
COMPARING EFFECTIVENESS OF ELECTORAL CAMPAIGNS IN DEVELOPING COUNTRIES: A CASE STUDY OF PAKISTANI GENERAL ELECTIONS, 2013 AND INDIAN GENERAL ELECTIONS, 2014

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Abstract

During elections, political parties compete through their election campaigns to communicate with voters. In this sense, election campaigns can be seen as a particular type of information campaign in democratic countries carefully crafted to inform the electorate and persuade the voters. There are various strategies employed by political parties during their electoral campaigns. However, the process of election campaigning has undergone a transformation during recent decades. There has been a change in a platform from conventional to digital where the new forms of social media have taken an important role of appealing the voters. Hence, this study aims to investigate the adoption of this new communication paradigm by political parties during 2013 Pakistani General Elections and 2014 Indian General Elections. Furthermore, this research also analyses the changing strategies of election campaign communication in a rapidly evolving media environment and aims to assess the effectiveness of political campaign strategies during the elections.

Keywords: Election Campaigning, Strategies, Pakistan General Elections 2013, Indian General Elections 2014, Social Media

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1. Introduction

Elections are multifaceted events that serve as a connection between the political elites and the common masses. As an integral part of an electoral cycle, the electoral campaigning plays a vital role in setting an agenda or constructing perceptions regarding political parties and their leaders and have a strong impact on electoral results for winning over 'undecided' voters. Campaigns matter so far as they have an impact on citizen's electoral choices and the citizens react to the campaign events (Hillygus, 2005). There are various tactics used by political candidates and political parties during the elections to communicate with the voters and to impact their voting behavior. Some messages are communicated directly to voters but most of the messages are communicated indirectly using mass media (Norris, 2001). Realizing the importance of social networking sites, the political actors have recently started to use social media such as Twitter, Facebook and YouTube as an important part of their electoral campaigning strategy.

These platforms offer innovative ways to stimulate citizen's political engagement especially during the election campaigns. The main advantage of using social networking sites for election campaigning lies in their multiplier effect. Users connected with any political party or candidate are exposed to content generated by the campaign. The supporters get convinced to share it on their personal networks. This multiplier effect becomes effective when candidate's page is followed or liked by a substantial number of supporters. For this purpose, the campaign should attract an enormous number of supporters on its social media page.

The rationale for selecting Pakistan and India for comparative analysis regarding the effectiveness of electoral campaigns is the presence of some shared features regarding election campaigning between both the countries. In both Pakistan and India, the personal influence of the candidate, his earlier performance and achievements as a politician, maligning of the opponent, development-oriented slogans, reference to specific castes, anti-corruption themes and credibility of the political parties in national politics are prime factors determining the success of a candidate in the elections (Usman, Munawar & Amjad, 2013). Furthermore, according to a three-fold classification of election campaigning as given by Plasser and Plasser (2002), Pakistan and India fall into the category of pre-modern and modern campaigning techniques.

The core question addressed by this study involves investigating the campaigning strategies used by political parties and political candidates during Pakistani General Elections 2013 and Indian General Election 2014? This research also explores the variations in these strategies with regards to both the countries. It is also important to investigate which political parties' strategies were most effective and for which category of the electorate. Therefore, this research examines the effect of increased usage of social media during these political campaigns on the voting behavior of masses particularly youth. This study also examines whether the electoral campaigns of different political parties and candidates influence the electoral outcomes in both the countries?

The 'Uses and Gratification Theory' is employed for analysis in this research. The theory attempts to explain the behavior of audiences, their usage patterns and perceptions regarding media along with the consequences of exposure to media. During the campaigning, the voters satisfy their numerous psychological, social and mental needs through various media outlets. Aristotle's Modes of Persuasion are also used for analysis of political advertisements. Aristotle proposed the notion that any spoken or written communication that intends to influence the audience contains three main rhetorical elements *i.e.* logos, ethos and pathos. Logos pertains to logic and reasoning in the communicated message, ethos pertains to the credibility of the communicator and pathos pertains to the emotional dimension of the communicated message.

