

Impact of Political Communication on the Voting Behavior of Youth of Lahore

Arsha Saleem Meer¹ & Dr Zahid Yousaf²

Abstract

The study aims to investigate the Impact of Political communication on the voting behavior of youth of Lahore. Political communication is a procedure that incorporates political foundations and performing artists, the news media and, vitally, residents. Each demonstration of political correspondence created by parties, intrigue gatherings, or the media is intended for nationals, to advise them, to impact them. It is the cooperation between these three gatherings that issue in political communication. Inside governmental issues, correspondence streams move in numerous ways: descending from overseeing specialists to nationals, on a level plane between political performers, including news media, and upward from subjects and gatherings to the political establishments. The researcher intends to explore the impact of political communication on the voting behavior of youth. Through using, survey method as a tool for data collection. The researcher selects the sample from population through convenient sampling. The sample size of this research was 500. The responses have gathered through close-ended questionnaires in the survey. This study has suggested two hypotheses, i.e. H.1 Political communication is a major source of awareness regarding political parties and their manifesto among youth. H.3 Awareness and positive attitude created through Political communication is expected to affect the voting behavior of youth. The hypothesis has tested by applying statistical methods. The Chi-Square test has applied which showed the significant results. The findings revealed that through political communication, youth formed the attitudes, make opinions and change their voting behavior in elections.

Introduction

The classification of contemporary societies as “information societies has become ordinary place; in general, all societies are embrace by communication, as all social processes are performed by exchanging of information. But more than always before, the control of dissemination of information and communication has become an essential determinant of political power and social formation” (Salvaggio, 1989; Bell 1973). Failure and success of individual and communal candidates like depend gradually more on their aptitude to communicate well.

Perhaps most comprehensive definition of what political communication comes from Franklin, 1995. “The field of political communication studies the relations between media and political systems, locally, nationally, and internationally. Franklin argued that political communication emphasis on the analysis of (a) the political material of the media; (b) the actors and agencies involved in the production of content; (c) the effects; (d) the impact of the political system on the system of media; (e) and, the other way about, the impact of the media system on the system of politics” (Franklin, 1995; p.255). The main emphasis of political communication is mostly on the association involving politicians, voters and the media. The study examines impact of political communication on the voting behavior of youth.

¹ Teaching Assistant Mass Communication Department, Lahore College for Women University, Lahore, Pakistan & PhD Scholar Center for Media and Communication Studies, University of Gujrat, E-mail: arsh_meer@hotmail.com

² Associate Professor & Head of Department, Center for Media and Communication Studies, University of Gujrat. E-mail: zahid.yousaf@uog.edu.pk

Why do voters and politicians need to communicate with each other? Why communication is a necessary requirement for spokesperson in democratic system to function? And what are the affects of election campaigning on the voting behavior. In diplomatic democracies communication flanked by actors and lead is essential stipulation for the political system to effort. Voters mostly need to be well-versed about the policy issues, political programs and political substitute accessible by the political parties and candidates: on another end, political representatives want to be familiar with the requirement an wishes of people to whom they are suppose to rule.

. “In contemporary mass democracies political parties are there that connect government and governed with one another. “Citizens in modern democracies are symbolized through and by parties” (Sartori 1976: p.24), it means so as the communication, happens throughout political parties and also comes on or after them.

Sarcinelli (1998) ascribed “communicative hinge function” on the way to parties in the self-governing process; they perform like an ordinary middleman service in the communication among citizens and state agencies, in twice of the process of interest mediation and opinion formation” (p.277). “Parties can best be conceived as a means of communication” (Sartori, 1976; p.29). “Even though political parties include and still are, the chief characters in the process of political communication, political candidates are playing a significant role. This is because of array of facts, mainly between which are perhaps scientific developments and the rise of television as a medium of visuals; the personalization of political messages provides voters’ an “information shortcut” in understanding and making the sense of assorted issues of the policy” (Popkin 1991). In political communication, three performers engaged the center of the stage of media, voters and political leaders, which are dependent and influence each other. Developments and changes taking place of one character naturally then have a great influence on the other character. Political elites formed a message to communicate with the voters. If a message planned vigilantly, it will give assurance to the political candidate the success at the poll. For a winning political candidate, a message refined and then becomes the political agenda in office. Campaigns play an essential role in elections and elections are important because they allow people freedom to actively take part in choosing their leaders. Now in the world people are more freely betrothed in active, responsible participation in the choice of leadership. Elections provide people with the opportunity to settle on how their own interests can be best served. Political elites use media to influence voters and by using communication techniques they wanted to inform voters about their agendas and policies. Results of elections are the fruit of effective political campaigns in which different techniques are used to appeal the people to vote for specific party. In western countries modern techniques are used like hustling, fund raising etc but in third world countries all these techniques are not practiced, third world countries used different techniques. In election campaigns of both third world and developed countries, communication strongly related to party-controlled communication, e.g. Party-uncontrolled communication and campaign advertising, e.g. coverage of media in elections. There are many other techniques practiced in political campaigns in third world countries to make a campaign more effective. These techniques are frequently joint into a official strategy which are known as the campaign plan. The plan obtains explanation of a goal of the campaign, target audience, message and resources available. The political campaign usually seeks to identify supporters at the same time as getting its message across. Techniques which are mostly used in developing countries are:

