

Manifestoes Importance in Election Campaign in 2013

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ABSTRACT

This research shows the importance of manifestoes as campaigning tool of political parties in general election 2013. This research is conducted in mix method by document analysis, a survey from voters and interviews of political organizers of political parties in Lahore, due to lack of time the campaign strategy of PML-N is selected here as case study. it is found that only 52% PML-N's voters were inspired by manifesto of party.

Keywords: *Manifesto, campaign, tool, elections, voters, political parties*

Introduction

Elections are considered as a bridge between common people and political elites, between polity and society, between individuals and state (Palmer, 1975: 1). Moreover, an election acts as an agent of political participation and political socialization (Palmer, 1975). In elections mostly politicians divide the constituency in three categories first is based on candidate and second is on opponent base and third is consist of undecided voters. There is lot of campaign tools which our political parties used in the electoral process like rallies, corner meetings, processions, use of print media like banners, stickers, posters, and use of electronic and social media. Manifesto is also one o f the important tools of election campaign, mostly the manifesto is also used in other tools of campaign to explore the agenda of the party.

Manifesto of Political Party, in modern political campaign, an important ingredient is the manifesto or message of a political party representing their ideology and talking points about policy issues (Askari, 2002; Trent and Friedenber, 2008). Political party's manifesto has great importance in campaign strategy, because without manifesto an electoral campaign would not be helpful. Manifesto of any political party has message for voters, so that political parties have importance of manifesto.

According to PILDAT report "A Comparative Analysis of Election Manifestoes of Major Political Parties" (2013) there was some hot issues and approximately all political parties arranged their manifesto according to these hot issues which are following, first of all economic issues were famous like unemployment, poverty,

agricultural development and water crises and particularly the crises of energy. As regarding to political issues there were civil military relations, Devolution and local government system, policy to counter terrorism, independence of media, and corruption and accountability. As concern to social issues the problems were about education, health, labor issues, youth and environmental issues etc. As regarding to nuclear policy and foreign relation there were issues of nuclear policy and relation of Pakistan with India, Afghanistan, china and particularly USA.

Research Questions

What was the importance of manifesto in campaign strategies were used by PML-N in national elections 2013?

Main arguments

The main argument of this research is that “manifesto in campaigning tools determine the will and wish of the voter in the election campaign.”

Hypothesis

It is hypothesized that manifesto of political parties has importance in establish the voting behavior.

The uses of manifestoes in campaign strategies

Manifesto has great importance in order to compete the election and electoral process; it is also an essential part of campaign strategy. According to PILDAT report “A Comparative Analysis of Election Manifestoes of Major Political Parties” (2013) there was some hot issues and approximately all political parties arranged their manifesto according to these hot issues which are following, first of all economic issues were famous like unemployment, poverty, agricultural development and water crises and particularly the energy crises.

In this chapter the manifestoes of major political parties of Pakistan in 2013 are described in detail that shows the detail of crucial issues in 2013 and mindset of the major political parties to tackle them after coming into power. The issue was to attract the voters by presenting future political agenda through manifesto, the detail is as following:-

Economics Issue

Unemployment

As regarding to PPP’s manifesto, government would offer 1000000 jobs per year. Government also will offer tax relief to young businesspersons and offer job opportunities in other countries for semi-skilled persons. This party also will finance more in occupational training, and improve the higher education so that the students of Pakistan may go abroad for offering good services. But as concerned to manifesto of PTI, government will offer the social safety net to the unemployed persons. They will grow the industry to produce the more jobs in order to overcome unemployment. According to MQM every adult or mature persons will get benefit from social security systems, and there will be discount in tax for the poor and low salary people. Government will encourage the industry in country in the shape of cottage industry and vocational institutes in order to overcome unemployment.

Alleviation of poverty

PPP will keep “Benazir Income Support” program continue and enhance it, and also include health security in this program; they will also enhance the amount of this program. According to PTI, government will give opportunities to enable experts for doing jobs in government sectors. Government will enable the communities and societies so that they would generate the economic activity at grass root level, for this purpose they will empower the communities. MQM argued that their government will make wide-ranging plans to alleviate poverty, for this purpose they will focus on education, health, and fare opportunities for distribution of assets and jobs. Government will work to reduce poverty on priority basis, for this they will control the inflation of food items as well as they will subsidize the price of oil, sugar, rice and wheat. Government will give relief to the poor by reducing the tax from utility bills.