An extensive range of literature addresses the strategies of the election campaigning but there is no convenient and accessible source that gives a systematic and coherent picture of the strategies along with their evolution. Though the scholarship exists regarding election campaigning in India and Pakistan, the quick pace at which this field has been evolving result in a scarcity of literature related to this subject. Following the significance of elections and electoral campaigns in democratic countries, this phenomenon warrants a comprehensive analysis.

2. Strategies of Electoral Campaigns in Pakistan's General Elections, 2013

2.1. Political Advertisements

Political advertising (electronic and print) is the type of communication used as a marketing strategy that aims to sell the candidate of a party to the electorate with the purpose of gaining the votes. The categories under which these ads are organized include emotional content or factual content as the main theme of the advertisement.

2.1.1. Electronic Advertisements

As the campaign environment during 2013 General Elections was affected by the security concerns, the three leading political parties PTI, PPP and PML-N shifted their course of action and instead of directly dealing with the electorate, they focused on electronic media. The promise of 'change' as advocated by PTI and the slogan for 'Brighter Pakistan' as championed by PML-N dominated the political advertisements. The political advertisements of PPP were emotionally charged as they shrewdly made use of the video of Benazir Bhutto's last speech that she delivered before her assassination in 2007. Moreover, PPP didn't have accomplishments to demonstrate regarding its five years in power, it resorted to negative campaigning against its opponents.

The advertisements of PTI were occupied with rhetoric promising a brighter future for Pakistan. These ads offered voters "New Pakistan with PTI's party symbol, a cricket bat, swiping away corruption and propelling the country into the future" (Newsweek Joins Pakistan's Media Revolution, 2010). The ads mostly used emotional appeals with one of the ads playing out famous song 'Hum Dekhein Gay'. The advertisements further got an emotional turn especially after an accident of Imran Khan during one of the rallies when the party's political campaigns used this accident as its emotional content to get empathy votes. One strategy that was particularly used by PTI for its advertisements was 'Comparative Ads' method to slander its opponents. It showed the video clips and newspapers headlines of PPP and PML-N promising to work together to discredit the two rivals together. As compared to PPP and PTI, PML-N's advertisements focused more on its accomplishments during its reigns. The advertisements especially projected Nawaz Sharif as a statesman and developer. The party succeeded in highlighting the issues concerning public interests especially focusing on infrastructural development and electricity crisis and resultantly, it succeeded in getting greater votes as compared to the other two political parties.

2.1.2. Print Advertisements

The impact of the print advertisements on the voting behavior can be examined through the content analysis of the ads of the two-leading newspaper each from Urdu and English newspapers *i.e.* Jang and Nawai-e-Waqt and Dawn and The News (from 9th April to 9th May 2013). The political advertisements analyzed in these newspapers belong to the three-top famous political parties *i.e.* PTI, PML-N and PPP. The results of this content analysis show that the political party in the rule at that time *i.e.* PPP gained higher projection in the ads in the above-mentioned newspapers *i.e.* the total

number of ads were 105 in number with the maximum number of advertisement given in Jang *i.e.* "49 ads and in Nawa-e-Waqt there were 26 ads in total" (Ahmed & Waqar, 2014). There were 18 ads in The News was 18 and 12 ads in Dawn. PPP had the highest representation in all the newspapers with maximum number of ads in daily Jang because it is the top newspapers read by people according to the readership survey. Another reason can be that Jang is the newspaper with the moderate conservative stance that matches PPP's leftist trends concerning their ideological inclination.

PML-N published 32 advertisements in total with most of the advertisements published in Nawa-e-Waqt *i.e.* 21. The second highest representation was given in Jang with 11 advertisements. PML-N did not give any advertisement in English newspaper which clearly shows that they have intentionally not targeted an elite class but that segment of society that forms the mainstream public. The less representation of PTI in the newspapers might be due to the reason that they had never been in government, so it was problematic for them to gain the representation in the newspapers. This can also be the reason that PTI averted its attention towards social media outlets to interact with its voters.

