources

Data sources are the data which are used in doing the research. This research uses the lyric of the anthem and the epithet as the source of the data. Then the objects of main data in this research are the words *Glory* and *Devil* in the anthem and epithet of Manchester United.

1.7.3 Data Collection Technique

This research takes the definition, interpretation, or meaning of the data by listening the anthem of Manchester United many times and reading from some sources about the epithet of Manchester United to understand them. After having the definition or meaning of the anthem and the epithet, this research selects a main word from the lyrics of the anthem and the epithet, they are words *Glory* and *Devil* then classifies them by applying and recognizing semiotic theory. The library research is needed out to find the information related to the anthem's main word and epithet's main word of Manchester United. Then, the information is connected with this research.

1.7.4 Data Analysis Technique

In analyzing the data, this research classifies the symbols from the anthem and the epithet; the symbols are the main words *Glory* and *Devil*. The first step of analysis is classifying and finding that the word *Glory* dominantly appears on the anthem and the word *Devil* is the main noun on the epithet of Manchester United. Then the next step is applying semiotics theory by Roland Barthes, because semiotics by Barthes recognizing meaning of symbol from popular culture. This research investigates the data into two kinds of semiotics: connotation and denotation meaning. After that, this research draws the meaning, connection, and also conclusion of those main words.

1.8 Paper Organization

This research is divided into four chapters. The first chapter is Introduction. It provides general information about this research such as Background of Study, Problem Statement, Objective of Study, Significance of Study, Literature Review, Theoretical Approach, Methods of Research, and Paper Organization. The second chapter is the intrinsic and extrinsic elements of the anthem and epithet. The third chapter is Discussion of the kinds and the meanings of the words *Glory* and *Devil*. The last chapter is conclusion, the result, or the summary of the research.

CHAPTER IV

CONCLUSION

Based on the research which has done by the researcher, there are some conclusions which have relation to the analysis. They are the meanings (connotative meaning) which lie behind the words *Glory* and *Devil*, the connection between them, and Religious depiction in Manchester United.

Manchester United and their fans want the use of words *Glory* and *Devil* on the anthem and epithet as the symbol of religion's greatness. Using religious perspective, Manchester United values God's presence in word *Glory* and Devil's power in dominating Hell in word *Devil*. The purposes of using those words are convincing many people that the club is as big as religion. Hopefully, it will bring both players and fans to be closer with the object of worship called Manchester United and become the loyal adherents of Manchester United.

By keep using the word *Glory* and *Devil* as the anthem and epithet, Manchester United wants to be a football club which is regarded by most people as a football club which symbolizes the greatness of Divine Devil. Manchester United also wants to be regarded by most people as an extremely powerful football club which is tempting every human to obey and support it. The combination of those words is representing that Manchester United is the king of everything mainly Hell called England Premier League competition. It will intimidate the competitors so that they

will afraid with Manchester United. It is showing that Manchester United is very big football club which has great power on the form of Divine Devil power and angel spirit. The words are also creating a confidence for Manchester United and their fans to face any clubs in the world; because the club feels that religious power is with the club.

In this case, Manchester United depicts religion value by using many religious terms in its aspects. The anthem and epithet are not only media for supporting the club, but also have greater purpose. By using religious symbolism, Manchester United wants to gain as many as possible the attention of society that the club is a place or something to believe that provides happiness or comfortableness. Manchester United also wants the use of the religious terms to create alienation for many people. By creating alienation, people will lost their consciousness to nature, reality of life, and others so that Manchester United can bring the consciousness of many people to exclusively obey to watch and support the club in the stadiums.

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