Political Campaign advertising

Political campaign advertising is the employ of compensated media (radio, newspaper and television, etc.) to influence the result made for and by groups. All these advertisements are crafted by political advisor and the staff of the campaigns.

Management of Media

The community media might run the story that somebody is trying to acquire voted or to do something about such and such.

Mass meetings, rallies and protests

Rallies, holding protests, and other related community could be very efficient campaign tool. Holding of meetings with speakers are powerful as it shows visually, throughout the number of people in attendance, the hold that the campaign has.

Modern technology and the internet

The internet is becoming an innermost element of contemporary political campaigns. The technologies of new media such as web sites, podcasts and e-mails for different forms of activism to allow faster communications by citizen movements and deliver a message to a large number of audiences. All these techniques brought a spotlight on the importance of the campaign.

Rising trend of different techniques like paid political broadcast gives more importance to the political campaigning. Paid political broadcast is becoming important in every political campaign. In 2001 John and Mary R. Markle Foundation and University of California proposed that “Political advertising has now become indispensable to campaign strategy (at least in major campaigns), and many regard it as far more invasive than routine commercial advertising. The Paid political broadcasts in election campaign are regarded as a powerful channel to convey unmediated campaign message to possible swing voters without interference of critical journalists as political opponents” (John & Marry, 2001; p.205).

“Paid political Broadcast is the method to educate people within short period of time. Political broadcasting is widespread with both informational and emotional content and actually contributes to more informed, more engaged, and more participatory citizenry. Exposure to campaign advertising produces citizens who are more interested in the elections, have more to say about the political candidates, are more familiar with who are running, and ultimately are more likely to vote Campaigns are often seen as capturing the attention of citizens, activating their political predispositions and, at least potentially, shedding some light on the political choice at hand” (Paul Freedman, 2007; p.274 & 275).

The beauty of Paid political broadcast are political parties, which made it more attractive due to the wordings, music, emotional words, strong gestures and reminding previous achievements. “Political commercials are carefully tested and skillfully produced. Text, image, and music work to balance and strengthen each other”. (Fredrick, 2004; p. 725)

The elections 2013 of Pakistan were the most important elections. Main parties like PML-N, PPP and PTI ran strong political advertisement on television during peak time of elections. PPP used emotional intentions of people (Bhutto ki beti ai thi) and also criticized its opposing parties PML-N (by running different clippings of Shahbaz Shareef about load shedding). “This distinction is also sometimes called controlled media and uncontrolled media, because candidates and parties can control their own advertising messages but do not exercise complete control over the output of media news messages. In this sense, political advertising is a controlled, non-mediated campaign channel, meaning that responsibility for the advertisements lies with the political actors, and they do not run the risk of their messages being altered by the media production process”. (Bacha & kaid, 2009, p.3)

Not only election days but these parties also ran their political broadcast through different programs like Pakistan Peoples’ Party Parliamentarian promoted their Benazir income support program through different advertisements, whereas Pakistan Muslim League (N) promoted their metro bus and Laptop Scheme, while Pakistan Tehreek-e-Insaf and Imran Khan promoted Shaukat Khanum Cancer hospital and its Zakat program and similarly Mutahida Qaumi Movement raised their slogan as Sindh banyga Pakistan. Political advertisers are not answerable to any authoritarian body, intended or otherwise, for the accuracy of their claims. They readily engage in so-called "comparative" advertising.

They purposely criticize their competitors. They complain persistently about the equality of the comments made about them, while their opponents are doing the same. There are no acknowledged forums for the review of these claims and counter-claims. "All political spots must have a sponsorship identification referencing who paid for the spot. This is true whether it is a candidate spot or a third-party spot dealing with candidates or other political issues. The spot should contain the words paid for or sponsored by the true sponsor of the advertisements. The station may have liability for not having this language in the spot". (David D. Oxenford, 2005; p. 17)

The focus of the study was to explore the impacts of political communication on the voting behavior of youth of Lahore. The researcher wanted to analyze the level of awareness and knowledge among youth regarding political parties. For investigation about the impacts of political communication researcher has used the survey method of research. This research can be related to the Elaboration Likelihood Model of Persuasion theory of communication. The Statistics software of SPSS was used for statistical analysis, graph and tables were also made on SPSS. The Chi-Square test was applied to check the relationship between political communication and the voting behavior of youth. Researcher explains the conceptualization and operationalization of the key words of the research topic which makes other clear about the present study.