While PPP used negative advertising in 33.01% of the ads against their opponents, PTI used only 8% of their ads for the negative campaign. PML-N didn't use any ads attacking its opponents in its entire campaign in the newspapers. On the other hand, PPP not only used negative ads for winning the voters or gaining the sympathy of the voters, it also utilized those ads to target the electorate that were neutral and didn't have affiliation with any party. Regarding the factual content, PPP presented 61.2% of ads as factually based ads. PPP mainly addressed the issues of agriculture and also targeted population on the common issues such as load shedding and welfare projects for labor and lower class. PTI dominantly used the emotional content in their campaigns with "84% of their campaign emotional in nature and 16% of their campaign factual in nature" (Ahmed & Waqar, 2014). The central theme of its campaign was 'Naya Pakistan' and its campaign mostly included promises to end corruption. Since PTI had not been in government before, it had to rely on emotional content that addressed the public of Pakistan especially the needy people. PML-N ran a 100% positive promotional advertisement as it had already been the preferred party at the time of the elections. "It used 4.33% of the factual ads and 96.7% of the ads were emotional in nature" (Ahmed & Waqar, 2014). They also addressed the general

issues prevailing in Pakistan at that time and the previous development projects completed by PML-N.

2.2. Public Rallies

One of the traditional methods of election campaigning involves holding public rallies. However, the campaign environment had been marred by insecurity in Pakistan. The campaigns had frequently been interrupted by violent attacks on rallies, political gatherings and targeted killings of candidates and other key politicians. Although voters were already disenfranchised with PPP, Taliban's deliberate targeting of it also affected its voters. In contrast to this, PML-N and PTI were able to campaign freely and both parties benefitted from various campaign opportunities. Parties that couldn't campaign effectively were at a disadvantage as compared to those parties who could campaign effectively. The key political rally of PPP that marked the beginning of its election campaigning got cancelled due to the security threats.

The rhetoric of PTI campaigning remained eliminating the rampant corruption in the country and holding accountable the corrupt politicians of all major parties particularly PML-N. PTI surprised the nation when it organized the self-proclaimed tsunami attracting a crowd of approximately 1000,000 to a rally in Lahore held on 30th October 2011. Consequently, PTI enjoyed a rapid increase in its popular support and attracted similar huge crowds in its rallies held throughout the country. Imran Khan blatantly gave the message of creating New Pakistan in his campaign speeches that appealed the masses.

On the other hand, PML-N heavily focused on economic revival with their manifesto as "Strong Economy, Strong Pakistan" during the rallies. Particularly, the party intensely focused on the electricity crisis troubling the nation at the time of the elections. They continuously repeated their commitment to end this crisis during the election rallies. At every rally, Nawaz Sharif reminded his followers of two of his major accomplishments. He repeated continuously in his rallies that he built the first motorway of Pakistan and despite the pressures from international community, still went ahead in exploding nuclear bombs.

2.3. Social Media

2.3.1. Twitter

The Pakistani General Elections 2013 also saw the rise of use of social media particularly Twitter as an instrument of electoral campaigning and electoral mobilization (Ahmad & Sakoric, 2014). This shift towards digital platforms was

driven by the desire to connect with wider audiences. Another reason was the violent attacks on political rallies that restricted political parties from holding rallies in sensitive areas who then took refuge in social media as a campaigning platform. There was a difference in the usage of Twitter among the four leading parties of Pakistan. PPP generally used “Twitter for the unidirectional form of communication with approximately 92 percent of their tweets representing either normal posts or mentioning their party leader Bilawal Bhutto” (Ahmad & Sakoric, 2014). PML-N and MQM moderately interacted with their supporters through Twitter. However, the Twitter was most significantly used by PTI who the most frequent Twitter was not only using party but also the front-runner in interacting with the users with 21% of their tweets as replies (Ahmad & Sakoric, 2014). Furthermore, PTI was the second in the list who frequently mentioned their party chairman in their tweets. The use of Twitter by PTI as a campaigning platform can be explained by the fame of their party chief Imran Khan who remains the “most followed Twitter user in Pakistan” (Ahmed & Sakoric, 2014).