Agricultural development

Government of PPP will make group associations of farmers. These groups will help other farmers for tractors, laser levels and other equipment on rent. To promote the agricultural sector electricity will be provided on cheap rates tube wells. Government will also construct new roads which lead farms to markets. In this context PTI argued that their Government will consider the agriculture as industry, and all the facilities will be offered as regarding industry like taxes or amenities. They will computerize the record of land and improve the infrastructure as regarding to agriculture and encourage the former concerning good seeds. MQM will weaken the feudal system in Pakistan to promote the agricultural sector. Government will amend the law as regarding tax on agriculture in the favor of agricultural sector, and all the land record will be computerized. Government will establish a court for Harris/Muzareh and their share of cultivation will be increased 50% to 60%. Government will make plans to introduce the farmers directly to the market, so that the role of middle man could be alleviated.

Energy

Here I describe the plans of political parties to overcome the energy crises, first of all in the perspective of PPP; government will explore new areas in order to increase the gas supply. Professional staff would be appointed in NEPRA and OGRA to make the situation better. Hydropower will be promoted to reduce the power traffic. Government will establish new policies in order to encourage the foreign investors. In the perspective of PTI, they will manage the circular debt and solve the load shedding problem on priority basis; all resources will be used to increase the production of energy. Government will make plans to reduce the energy cost as well as line losses. MQM argued that Organization of gas power and oil would be improved by appointing the new head of organizations. The usage of natural will be promoted. Government will facilitate the LNG import and renovate the Mangla and Tarbela dam. In order to increase the productivity and generation the thermal power units would be up graded. Government will get the discounted and abundant gas from Muslim countries like Qatar, Iran and from the states of Central Asia as well.

Political issues

As regarding to political issues political parties of Pakistan have different perspectives. Some important of them are discussed here.

Civil Military relations

In this context the PPP will make sure that armed forces preserve their standard so that they may get people's love. Government would wish to close association among military and parliament for collaboration and oversight. Parliament will have check and balance of military budget and handsome analysis of defense expenses. According to PTI the Government will maintain a balance among all institutions of states and there will be hegemony of civilian authority. Government will present a political solution to Baluchistan, as military solution is not required there. There would be handsome debate and accountability of defense budget in parliament. MQM believed on audit of all secret funds and immediate progress of National Counter Terrorism Policy in discussion with parliament, armed forces and other institutions of law and order.

Local Body Government System

According to the PPP the local body election shall be conducted under the supervision of election commission of Pakistan. Government shall give authority and financial responsibility to the elected persons in this system. In PTI's perspective, they will ensure the active participation of people in the local body government and bottom up system. Village councils would govern every village. They will empower the municipal committees and city government so that they can generate funds for effective programs. MQM wanted to develop the local body system within 3 months after the general election. This system will work on urban rural integration. This system will be helpful for district, tehsil, UC and ward level.

Policy for FATA

PPP wants that FATA should not stay separate from the rest of country and government will bring FATA into mainstream. They will bring legislation to protect FATA in the parliament. PTI agreed with PPP as regarding to these arguments about FATA. PTI further wanted that drone policy should be finished and political grievances of the people of FATA will be removed. Government will improve the infrastructure of FATA. MQM has not any point of view as regarding FATA in their manifesto.

Policy to Counter the Terrorism

PPP's Government shall develop the National Security Plan in order to provide the security and safety to citizens of Pakistan. Government would make an easy way to coordination between local, federal and provisional governments. They will use planned communication as regarding a tool to compete the religious fighters as well as fundamentalism. Government will develop an inclusive security plan in order to avoid the major urban spot from attack of militant and will focus on military operations. They will improve the capacity of military intelligence. PTI will offer the security to general public so that the militants may not mix in public. Government will offer militant a dialogue table. Pakistan should be apart from US war on terror. Government will deweaponalize the country. MQM is also willing to make policy regarding National Counter Terrorism Policy with the help of other

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institutions, and they will bring changes in prosecution system and judicial system for better justice. They will elevate the political influence in law enforcement institutes. MQM has already presented the bill of dewaponization and further they will pursue it.