Rationale of the study

Political parties use different medium to attract youth towards their party and in political meetings they send their political message to the people and through these messages and promises of doing better for the country, parties try to make youth aware of their voting behaviors. They try to change the voting behaviors and attitudes of the youngsters because political leaders think and are confident that youth has the power to bring real change in the country and youth can make their country a better place to live in. The researcher focuses on youth because youth has the tendency to bring real change in the society.

Significance

This study is aimed to examine the impact of political campaigns on the voting behavior of youth of Lahore. This study will help Political parties in the evaluation of the effectiveness of political campaigns. It will be good for Parties because all the political parties are using different campaigning tools to aware the youngsters about voting patterns and political parties attract the youth by promising them about their better future and the better opportunities in life in their own country. Political parties appeal youth through different slogans. Political parties conduct different voting awareness campaigns for youth so they do not face problems regarding voting in elections. This study will help in the evaluation of the voting behaviors of youth.

Objectives

- To explore the existing attitudes and level of knowledge of youth towards political parties.
- To find out the impacts of the political communication in election campaigns of political parties on attitudes of youth
- To explore the impact of election campaigns of Political Parties on voting behaviors of youth.
- To find out whether the impacts of political communication were temporary or long termed.

Literature Review

Dure-Shahwar & Muhammad Asim (2008) describes in their research that voting behavior is extremely dedicated in social and political sciences sub-fields. The objectives of their research were to evaluate the facts which have an effect on the voting behavior in Faisalabad and also to explore the political affiliation in the District Faisalabad. They used multistage sampling technique and chose 160 household respondents for their research. Through their research they explored the association of voting behavior with major inside changes in the party, voter's satisfaction, education and biradism factors had strong influence on behavior of voting.

Majority of the respondents voted for the political candidate not for the party whereas remaining changed their voting behavior due to factors of internal change in party satisfaction of voters and biradism. The significant values of Chi-square showed the strong relationship of those factors with voting behavior.

Richard Nadeau et al. (2011) describes in their study that throughout election campaigns political parties struggle to update voters about their leaders, agendas, future planning's and major issues in the constituencies and in the country where they stand on resolving these issues. This sense of political campaigning considered as the major source of information. Democratic theory presumes that participatory democracies are best supplied by voters rather than uneducated one. The research questions of their study were that do all voters create equivalent information increase throughout election? Or why do few people make more information gains than others? And does the gaining of campaign information have any impact on voting intentions? They develop hypotheses and tested with the data of 1997 Canadian election study. The results showed that some people are more exposed to the campaign information gain than others. The results revealed that campaigns produced the gap of knowledge. Further, strength of media signals on different issues had a crash resting on who collect what information or information had influence on voting purpose.

William McGuire (1986) stated in a powerful article that media had a significant influence on the method we think or live, persuasion mass media i.e. intentional pains to power the means we think and behave have small or fictional documented belongings. The article declared that McGuire was excessively negative. Media researcher established it complicated to manuscript great effects of persuasion of media on behaviors. The article assemble the current research on advertising, political and health campaigns that shows now it is promising to document the huge effects of media campaign on behavior. Several researches revealed how and what time these effects accomplished. The emphasis was on the behavior, somewhat transitional variables like attitude; on deliberately influential campaigns, rather than direct or indirect effects of media coverage; on the persuasion of adults, rather than children.

R. Michael Alvarez (1997) found in their research that during each of the political campaign a number of voters became best informed about the candidate and his/her positions on different issues and the changes in the information are directly related to the information floating during the presidential election campaigns.

Donald P. Green (2004) conducted an experiment in classifying to measure the belongings of Election Day voters enrollment efforts aimed at registered voters 18-25 years of age. Earlier to New Jersey's November 2003 state legislative elections, volunteers contacted 2,817 registered voters through telephone calls and door-to-door campaign. The roll of contacted registered voters was haphazardly assigned to receive an Election Day telephone call cheering them to vote in elections and not to take any calls from the campaign. Later than the elections, records of voter turnout were observed to evaluate the voters' turnout on Election Day. Calls on the Election Day produce a significant increase in turnout. The development was restricted approximately complete to those who, former to Election Day, uttered a purpose to votes.