There was also a similitude in PTI’s online strategy of using the Twitter and the tactics used by campaigning team of Obama during 2008 Presidential Elections. During 2008 Presidential Elections, the team of Obama used social media as a key campaigning tool for frequent updates regarding campaigning that included photos and videos being uploaded on the social networking platforms. The similar pattern was adopted by PTI whose account was loaded with a plethora of updates regarding campaigning during the elections. Another interesting phenomenon emerged from the PTI’s election activity that has a connection to Obama’s campaign *i.e.* ‘personality politics paradigm.’ Since Imran Khan was the most followed user of Twitter user in Pakistan, this popularity was utilized by PTI as a strategy using Twitter for the election campaign.

2.3.2. Facebook

All the political parties created Facebook profiles so that the followers receive news and take part in debates and to keep them updated about its activities. PTI contained its own Facebook account as “(www.facebook.com/PTIOfficial)”. The party chairman, Imran Khan’s Facebook account was “(www.facebook.com/ImranKhan.Official)” The official Facebook account of PML-N was “(www.facebook.com/pml.n.official).” The party chairman Facebook account was as: www.facebook.com/Lion.Of.PAKISTAN). PPP had its official Facebook account as:

(www.facebook.com/PPP.PakistanPeoplesParty). The party co-chairman had its own Facebook account as: (www.facebook.com/PresidentZardari).

Before the 2013 Elections, "PTI stood at the top having 394,891 followers in the category of "Likes" and 46,010 followers in category of "Talking about this" among the other five major political parties" (Ali, Jan & Iqbal, 2013). In second place stood PML-N which had 122,758 followers in the category of "Likes" and 15,767 followers in the category of "Talking about this". PPP came at the third place with 34,739 followers in the category of "Likes" and 2,467 in "Talking about this". PTI's Facebook page was the most frequently visited website with numerous fans and friends. PTI utilized Facebook very actively as compared to other political parties. Among the political personalities, Imran Khan and Shahbaz Sharif utilized Facebook the most as a political tool of campaigning and to transmit information to voters.

3. Strategies of Electoral Campaigns in Indian General Elections, 2014

3.1 Political Advertisements

One of the intensifying and common occurrence during the election campaigns is the use of political advertisements. If any party tries to illustrate its positive image by making prominent its accomplishments and performance, then it is referred to as positive advertisement. On the other hand, in negative advertisements, a certain party slanders another party's image by aggressively criticizing it.

3.1.1. Print Advertisements

During 2014 Indian General Elections, the campaign spending was around 30,000 crores on the advertising campaigns which were three times the expenditure incurred during 2009 General Elections. This was partly because of the spurt in digital marketing techniques on which politicians relied heavily to connect with the younger generation. Congress launched a series of hoardings that demonstrated a catchy well-crafted line taking a dig at its opponents such as "Raajneeti nahi, Kaajneeti" and "Aarajakta nahi, Prashaasan sudhaar" (Palaka, 2014). Congress election posters depicted Rahul Gandhi bordered by people from various walks of life. This also symbolically demonstrated Rahul Gandhi's beehive analogy (Nelson, 2014) that defined India as a large, decentralized collective entity. In contrast to BJP where candidates demanded votes using the rhetoric of Modi for PM, Congress candidates worked in a more parliamentary style, highlighting the work done by each candidate in his respective constituency to win the voters. For that purpose, Congress used the slogans such as "Har Hath Shakti, Har Hath Tarakki (Power in every hand; Progress

for everyone)” and “Kattar Soch Nahi, Yuva Josh (It's not about extreme views, but about youth power)” in its election advertisements.