Media's Independence

According to PPP there will be freedom of information and government will try to bring the Wage Award for workers of newspaper. Government will establish a university as well as media city in Islamabad for training the journalists. And also for the accountability of media, government will make legislation. Government of PTI will finish the ministry of information and will not use advertisement as a strategy to tease the media. According to MQM the journalist will get security by legislation. MQM believes in freedom of expression giving full freedom to media

Social Issues

Education

The literacy rate of Pakistanis is very much low, it is near 58%. In this context Pakistan is second lowest in South Asian countries. Almost all political parties have importance of education in their manifesto. PPP argued that education will be compulsory for all to alleviate the class and gender difference, unemployment and poverty. Education department will get 4.5% of GDP. There will be national emergency of education in country. Government will raise the literacy rate of adult from 54 to 85%. Madrassahs and curricula of education will be reformed. According to PTI allocation of GDP will be increased to 5% through the five years to fill the gap of lack of government schools, a voucher system for needy students will be provided to private schools. Government will focus on education particularly the girl's education, and quantity of girl schools will be doubled in five years. To modernize the educational institute of government, special programs will be offered. According to MQM the education will be free and compulsory for every student up to the matriculation. GDP will be allocated for education from 2.2 to 5% and 20% of provisional fund will be given to education department. There will be positive changes in the syllabus to make it modernize. To improve the Urdu medium school in order to alleviate the dual system in education. By regular monetary the performance of education will be enhanced. To modernize the madrassahs computer will be provided, and female teachers would be provided for primary education.

Health

Government of PPP will enhance to 5% budget for health and reduce the 1.6% of population growth. Government will increase a lot of facilities for medical personals. Government will promote the nurses courses in government and private sector. According to PTI the allocation of GDP will be increased by .86% to 2.5%. Jobs will be created for health care. Government will achieve the health MGDs and clean drinking water would be provided to all the masses. Government would launch many programs to prevent diseases. According to MQM, during five years the government will enhance the budget of health from 0.6 to 5%. Government will built hospitals in every district and health care centers in the villages. There will be a transparent and independent health service commission.

Manifesto of Pakistan Muslim League (N)

In the campaign of election 2013 the leaders of Pakistan Muslim league proposed their manifesto; it is an important component of campaign they highlighted in procession and speeches, it covered almost all crucial issues. It consist the following features. First of all we discuss economic issues because these issues are most important for the progress of country.

Economic Issues

Unemployment; In this context they argued that unemployment would be finished by a National manpower plan, and 30, 00000 people will get jobs in government as well as in private sector. They will promote small industries in rural and urban areas to overcome unemployment, and particularly they will focus on rural areas as regarding the development and start the programs by which the people of rural areas will get employment there and have no need to come to urban areas. After winning the election they will construct more hospitals so that the doctors may get jobs there, and they will issue easy loans with handsome installment packages to the doctors for private practices and also for purpose of private hospitals. They will work on technical programs and produce opportunities for technically trained persons. They will make institutes for paramedical staff as well as for teachers especially for women and in rural areas. As population is growing rapidly, they will give importance to welfare programs as well as development of infrastructure of different departments.

Poverty; as regarding to eliminate the poverty the government of PML-N will promote the projects which may create new jobs to remove the poverty. Government shall introduce the institutions to alleviate the poverty by starting institute like Pakistan Poverty Alleviation Fund and further more Micro Financing Institutions. Government also would launch incentive packages for private segment to reduce the poverty in the country.

Agricultural Aspects as well as Water Resources

Government shall introduce modern strategies to change agriculture into a vast economic industry by changing the policy and reforms of agriculture sectors. Government shall provide awareness and information to small farmers so that they may know about benefits and market. Government shall improve the livestock segment on priority basis. Government shall take effective measures to revitalize the cooperation movement to meet with needs of the poor by high skill persons. Agriculture Credit System will be reformed to obtain credit for the small farmer according to the 50% of market value of their land. Government shall eradicate the hurdles on agricultural export to change Pakistan into a high exporter of food and cash crops. To modernize the irrigation technology and to utilize all the available water through better management program. Government shall start the crop insurances to protect it from calamities. Agricultural education and awareness would be provided to general students as well as agricultural universities.

Energy

Energy was also an important and famous aspect of campaign strategy of PML-N. So they argued that Government will reform the NEPRA and distribution companies. Government would promote the companies which produce the

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electricity. Government shall eradicate the circular debt. Government will try his best to search the alternative energy sources. They will make the ministry for energy by merging the ministers of Petroleum and water and power for better result.

Political issues

As political issues are concerned, civil military relations have most importance in manifesto of political parties. So PML-N also focused on this issue as following.