Owen G. Abbe, et al in research article describes Do subject matter? , "Their article broadens the current research on voting issues or agenda-setting campaign to voting assessment in congressional elections. They used an exclusive set of data which comprise information collected through investigation of the political candidates and supporters of the political campaign who struggled in 1998 elections of House and also the review of those who voted in them. The study evaluated the blow of detailed campaigns on the citizen's behaviors of voting and conclusion whereas controlling of demographic and attitudinal facts. The results revealed once a candidate or a constituent agreed on what is the vital matter in the recent elections, voters were more likely to vote the candidate if the party of the contender owns that matter. The effects of common subject priorities were particularly strong for independent voters".

John Zeller (1990) describes in his study “awareness of the politics affects every citizen voting behavior and political attitude. Among those affects is stability of the political attitude, better ideological uniformity or larger support for the conventional values of the nation. Up till now here survive no complete clarification of why political consciousness has persistent that it has.

Nor there is any conformity on how the awareness of the politics must be measured or conceptualized. This research piece of writing addressed twice of the apprehension. First it illustrates the ideas from system of voting, system of belief and further studies to enlarge a theory of the effects of awareness. This research article interior on how people use prompts and additional information from political leaders to interpret their value orientation to maintain particular policies. Secondly the article argued that on both hypothetical and experimental argument, awareness of politics is best deliberate through easy tests of accurate information about political parties and politics”.

Ifra Mushtaq, Muhammad Abdullah & Razaqat Ali Akber describes in their study that their study examined the participatory behaviors of the individuals in the political system focusing on the socio economic resource level. Categories based on education and income level were identified as high, middle and low SERL referring to their respective education & income level accordingly. Representation from the theories of public sphere & deliberative democracy it was found that the high individuals belongs to high SERL would like to consume more news media and get involved in political talks tend to participate in political activities. It was found that in fact high SERL group, consumes more news media, is more occupied in political conversations and political participation but the difference is not suggestible. They were found to engaged more in passive kind of participatory activities rather than active or pro active kinds.

Noman Yaser et al. (2011) describes in their research, that people not only spent extra time on overwhelming television political content but also the respondents like urban residents, people with higher education are more drastically showing to the television political content for receiving supervision or polishing the voting behavior as contrast to political content on radio during the elections of 2008. The study reveals that people with high education and females with low education were somewhat significantly exposed to the television political content for acquiring the information about politics. For this research they used face to face interviews for collected the data from four hundred respondents (200 males, 200 females registered voters) from metropolitan and sub metropolitan areas of Lahore.

Erika Franklin Fowler & Travis Ridout (2010) describe in their study regarding trends of Advertising in the year of 2010 that “Political advertising offers an important gap to the American election campaign. They analyze the database of political advertisements aired during 2010 midterm elections to shed light on the campaigning strategies of history making elections. The study reveals that with the increasing number of races 2010, advertizing got hype as did its negativity and they also track those issue mentioned by every party. Parties agreed that employment was the main issue whereas republican captivating up various subject such as change and health. The elevated level volume of promotion in 2010 suggests a great potential in voters knowledge however the high volume negativity of advertisements had positive and negative consequences in electorate”.

Norman Peng & Chris Hackley describes in their research study regarding Image Building of political advertisements in Taiwan, “Research on Political Advertisements can gain significant imminent from audience imminent studies by looking at their interpreting or understanding. The research paper focuses on two types of political advertisements-celebrity support or political affecting demand through 6 focus groups. The paper focuses on 3 key themes for evaluation: individual’s association, their understanding on messages and their common opinions about those messages. This research focuses on understanding of how political advertising interpreted through comparing individual’s perception. The finding were tentative, they propose approaching into the exercise of political advertisements of Taiwan”.

Erika Franklin Fowler & Travis Ridout (2010) describes in their study regarding explaining the opinion of Advertising quality whether the information media and the ads aired during the election campaigns had influence on people's perception on the quality of campaign advertisements. They utilized data on the substance of political advertisement, restricted television and coverage of newspaper in total 9 races in 5 states of Midwest in 2006.

Researchers discovered the insight of advertisements tone react to both experiences of local news media and advertising. Either negative or positive advertising force tone awareness or the impact of coverage of advertisements depends not on its quantity of tone, but on whether that coverage is bordered tactically or not.

Baogang He (n.d) describes in his research paper, "two presented models were used to conceptualize the limited contribution in the Marxist system. The mobilization model proposes that involvement was so organized by the state that it was mainly worthless, whereas the disengagement model maintains the plan that numerous communalist people approved non-participatory behaviors such as non-voting as a means of remonstrance. This dissertation effort makes obvious the significance of a third model – the developing democratic culture model. The study outcomes showed that the input index was in quantity to the amount of elections in which a villager is occupied; and a rising number of voters in Zhejiang are increasing citizen-initiated participation, with rights of awareness. This research discovers the altitude of contribution is prejudiced by 3 major factors: the apparent worth of the election itself, reliability of electoral actions and the equality of electoral proceedings. It also discovers that limited political culture and political unresponsiveness still survive, and the rising democratic consciousness falls short of a perfect democratic standard. Although an extreme democratic culture helps to extend democracy in village, the apathetic attitude persist to hold up the strict leadership and organization in numerous villages. The paper also gives an explanation of analysis research in rural China and offers a considerate evaluation of the use of voting and non-voting as the individual pointer of political involvement".