The advertisements of BJP were overshadowed by brand Modi pushing voters to vote directly for him rather than BJP. Five words, “Ab ki baar Modi sarkaar” followed by Narendra’s Modi face “permeated through the consciousness of a nation and soon enough found themselves as writings on the wall, campaign pamphlets, hoardings, posters, TV and print advertisements.” (Khurana, 2014) The main lines of the campaigns were “‘Achhe din aane wale hai’ and ‘Janta maaf nahi karegi’” (Khurana, 2014). The prototype offered by BJP demonstrated Modi as a strong, all-knowing father figure who remains firm in his actions. In the state of Maharashtra, BJP successfully ran an intensive campaign called Kuthe Neun Thevla Maharashtra Majha? (Where have you brought Maharashtra to?)” (“BJP pulls advertisements that triggered jokes on social media,” 2014). In the print media, BJP ran a campaign *i.e.* “Shivachattrapati Ka Ashirwad, Chalo Chale Modi ke Sath” (with the blessings of Chattrapati Shivaji Maharaj, let’s go along with Prime Minister Narendra Modi).

3.1.2. Electronic Advertisements

Around 400 news networks in a variety of languages and dialects communicated the political messages from a wide range of politicians across the country. BJP and its candidate for the position of Prime Minister, Narendra Modi “got more than a third of all prime-time television coverage,” (Shrinivasan, 2014) almost higher than any other political party. According to one study, Narendra Modi got “2,575 minutes, or 33.21 percent, of the prime-time news telecast” (Shrinivasan, 2014). Arvind Kejriwal, leader of AAP and closest competitor of Modi got 10.31 percent of the prime-time news telecast. Rahul Gandhi, who led the campaign of the Congress came at a distant third place with 4.33 percent of the prime-time news telecast (Shrinivasan, 2014).

Another study analyzed the coverage of five major news channels *i.e.* “Aaj Tak, ABP News and Zee News (Hindi) and NDTV 24x7 and CNN IBN (English)” from 1st March to 30th April in the prime-time slot of 8 p.m. to 10 p.m. The quantity of time given to the coverage of Narendra Modi was above 40 percent of all the time given to the politicians. Media went overboard in its coverage of Modi. BJP overshadowed the coverage of other political parties “getting over a third of the time, while the Congress was behind by over 10 percentage points” (Shrinivasan, 2014). Politicians dominated the prime-time television news making this election the

personality-driven election with “political personalities taking up nearly 40 percent of the coverage and parties nearly 20 percent” (Shrinivasan, 2014).

The campaign of BJP pervaded the electronic media as well. The advertisements broadcasted on T.V and radio showed middle-class women in a very apathetic manner deliberating on the miseries of a common man due to the price hike. “The ad ‘Mehngai badhane walo, janta maaf nahi karegi’ was repeatedly played on popular FM channels and in between the commercial breaks of popular daily television soaps” (Srivastava, 2014). Congress played advertisement “Har Haath Shakti, Har Haath Tarraki” endorsing Rahul Gandhi as the face behind this program. In contrast to the plethora of advertisements played by INC and BJP, AAP stuck to its low-cost campaigning strategy that involved door-to-door campaign, street plays, roadside meetings and internship scheme for youth.

3.2. Public Rallies

BJP became a forerunner in its use of hologram technology which enabled him to connect with the voters at rallies in plenty of distant towns throughout the country. The strategy of using hologram technology proved to be effective as it enabled Modi to reach out to five million voters he would not otherwise have been able to address. Along with the virtual rallies, Modi also addressed the 450 traditional rallies and traveled over three lakh kilometers across 25 states to connect with the people everywhere (“Narendra Modi's electoral milestone: 437 rallies, 3 lakh km,” 2014). During his rallies, he skillfully highlighted the failures of the past government and corruption scandals. He glorified his past performance as a Chief Minister of Gujrat and projected himself as a progressive leader with an ability to deliver economic results. All these efforts became successful in connecting with the youth and the urban voters.

Rahul Gandhi also campaigned aggressively with the major focus on getting the support of the young voters. The rallies of Congress went back to its 1970’s slogans of banishing poverty. During the rallies, Rahul Gandhi emphasized the problems faced by deprived, rural groups that historically formed the central support of INC. Like BJP, INC also became successful in mentioning young people with the manifesto that in 2014, “it will be a poor man's government, a government of youths” (Burke, 2013). Rahul Gandhi also talked about empowering every segment of society and assured that his government would grant opportunities to youth to represent their people. Rahul Gandhi also made blistering attacks on his opponent with an argument

that “Modi will divide the nation into pieces, and make people fight against each other” (Das, 2014).