Civil Military Relation as well as National Security; Government shall strengthen the national security with the cooperation of armed forces in all circumstances.

Local Government System; Government shall arrange the local body election after the 6 months of general election of 2013. After the consensus the Government shall provide new laws for local body election instead local body system of 2002. Government also will give representation to women in local government system.

Policy as Regarding to FATA: Government shall bring the FATA in the mainstream of country and government will also establish schools and as well as technical institutes so that manpower will be created for industry. Government will reform many educational and health programs. Government will enhance the industry so that people can obtain job and meet with their basic necessities.

Policy for terrorism; Government will make amendment to strengthen the anti-terrorism policy, and judges and witness will be protected by law. In order to create peace the government will improve the security system by promoting the security and intelligence agencies. Government will try her best to change the atmosphere of tribal areas by promoting the cultural, political and economic activities.

Media's Independence; Government will provide sufficient fund for the training of journalists and provide the security and protection to journalists. Independence of media shall be promoted.

Accountability; Expert and skilled persons will be hired in the system for monitoring and as well as stock control in government sectors. For provisional and federal level an independent task force will be formed to eradicate the corruption. Government will ensure the audit from third party and will establish a commission for giving awareness to nation about bribes. Government will establish a hotline about corruption with the assistance of media in PM and CM houses.

Social issues

Education; Government will declare the educational emergency on national level and launch national literacy movements. Government will impose legislation in order to achieve the 100% results about enrolment in school and government will introduce a uniform system for education in Pakistan. Government will provide facilities and free text books to school and special incentives for girls in order to take control of dropout rate. Government will extend the facilities for teachers. Government will provide financial assistance to Madrassahs, and it will improve the monitoring system for education.

Health; Government will establish a new National Health Insurance Scheme and issue smart cards for the health facilities. District Health Authority will be established for every District. Every District should have at least one hospital including diagnostic facilities.

Labor issues; Government will increase the worker's minimum wage up to 15000 per month. Government will take care about basic right of workers and revise the labour law in order to make ensure justice for all. Government will focus on safe working environment as well as fair wage for workers.

Rights of women; Government would take care of property rights, dignity, respect, and participation of women according to Islam. Government will empower women economically, politically and socially so that they may participate in national development. Government will prefer female teaching staff for primary level in schools. Government will launch vocational training programs as well as financing schemes for women.

Rights of minorities

Government will allow the minorities to celebrate the national day and increase the representation of minorities in the Evacuee Trust Property Board. Government will introduce the quota system in educational institution for minorities. Government will enhance the development fund for the minorities. Government will accelerate the Hindu Marriage Bill from assembly. Government will give advance salary and official leave on religious festivals for the minorities.

Foreign policy

Government will try his best to resolve the Kashmir issue according to the UN resolutions. Government will focus on a peaceful settlement of all outstanding issues with India, in a spirit of fairness and equity to be accorded special priority by the party. As regarding the Islamic states Government will pay special attention to make the relations stronger. Government will also try her best to enhance and strengthen friendship and relationship with China because this country has been a time tested friend. Pakistan will make durable friendship, relationship and economic ties with important countries of the world in order to protect its sovereignty, integrity and independence.

After the literature review this is concluded that theory of party identification and campaign strategic theory are interlinked with each other as well as this study, this study explored the various campaign strategies used by PML (N) and other political parties during election 2013.

Gap of literature

This exploratory study covers the research gap by exploring the campaign strategies of PML-N in Punjab as concern to manifesto. So, this research has different methodology (Mix Method) which had not been used by other researchers in previous academic researches, most of the studies were done as quantitative method. This study also covered the research gap of the relationship of the campaign strategy of political parties in 2013, response of the voters and how campaign tools determine the will and wish of the voter in campaign strategy of political party.

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This research analyzed to what extent manifestoes has importance as campaigning tool in the campaign of general election 2013. Lahore is selected as a case study due to lack of time and resources.

Research design

In order to explore the importance of manifestoes the mix method of both qualitative and quantitative is used in this paper.

Qualitative Method

Exploratory methodology is used in this research work in qualitative design. Phenomenological interviews are conducted from experienced participants to explore the definition of problem of this research; these interviews are conducted from organizers of PML-N

Data Source:-

Primary Sources

The manifesto of PML-N in election 2013 is reviewed here as primary sources, and some statements of leaders of party. In this research in depth interviews are conducted from the MNA's, MPA's, party organizers of PML-N and chairman of union councils of PML-N, thoroughly information has been taken from them as regarding the questionnaire. So the primary sources are following:-

Party Manifesto

Unstructured and in depth interviews

Survey

Secondary Sources

Journals, some articles, some external and internal reports are included in secondary research. The report of well-known institution of Pakistan PILDAT and some international institutes like Common Wealth, EU and DFID etc are included in this research.