Theoretical Framework

Elaboration Likelihood Model

Theory of influence plays an important function in our daily lives. An admired model used as a standard in persuasion work is the Elaboration Likelihood Model formed by Cacioppo & R. E Petty. The Elaboration Likelihood Model stated "there are two routes through which persuasive messages are processed: the central route and the peripheral route". Urbanized in 1980, this model effort to explain how a persuasive message works to modify the attitude of the recipients (Moore, 2001). Understanding to the two routes of influence argue in the Model of Elaboration Likelihood is very important in the process of influence.

The Elaboration Likelihood Model in "Persuasion Theory" is the most apposite model for this research work. This model states that media influence the people to change their behavior, attitudes and believes. "In this model there are two routes through which persuasive messages are processed: central route which provides complete information and the peripheral route are successful for messages with lower receiver involvement, lower receiver motivation and weak messages". Researcher applied this model because the research topic is directly related to this Elaboration Likelihood Model. This model states that voters receive a message and they listens closely to what is said, then they evaluate the message/information in the paid political advertisements & corner meetings in light of past experiences and knowledge. During the process they forms opinion about the message either favorable or unfavorable and these played an important role in determining the success of the messages or information in paid political advertisements & corner meetings.

Methodology

By keeping in mind, the purpose of the study was to explore the impact of political communication on the voting behavior of youth of Lahore with special reference to PTI. The researcher applied the survey method to collect the data Keeping in mind the objectives of research random sampling technique was used to select the sample of 500

respondents from six (6) educational institutes of Lahore were selected proportionate to the total number of registered students in each university.

Data Analysis and Interpretation

This study aimed to investigate the impact of political communication on the voting behavior of youth of Lahore. The researcher used survey method for data collection.

Since these elections were considered as milestone in the history of the country, political communication became the source to aware people with the latest happenings about election campaigns of different political parties through the new trend of political advertisements and the traditional trend of political meetings. Paid political communication was extensively used by the all the political parties. This technique also gains the attention of political analysts and scholars as they discussed it in their writings. The new trend of paid political content motivated the researcher to investigate the impact of political communication on the voting behaviors of youth of Lahore. Since the major objective of the research was to find out the impacts of political communication on youth, this could only have been analyzed by knowing the existing level of awareness among youth regarding upcoming elections, and then comparing it with their attitudes during election campaigns and finally their voting behavior. According to the findings, Mainstream media was found to be the major source of awareness about the elections while few of the respondents came to know about election through social media by using different sites, remaining came to know through peer group in general discussions, political meetings of different political parties in Lahore and only some of the respondents were aware of upcoming election through any other sources. Majority of the respondents were aware of the date of upcoming general elections and media was considered as the major source of knowing the elections date, whereas respondents were aware of elections date through different websites, friends, social networking sites and pages and remaining of the respondents knew about the date of the elections through any other sources.

During the survey researcher came to know that great number of respondents were determined to vote. Respondents had decided that they are going to cast their votes in general election, because it is their electoral right to vote in the election without any pressure whereas remaining had mixed reason for casting the vote i.e just because their family always vote in election, to strengthen the democracy, or they wanted to try new emerging parties and wanted to give a chance to make their homeland peaceful, even they liked the agenda of the party to whom they are going to vote and only 1% of the respondents said that they have any other reason to vote in the elections. Majority of the respondents being at least graduation level students as well as being targeted by most political parties as potential voters were aware of the significance and right of their votes in upcoming election. Only 4% of the respondents denied voting in elections mainly for having pessimistic approach regarding history of political system, other reasons including disliking of the politics as well as the politicians. According to the survey the researcher found that for majority of respondent's it was going to be the very first experience of voting in elections whereas some of the respondents cast their votes in previous elections. Majority of the respondents knew the agenda of different political parties whereas few of them were found unaware of the agenda and remaining reported to have some knowledge about the agenda of different parties. Some of the respondents were aware about the agenda of all the parties whereas 51.1% of the respondents reported some knowledge about the agenda of the parties while only few respondents gave response that they only knew the agenda of the party to which they were going to vote in the elections. Media was found to be the major source of knowledge about the agenda of political parties and remaining respondents came to know about the agenda of different parties through social networking sites surfing on internet, political meetings, peer group and through any other source were found to be the other sources of information of agenda of political parties respectively. Respondents who found media, the major source of knowing the political parties and their agendas then the researcher further asked them that which content of the media is major source for them.

