

**Election campaign strategies of
PML-N in 2013**

Thesis for M. Phil Degree in Political Science



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Declaration

“This is my original work and has not been presented for any other academic award in any university or institution”

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Approval

“I certified that this research work satisfies the partial fulfillment of the requirement for the award of the M.Phil Degree in University of Management and Technology (UMT) Lahore”.

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Signature:

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DEDICATION

This research paper is dedicated to my Parents, my elder brothers, and my erudite teacher and superior Professor Dr. Gull-i-Hina.

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List of Abbreviations

ANFREL	Asian Network for Free Election
ANP	Awami National Party
BEC	Bangladesh Election Commission
BNP	Bangladesh National Party
CM	Chief Minister
ECI	Election Commission India
ECP	Election Commission Pakistan
EVMs	Election Voting Machines
FATA	Federally Administered Tribal Areas
G20	Group of 20 Nations
GDP	Gross Domestic Product
Jl	Jammat-e-Islami
KPK	Khyber PakhtunKhwa
LNG	Liquefied Natural Gas
MGDs	Millennium Development Goals
MMA	MuttahidaMajlis-e-Amal
MQM	MuttahidaQaumi Movement
NEPRA	National Electric Power Regulatory Authority
NES	National Election Studies
PACs	Political Action Committees

PILDAT	Pakistan Institute of Legislative Development and Transparency
PM	Prime Minister
PML-N	Pakistan Muslim League Nawaz
PPF	Put People First
PPP	Pakistan People Party
PTI	Pakistan Tehreek-e-Insaf
TV	Television
UK	United Kingdom
UN	United Nation
USA	United State of America
XLRI	Xavier Labour Research Institute (Jamshedpur, INDIA)

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Abstract

This study brings to light the election campaign strategies of political parties in general election 2013 and unveil the response of the voters of Lahore. Through the study of PML-N it is observed that PML –N used candidate based strategy but 43.59% voters of PML-N of Lahore were not inspired by campaign strategies rather they cast their votes because of the party affiliation. 71 % voters were inspired by Shahbaz Sharif’s performance in previous Punjab government (2008 to 2013). It is also observed that 60% voters of PML-N did not like the candidate and 65% voters disliked the campaign tools and cast their vote because of party affiliation. Only 52% voters of PML-N focused on manifesto during the campaign.

Chapter 1

1.1 Introduction

Campaign is a work in a sorted out dynamic way towards an objective i.e., to acquire desired results in the upcoming elections. The campaign strategy is a science of political summon as connected to the general arranging and lead of political contests. This move intends to baffle, shock, or conquer an adversary keeping in mind the end goal to win. Campaign strategy is a mechanism through which a political party brings forth its manifesto and lays the foundation of its participation in electoral process. It plays an effective and important role in setting the goals to attract as maximum public support as is possible.