Population

In this work population is the MNAs, MPAs, chairman of union counsels and party organizers of political party of PML-N in Lahore.

Unit of Analysis

It is the main object that is being examined in a study. It is the 'what' or 'who' that is being studied. In social science research, as usual units of analysis contain persons, groups, social civil service and social artifacts. Here in the research the unit of analysis is political organizers, as well as leaders of PML-N

Sampling

For research sample is selected from the population, sample is also called subset of population, it represents whole population. In this study multistage sampling is used, it is said that multistage sampling is the complex shape of cluster sampling. Frink, A (2003) argued that cluster sampling is a modern and stylish pattern to

select a sample. Cluster sampling divides the population into many cluster or groups. Multistage sampling also chooses the clusters randomly and then chooses subjects randomly from each cluster, so this called ‘multistage’. Multistage sampling reduces the cost of research and uses less time for research. Jackson, S.L (2011) described; this type of research is more convenience of findings the sample and has accuracy in order to select samples. Multi stage sampling has different stages of sampling, but this study concentrate on four stages. In order to cover all population in interviews the persons were selected from different stages. The sample of present study is taken from PML-N in Lahore for the qualitative research.

Sample Size

In this research multistage sampling technique was adopted.

$$n = \frac{N Z^2 V^2}{N d^2 + Z^2 V^2}$$

Where

n	=	sample size
N	=	Total number of MNAs, MPAs, Chairman, part organizer
Z	=	Normal variate at 10% precision level
d	=	Acceptable error i.e., 10 percent
V	=	Guessed variability among sampling units for the maximum sample size.

$$n = \frac{186 \times (1.645)^2 \times (50)^2}{186(1)^2 + [(1.645)^2 (50)^2]}$$

n = 50

At the next stage, this sample size was proportionally distributed amongst all these categories. Thus, 3 MNAs, 7MPAs, 13 Chairmen, and 27 organizers were selected randomly.

Data Analysis

Data is analyzed in two categories which are following:-

- (A) Interviews analysis
- (B) Response survey Analysis

“Content Analysis” technique is used in this. It is the most basic type of enquiry which aims to explore particular phenomena. Exploratory revisions are generally

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the finest approaches for the researchers in order to gather evidence or data that will prove relations and define the world as it happens

Quantitative Method

In the first part data is collected from interviews of organizers of PML-N and in second part in order to analyze the response of these interviews, a response survey is conducted from voters of PML-N in Lahore.

Variables

a) Independent variable

“Manifesto” is independent variable in this research because it is constant and stable variable and it cannot be affected by other variables which are measured in this research.

b) Dependent variable

“Voting choice” is dependent variable in this research because this depends on many factors which are measured in this research. Dependent variables can be change as a result of an experimental manipulation of the independent variable or variables.

Sample Size

For the response survey the population is total registered voters of PML-N in Lahore, for sample size fifteen voters of every constituency were selected randomly in Lahore for survey.

No of constituencies in Lahore	Selected Participants	Total Participants
13	15	195

Data Analysis

Data is analyzed in two steps which are following:-

- A- Data analysis of interviews
- B- Data analysis of response survey

Part A

Importance of campaign

According to all participants and respondents the campaign is the major ingredient for election. Campaign is powerful tool to mobilize the voters. Campaign is the basic and most important thing. One of the candidates of PML-N Shaikh Rohail Asghar says that performance of a government or party attracts the voters to get victory in election, previous performance is a part of campaign, this calls long term campaign and the other one is short term campaign in which a candidate runs his campaign along with the supporters in his constituency this is the second type of campaign.

An MPA of PML (N) said about election campaign that campaign helps the voters to understand the agenda of the party as well as importance of the election.

Campaign also makes the party popular. Another MPA of PML (N) puts forth his views that campaign is essential for the party as “Roati ka sath salan ke zarorat ha”.

Importance of Manifesto during election campaign 2013

Two kinds of point of views, I observed in party members of PML-N. First segment of party argued that the success of party depends upon manifesto and strategy of a party, according to this segment manifesto is a fundamental thing to attract the workers of the party to a platform. It provokes the nation in which a voter can decide a better party keeping in view the manifesto of party.