3.3. Social Media

3.3.1. Twitter

One of the prominent features of 2014 General Elections had been the compelling use of social media by members of various political parties. Due to this reason, it has also been called a #TwitterElection. The importance of Twitter for election-related activities started with Narendra Modi who gained popularity with millions of supporters following his account during his election campaign. Modi gained around “3.89 million followers, more than twice that of Kejriwal’s 1.6 million” (Goyal, 2014). Comparatively, Rahul Gandhi remained a relative newcomer to Twitter and joined it in April 2015. It is no doubt that BJP’s campaign on Twitter predominantly revolved around the personality of its main leader, Narendra Modi.

Modi himself reached out to the first-time voters and the youth of India through his Twitter account with the themes appealing to the youth *i.e.* jobs, security and use of technology.

BJP was successful in creating a narrative that INC had been out of touch with the problems of common masses while Modi had been in harmony with the youth. BJP continuously shared the video links of Modi’s speeches which were retweeted by his followers. One clever strategy used by Modi to connect with the masses is through following several celebrity accounts. In August 2012, after being recognized by Bollywood star Ajay Devgan, Modi followed mega-stars such as Amitabh Bachchan and Rajnikanth. As a part of his social media strategy, Modi created an affiliation with these stars through obvious interaction with them on Twitter.

The top tweets of Modi attacked the dynastic nature of politics as endorsed by Congress. He also repeatedly referred to Rahul Gandhi as “Rahul Baba (Baby Rahul)” ruling him unsuitable to rule the nation. Another clever move was #SelfieWithModi hashtag during the elections that promoted his interaction with the people who considered him a leader as one of their own. Congress concentrated on communicating tweets about Rahul Gandhi and his campaigning happenings. It also tried to reiterate allegation on its opponents, forming 28% of its tweets. While BJP relied on a balanced Twitter strategy. The tweets of BJP were evenly distributed between “posting campaign updates (28%) and criticism (24%)” (Ahmed, Jaidka, & Cho, 2016). One of the fascinating use of social media also included BJP crowd-sourcing its manifesto

where thousands of people could comment on it using Twitter and blogs. “BJP’s India 272+ volunteer platform also provided an open space where its followers who got registered using an email address could connect with the BJP leaders” (Chadha, 2016). The template of 272+ platform was inspired from Dashboard developed during 2012 Obama’s election campaign. This platform offered BJP volunteers a wide range of activities where they could participate, and volunteers were ranked based on their capacity to organize the voters at the ground level.

3.3.2. Facebook

Narendra Modi became “an early adopter of social media among other Indian politicians and joined both Twitter and Facebook in 2009” (Chadha, 2016). During the election cycle, the Facebook page of Narendra Modi crossed that of Mitt Romney, the former Republican presidential candidate. During the elections, Modi came at the second place of most liked politicians on Facebook behind Obama when “his fan base increased by 28.7% crossing 14 million fans by May 12” (Das, 2014). The issues that Modi talked about during his public speeches and rallies were frequently the issues that were based on comments and suggestions extracted from the public through Twitter. These issues were also based on the questions that were posted on party’s Facebook pages such as ‘I Support Narendra Modi’ or ‘Narendra Modi for PM’. Most of the questions that Modi answered at his rallies were picked up through Facebook polls by his supporters. The public voted through Facebook polls as to which questions should be addressed by Modi.

The content sharing strategy on Facebook was in harmony with the events happening at ground level. He uploaded a photo with super-star Rajnikanth “that was liked, shared, and commented upon by more than 2.2 million people. From March till May when the polling ended, 29 million people conducted 227 million interactions (posts, comments, shares and likes) regarding elections on Facebook” (Das, 2014). Additionally, around “13 million people were involved in 75 million interactions regarding Modi only” (Das, 2014). On the other hand, Burson-Marsteller was hired by the Congress to refurbish Gandhi’s image and handled his Facebook page as well. It uploaded pictures of his rallies, updated his status messages to instigate interesting debates and tweeted on daily developments to make him prominent on social media. However, they still couldn’t counter the activeness shown by Narendra Modi on Facebook.