Amongst the media content, news and political advertisements were found to be the major sources of information about the agendas of political parties whereas political talk shows, political analysis of media on television channels columns in newspapers were other sources as reported by the respondents. Respondents were reported as they were well aware about the agenda of Political Parties and mainstream media was found to be the major source of information about the agenda of political parties whereas facebook official page of Parties, political meetings of parties by watching & listening political advertisements of Pakistani Political Parties on television, radio etc were other sources of awareness about the manifesto of political parties and only 1.6% said that by attending the corner meetings of the candidates of their constituency they came to know about manifesto of different political parties. The PTI party leader of PTI, Imran Khan is a popular personality all over the world and he is popular because of his career in Cricket and after that his career in politics, whereas remaining respondents reported that they like the party, because they like the new leadership in our country which is competent, to bring change in the country with the new emerging party and only few answer that they attend the meetings just for the enjoyment. Few of the respondents said that they didn't attend the political meetings of every political party because they have strong affiliation with some other party, party manifesto is not so attractive, party members are politically immature while other respondents respond that they have doubt on the fidelity of politicians and preponderance of the respondents said that they have some other reason for not attending the political rallies of Political parties. Massive number of the respondents watched advertisements of political parties on television whereas only few denied. Some of the respondents watch these advertisements with great interest, few of the respondents reported that they watch without any interest and a large number of the youth watch with any other interest, and respondents watch these advertisements because they have affiliation with the party while a number of youth watched because they wanted to know the manifesto of the parties, some of the youth wanted to compare the agenda of different political parties whereas few of the young people watched these advertisements because they like the party leader and very few of the respondents had any other reason to watch these political advertisements. The paid political content is the rising trend in Pakistan. People can communicate face to face with the leaders of the parties on television.

Majority of the respondents watched the advertisements of Political whereas only small number of the youth denied and a remaining of respondents respond that they have watched these advertisements at times and with interest whereas some of the respondents denied that they didn't watched the ads with interest. Researcher found that majority of the respondents watched the advertisement of Political parties of Pakistan because of the presence of the party leaders while remaining of the respondents liked the political song, they said that the political songs attract them the most in these advertisements, some of the respondents gave response that they like the message which is given to the youth or others whereas only few said that they watch the advertisement to know the agenda of Pakistani Political Parties and only few number of the respondents respond that they have any other reason to watch political advertisements. Out of those who denied that they didn't watch advertisements, majority of the respondents had no interest in politics, some had no interest in political advertisements whereas few of the respondents had any other reason for not watching the political advertisements. Researcher found that the political advertisements will affect the results of upcoming elections.

Hence, it has proved that political communication is a major source of awareness regarding political parties and their manifestos among youth. Youth of Lahore were well aware about the agenda of Political parties of Pakistan.

Hypotheses Testing

H₁: "Political communication is a major source of awareness regarding Political Parties and their manifestos among youth."

Table : 1 Political communication is a major source of awareness regarding Political Parties and their manifestos among youth

	Value	Df	Sig.(2 sided)
P-Chi Square	213.371 ^a	4	.000
Ratio	211.594	4	.000
Linear Association	196.156	1	.000
Valid Cases	500		

As Pearson-value was lower than the level of significance, this is why it has rejected the null hypothesis or accepted the over mentioned hypothesis. It has proved that there is relationship among the political communications and awareness among youth.

Testing Hypothesis H₂

H₀: “Awareness and positive attitude created through Political communication is not expected to affect the voting behavior of youth”

H₂: “Awareness and positive attitude created through Political communication is expected to affect the voting behavior of youth”

Table: 2 “Awareness and positive attitude created through Political communication is expected to affect the voting behavior of youth”

	Value	Df	Sig.(2 sided)
P-Chi Square	335.884 ^a	6	.000
Ratio	240.309	6	.000
Linear Association	22.287	1	.000
Valid Cases	484		

As Pearson-value has lower than the level of significance, this is why it has rejected the null (H₀) hypothesis and accepted the over-mentioned hypothesis. It has proved that there is a relationship between the political communications and voting behavior of youth of Lahore. It has also proved that political communication created positive attitude among youth and it affect the voting behavior as well.

Conclusion

Political communication is a new and exhilarating area and teaching that is located at the junction of the study of communication. Political Communication plays an important role in dissemination of information from one end to another during election campaigns. “In representative democracies communication between leaders and led is a necessary condition for the political system to work. Voters need to be informed about the political programs, policy issues and political alternatives presented by the political candidates and/or political parties (opinion formation); on the other hand, political legislature needs to know the wishes and demands of those whom they are supposed to govern”. Political communication played an important role in general elections of Pakistan 2013. Different techniques of campaigning were used to appeal the voters to vote in election. The new and the modern technique of Paid Political Broadcast had a great impact on voters. The researcher wanted to analyze the impacts of Political communication on the voting behavior of youth. For research researcher selected 500 respondents (Youth) proportionate to the total number of registered students in each of the selected university. Survey method was used to analyze the results.