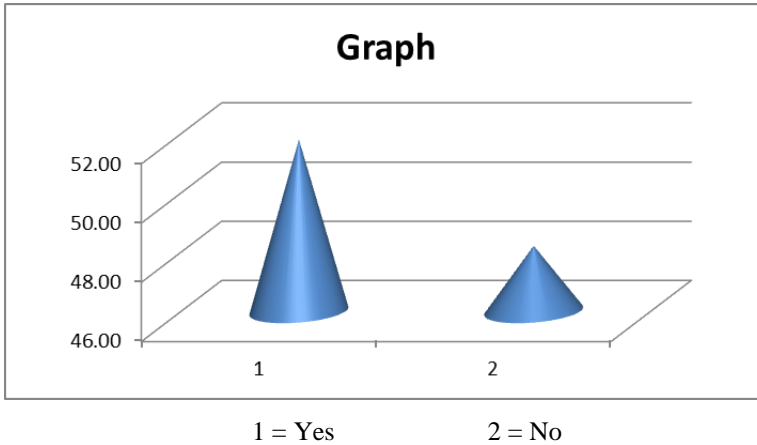
The thinking of second segment is different from the first one, they think the party manifesto is meaningfully for the literate and sensible people; they are hardly 5% to 10%. Most of the nation is illiterate and ignorant, 90% of population is not aware even the word of manifesto. They only know the leader Nawaz Sharif, they cast their vote to the nominated candidate of PML-N, no matter who is he? This segment also argued that manifesto is just like a book in library and nobody is ready to understand as he is not aware of it , voters do not ever even question to the party leadership and representative of party that your manifesto is different whatever you are doing.

But there are certain huge problems like shortage of energy, education as well as health, and voters only ask about these. Voter is not aware of the fundamental rights and his duties. Only central leaders of party throw light on manifesto at T.V programs, and it does not have any importance at local level. People describe their different problems like minor things and individual problems like sewerage, cleanness of streets, which is not the job of MNAs or MPAs of any party. So the people are not aware of the national issues and they keep focus on very local and minor problems. Therefore, the MNAs and MPAs also keep focus on these kinds of problems rather than manifesto.

Analysis of response data

In order to analyze the authenticity of data of interviews, a response survey has been conducted from voters of PML-N, it was also observed that to what extent the organizers of PML-N were successful to acquire the result of campaign in general election 2013. A result of whole response survey is showed in graphs. There are very much interesting results of this response survey because a close ended and structured questionnaire is asked from participants.

Did you focus on PML-N’s manifesto during campaign?



Manifesto is the most important thing for the election campaign but in Lahore 52% voter of PML-N were impressed by manifesto. In western or other countries manifesto has great importance for election campaign but in our country there is very poor situation as regarding the awareness of manifesto of any party. When this question was asked in response survey of voters of PML-N in Lahore only 52% of voters marked “yes” but when it is asked what is the manifesto than more than half of 52% did not know about even the meaning of manifesto. This is condition of Lahore, and this city is included in literate cities of Punjab or Pakistan, and what would be the condition in rural areas of Pakistan.

When this question was discussed with the MNAs and MPAs of PML-N in Lahore during the interviews, one of them claimed that manifesto is only for central leaders of party, they discuss it in their programs or in TV shows, according to him local leaders did not use it in their campaign in election 2013 in their constituencies.

One of the respondent argued in his interview that manifesto is only for the educated people, and there are not many educated people in Pakistan, according to him there are 90% people are uneducated and ignorant, they do not know anything about manifesto, they cast their vote only for central leadership of PML-N in Punjab, and voters give importance only to the sign of lion “Share”, even they do not give importance to the candidate. Manifesto is like a book in library and nothing more than it.

Conclusion

There are two types of findings in this part of research first of all findings in qualitative research and then finding in quantitative research, both are discussed here in detail.

In qualitative research the importance of main tools of election campaign was observed and also how campaign tool manifesto determine the will and wish of the voters in campaign strategy. It has been found out that the election is nothing

without campaign. Election always depends on campaign, better campaign brings better result, with the campaign one can access who will be the winner.