4. Comparative Analysis of Strategies of Electoral Campaigns in Pakistan and India

The analysis of the strategies employed by different political parties shows that the outcome of 2013 General Elections was influenced more by patronage and kinship. Although PTI emerged as the third largest political party during the elections, it continued to lack the genuine national influence which PML-N enjoyed at the time of the elections. However, it was interesting to note the changes in the campaigning techniques that had been modified to address the diverse voting population especially the youth. Originally, the campaign techniques included only rallies and political advertisements on print and electronic media. However, with the penetration of Internet, social media became an important part of the campaigning process. It was observable that PTI was much more successful in exploiting the potential of social media as a platform for disseminating its political messages. Imran Khan was able to engage with the young voters and particularly the first-time voters that formed his crucial vote bank. Instead of just relying on traditional modes of campaigning and communication and carrying out traditional campaign events, the use of social media became an important part of PTI's election campaigning. It is also important to consider that majority of the political dynasties belong to the feudal families where most of the politicians come from landed elite or the feudal background. The stronghold of baradari system makes it difficult for the emergent parties like PTI to flourish (Arshadi, 2013).

The analysis of political campaigns of Indian political parties during 2014 General Elections shows that BJP adopted the Americanization of electoral campaigns and used all the tactics in its election campaigns such as personalization of candidates, use of opinion polls techniques, hiring of professional marketing consultants, rise of campaign costs and exploitation of media-focused advertising campaign strategies. Here, it is important to note the transition of India to the post-modern phase of election campaigning. BJP became the first party to not only recognize the fundamental changes in the composition and aspiration of voters but also adapted its strategies accordingly. BJP launched some exceptional campaign and participatory initiatives such as "Mere Sapnon Ka Bharat", "NaMo Number" and "Chai Pe Charcha". Comparatively, Congress relied heavily on traditional modes of communication such as T.V, Radio, hoardings and newspapers. Considering that there were many "first-time voters", Congress was unsuccessful to engross them on social media platforms and didn't launch any major initiatives like BJP on the digital platform (Deshpande &

Ghosh, 2016). The political branding of Modi during the election campaigns played a major role in how voters perceive the candidates. The strategies adopted by BJP had a favorable effect on the results of the elections. This shows that suitable adoption of election campaign strategies “for branding and marketing an individual or party does facilitate favorable opinion about the candidate” (Deshpande & Ghosh, 2016).

5. Conclusion

The analysis of campaigning strategies of Indian political parties shows that there was a variation in usage of these strategies by the different parties. However, the strategies employed by BJP proved to be most effective and this became evident when BJP emerged as a winning party of 2014 General Elections. The communication strategies employed by Modi had a significant impact on the minds of the voters and ultimately had a favorable effect on the outcome of the elections. The case of 2013 Pakistani General Elections suggests that while PML-N and PPP resorted to traditional methods of election campaigning, PTI extensively used social media to connect with the voters. But unlike India, the traditional strategies involving political advertisements and public rallies proved to be more effective in Pakistan. Although social media emerged as an effective instrument of electoral campaigning in Pakistan, the increased usage of social media by PTI could not guarantee its victory in the elections.

Hence, it is evident from analysis of strategies of both Pakistan and India that the political parties and candidates must keep a balance between their elections campaigning on social media with the traditional campaigning methods to guarantee that they connect with most of the electorate. Although social media campaigns played a significant role in Pakistani General Elections 2013 and Indian General Elections 2014, the impact of the traditional door to door canvassing still remains vital to win the elections. It can be concluded that although modern technologies have started to play a significant role when it comes to establishing a connection with the voters, the political parties and candidates still rely on traditional canvassing methods to retain their voter base.

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