Researcher found that mainstream media was the major source of information about the manifesto and agenda of Political parties. The results revealed that majority of the respondents were well aware about the elections and determined that new trend of paid political broadcast will affect the results of the elections. The results also revealed that majority of the respondents were taking interest in political campaigns and political communication had a great impact on the respondents especially the new and rising trend of Paid political Broadcast affected their voting behaviors. Majority of the respondents were persuaded by Paid political Broadcast and change their opinion about voting in upcoming elections.

The general findings revealed that majority of the respondents had decided during the election campaign by watching Paid Political Broadcast and by attending the corner meetings that which party they will vote for. The survey results revealed that opinions of majority of the respondents were changed about voting due to paid political broadcast. Hence it is proved that awareness and positive attitude created through Political communication affected the voting behavior of youth of Lahore.

The conclusion of the study was that political communication plays an important role in changing the voting behavior of youth and Paid political Broadcast and corner meetings had great impact on youth and political communication changed the voting behavior of youth.

References

- Ahmed, M. (2009). *Faisalabad Division ke Siasat per Biradarism kay Asraat*, Un-published Ph. D Thesis, Department of History Science and International Relations, Baha-ud-din. Zikiriya University, Multan pp: 46. Retrieved on May 23rd 2013
- Alvarez.R.M. (1997). Do Voters Learn from Presidential Election Campaigns. Garrett Glasg California Institute of Technology. Retrieved on May 22nd 2013
- Blais, A., G. Elizabeth and N. Neil. (2008). Where Does Turnout Decline Come From? *European Journal of Political Research*. 43:221-23. Retrieved on 25th April 2013
- Daniel, B. (1973). *The Coming of Post-industrial Society*. New York: Basic Books. Retrieved on 22nd May 2013 form www.eHow.com
- Campbell, A., & Miller, W. (1954). *The voter decides*. Evanston, IL: Row, Peterson and Company. Retrieved on 27th April 2013
- Franklin, M. (2004). *Voter turnout and the dynamics of electoral competition in established democracies since 1940*. Cambridge: Cambridge University Press.
- Franklin, B. (1995), "Packaging politics: causes and consequences for Britain's media democracy", in Lovenduski, J., Stanyer, J. (Eds), *Contemporary Political Studies 1995: Proceedings of the Annual Conference of the Political Studies Association of the UK*, Political Studies Association of the UK, Belfast, pp. 582-92.
- Freie, J. (1997). The Effects of Campaign Participation on Attitudes. *Political Behavior*, 19(2), 103-156. Retrieved on 16th June 2013
- Green.D.P.(2004)The Effects of an Election Day Voter Mobilization Campaign Targeting Young Voters. Yale University
- Hansen. K. M (2008). The Effect of Political Campaigns – Overview of the research Online Panel of Electoral Campaigning (OPEC). University of Copenhagen, Department of Political Science E-mail: kmh@ifs.ku.dk, Web: www.kaspermhansen.eu/cv.doc.Paper prepared for the XV NOPSA Conference,
- HRCP. (2008). Human right commission of Pakistan. State of human rights: An annual report Lahore, Pakistan
- Iyengar, S., & Jackman, S. (2003). Technology and Politics: Incentives for Youth Participation. The International Conference on Civic Education Research. New Orleans