Manifesto is a very important tool of election campaign. Manifesto is a fundamental thing to attract the workers. It provokes the nation in which a voter can decide a better party keeping in view the manifesto of a party. But this study found strange results, very little people are aware of the manifesto; even the literate people do not give any importance to the manifesto. Participants of PML-N described that people prefer their minor problems like sewerage and cleanness of streets, than national issues.

Posters, banners, and sticker enhance the enthusiasm of election activities. These tools are the beauty of election campaign; people can access that which party is more popular and sound, these tools highlight the slogan of party, character and performance of candidate and highlight the “intahabi nishan”.

Electronic media is very important and modern way to campaign and it is the need of hour. Through electronic media nation can take good decision and also get political mobilization and sense of better decision for their future. Electronic media is the most important, most popular and essential part of the election campaign.

PML (N) used candidate’s base campaign strategies for election 2013. Ticket allotment of candidates depends upon different circumstances in our country, most of the candidates do not have personnel importance, voters cast their vote not to the candidate but to the party (central leadership). Head of the party takes votes but not candidate.

Quantitatively consequences are different from the qualitatively findings. In this method the data is collected from the voters of PML-N, this study concludes that the behavior of the voters is different as described qualitatively by organizer of PML-N. To examine the importance of main tools of election campaign, the quantitative data derived the result that only 57% voters of PML-N explained that the campaign tools did not inspire them to cast the vote, they are just loyal to their party or leadership so they casted the vote and 43% voters explained that campaign inspire them. So the majority of the voters of PML-N did not inspire from campaign.

It is found that yellow cab scheme laptop scheme, and scholarship of students etc could not inspire the voters and only 36% voters of PML-N in Lahore were impressed by these activities as tools for campaign. It is also found that 74% of voters of PML-N were not inspired from these kinds of schemes.

Manifesto is also the most integral part of election campaign in the democratic world but in Lahore only 52% voter of PML-N were impressed by manifesto, even more than half of them were not aware of the meaning of manifesto. On the other hand 48% participants argued that they did not know any kind of manifesto.

Theory of party identification is revised here in this study because, all the quantitative findings show that all campaign tools like processions, rallies, posters banners, social media, electronic media, door to door campaign and corner meetings etc were not fruitful for the election campaign. Majority of voters of PML-N were not inspired by these tools, they cast their vote due to their affiliation

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with party, and they are loyal to their party. These kinds of findings proof theory of party identification. In Punjab particularly in Lahore theory of party identification is found strong durable as well. In response survey the theory of party identification is revealed in every question.

In this research it is analyzed that theory of party identification is playing an important role in electoral politics of Pakistan. "It refers to the voting determinant by which the voters vote according to the dictates of the party or its leader. That is why it is affected little by electoral campaigns before elections" Cameron D. Anderson and Laura B. Stephenson (2010).

This is also amazing result in the finding of this research that 60% voters of PML-N in Lahore did not like the personality of candidate. They cast the vote only for the PML-N, not for candidate, this is observed that in some constituencies voters disliked their candidates because of their character. But the party allotted them ticket therefore voters had to cast the vote for party affiliation, party loyalty and party identification.

An interesting thing which I am explaining about my research that most of the voters do not have interest in the personality, education, ability and character of candidate but they cast vote for the central leadership

Manifesto is most important ingredient of any election campaign in the world, and according to the results of the survey of the voters of PML-N only 52% voters focused on manifesto, this is also reality that more than half of them are not fully aware even of the meaning of manifesto.

So one can say that voters of Lahore prefer the criticism on manifesto. When it is asked from party leaders, they argued that manifesto is for literate people and our people are ignorant so they do not know the importance of manifesto. Our voters only prefer the party and don't like these kinds of things. .

Instead of manifesto, criticism is very much effective tool of campaign; According to the survey result and findings it is found that 66% voters liked the criticism of central leadership on the opponents during election campaign 2013. In the last one and half year of Zardari regime, the leaders of PML-N launched swear criticism against Zardari's corruption and the corruption of other leaders like Yousaf Raza Gillani and Raja Ashraf. This sharp criticism made its place the minds of voters. According to survey people liked it very much in general election campaign of 2013. This opponent based strategy changed even the attitude of the PPP's voters in Punjab and particularly in Lahore. In this way PML-N was successful in launch opponent based campaign strategy.

Therefore of our main argument "Campaign tool manifesto determines the will and wish of the voter in the election campaign" is not true. In this research it is proved that manifesto has no effect on the voters of party, but leadership and party identification stuck to the minds of the voters.

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