- John Zaller (1990). Political Awareness, Elite Opinion Leadership, and the Mass Survey Response. *Social Cognition*: Vol. 8, Thinking about Politics: Comparisons of Experts and Novices, pp. 125-153
- Jost, J. T. (2006). The end of the end of ideology. *American Psychologist*. 61: (7). 651-70.
- Kaase, M., & Marsh, A. (1979). Political Action. A Theoretical Perspective. In S. Barnes, & M. Kaase et al., *Political Action: Mass Participation in Five Western Democracies* (pp. 27-56). Beverly Hills CA: Sage.
- Leighley, E. and J. Nagler. (1990). Individual and Systemic Influences on Turnout: Who Votes? *Journal of Politics*. 54 :(3). 718-40
- McGuire.W. (1986). Do Campaigns Really Change Behavior? New Understanding of the Behavioral Effects of Advertising, Political Campaign sand Health Communication Campaigns
- Nold.A.G(2010).Engaging the Nation’s Youth in Politics An Interactive Media Research Study Professor Lisa McMichael
- PILDAT.(2008). Pakistan Institute of legislative and transparency (PILDAT). A Dispassionate Analysis of How Elections are stolen & will of the People is Defeated. Islamabad. Pakistan. ISBN 986-99-558-067-7.
- Owen G. Abbe *et al*. Agenda Setting in Congressional Elections: The Impact of Issues and Campaigns on Voting Behavior retrived
- Richard. N *et al* ((2011). Election Campaigns as Information Campaigns:Who Learns What and with What Effect??? Department of Political Science ,University of Montréal
- Petty.R.E & Priester.J.R. (1994). Media Effects. Mass Media attitude change implications of the elaboration likelihood Model of Persuasion. The Ohio State University. pp. 91-122. Zillmann.D.J.B(eds) code:6633. University of Albama. Publisher:Lawrence Erlbaum Associates Publisher,. New Jersey
- Wimmer, & Dominick (2006). *Mass Media Research*, an introduction. Wads worth inc, California. Pp 57-68- 179.
- Bell, Daniel (1973): *The Coming of Post-industrial Society*. New York: Basic Books
- Adolphesn. M (2008) Branding in Election Campaign: Just a Buzzword or a New Quality Political Communication. Compiled by Prof Robin Mansell & Dr Bart Cammaets. London School of Economics and Political Science.
- Abellanosa, H.J (2011)*. Effects of Political Ads on Television on the Choice of Presidential Candidates among First-Time Voters of Liceo De Cagayan University
- Raknes, K. B.A (2007). Oceans Apart—A comparative analysis of Election Campaign practices in Norway and US. Graduate School of Arts and Sciences of Georgetown University.
- Gibson, R.K & Rommele, A. (2007). Political Communication in: Daniele Caramani (ed): Comparative Politics. Oxford. Oxford University Press.
- Valentino, N.A. *et al* (2004). The Impact of political Advertising on Knowledge, Internet information seeking and candidates Preferences. University of Michigan.
- Benoit, W.L., Stephenson, M.T., and Tschida, D.A. (2001) *Communication Studies* 52.4. Retrieved May 20, 2003 from the Academic Search database.
- Moore,C.. (2001). Elaboration Likelihood Model. Retrieved May 20, 2003 www.ciaadvertising.org
- Scott, C. (1996) “Understanding attitude change in developing effective substance abuse: Prevention programs for adolescents.” *School Counselor*. 43.3. Retrieved May 20, 2013 from the Academic Search database.
- Wilcox, D.L., Cameron, G.T., Ault, P.H., and Agee, W.K. (2003). *Public Relations Strategies and Tactics*. Boston: Pearson Education.
- Salvaggio, Jerry L. (ed.) (1989) *The Information Society. Economic, Social, and Structural Issues*. Hillsdale, NJ: Erlbaum

- Franklin, B. (1995), "Packaging politics: causes and consequences for Britain's media democracy", in Lovenduski, J., Stanyer, J. (Eds), *Contemporary Political Studies 1995: Proceedings of the Annual Conference of the Political Studies Association of the UK*, Political Studies Association of the UK, Belfast, pp. 582-92.
- John and Mary R. Markle(2001). Foundation and the University of California, Los Angeles, 2001, pg. 205).
- Emerito, (2006). Merriam Webster, An Encyclopedia Britannica company retrieved from <http://nws.merriam-webster.com>
- Denton R.E., Woodward G.C. *Political Communication in America*, New York: Praeger, 1998, p.11 retrieved from en.wikipedia.com
- Marshall, G. (1998). Dictionary of Sociology. Retrieved from Encyclopedia .com on 12th June 21013.
- Popkin, Samuel (1991): *The Reasoning Voter. Communication and Persuasion in presidential campaigns*. Chicago: University of Chicago Press
- Satori, G. (1976). Parties and party system. A Framework of Political Analysis, Cambridge: Published by Syndics of the Cambridge University Press. Retrieved from www.JSTOR.com on 16th February 2013.
- Sarcinelli, U. (1998). Parteien und Politikvermittlung: Von der Parteien- zur Mediendemokratie?; in: ders. (Hg.), *Politikvermittlung und Demokratie in der Mediengesellschaft*. Retrieved from www.dadalos.org on 24th March 2013.
- Freedman,P. et al. (2007). *Campaign Advertising and Democratic Citizenship*. American Journal of Political Science. Vol 48, No. 4. Retrieved from www.google.com on 6th May 2013.
- Bacha, C.H & Kaid, L.L. (2009). Political Advertising in International Comparison. p. 3. Retrieved from www.mama.com on 10th April 2013
- Petty, R.E & Cacioppo,J.T & Schumann (1983). "Central and peripheral routes to advertising effectiveness: The moderating role of involvement". *Journal of Consumer Research* **10** (2): 135–146. doi:10.1086/208954