

# Understanding Political Marketing in the Light of Dream for Sale in Democracy

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**Abstract:** *Nevertheless democracy being the most favorable ideology is always questioned in practice in system of governance. It is as a rule of majority can be felt but hardly seen in most of countries in the globe. People's duty in democracy is supposed to be limited to the poll not to the policy making. It is in the hands of minority elected by people in general. The small group decides acts and determines on behalf of masses. Then why mob stands in the gate of government? Even Abraham Lincoln's highly celebrated definition is claimed to be restricted within the theoretical boundary and democracy as a system of government is found to be guided by a distinct elite class with dominant ideology.*

**Keywords:** Democracy, Masses, Ideology, Favorable

## 1. Introduction

Democracy grows up in the respective land at the initiative of dominant class with distinct political and economical ideology. Subsequently, inter and intra class conflict takes place. Today, no democracy is free from crisis. It is in most of developing nations is far away from people in general. People can form but cannot regulate it. Even in the era of global market it has been undoubtedly transformed into a product. It is bargained in the market controlled by corporate class. In such an environment politics in democratic world to be understood from market perspective. In recent times, discourse of political marketing has achieved due response in academic world.

## 2. Objectives of the study

**Main objectives of the proposed study are as follows:**

1. To understand the changing nature of Democratic politics in India.
2. To highlight transformative structure of electoral politics in backdrop of market economy
3. To unveil the unholy nexus between political and corporate class
4. To extend suggestive conclusion.

## 3. Methodology and materials

It is a historical and analytical study. Logic used here deductive and inductive –particular to general and general to particular. Most of materials used here are from secondary sources.

## 4. Delimitation of study

Entire study is primarily focused on theoretical and practical politics in India only.

## 5. Discussion

### Political Marketing: Marriage between Politics and Marketing

Political marketing is the outcome of marriage between politics and marketing. It refers to application of market strategy in political process. With the advent of new era of science and technology and globalization market strategy has brought a new trend to the field of electoral politics. Prominent thinker Newman says that it is the application of marketing principles and procedures in political campaigns by various individuals and organizations.<sup>1</sup> The procedures involved include the analysis, development, execution and management of strategic campaigns by candidates, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win elections and pass legislation and referenda in response to the needs and wants of selected people and groups in a society 'It is the process by which political candidates and ideas are directed at the voters in order to satisfy their political needs and thus gain their support for the candidate and ideas in question. A cursory comparison between marketing of goods and services, and marketing of political candidates would readily point up at least one common concept promotion. Clearly there is quite extensive use of media by the seller and the candidate for the purposes of informing, reminding, as well as changing attitudes and behavior. Possibly, such a comparison would also indicate that both marketing of goods and services, and marketing of political candidates utilize similar tools such as market research, and various statistical and computer techniques in studying the market.'<sup>2</sup> Political Marketing as a new concept has often been used to interpret electoral politics. A good number of pioneers from the USA and West Europe have taken strong initiative in attracting the attention of intellectuals and academic society towards the discourse of political marketing. Theodore White, Joe McGinnis, Gary Mouser, Glick and Nimmo are the most prominent pioneers of political marketing who have generated widespread popular and scholarly interest in marketing orientation in the area of electoral politics. The spectacular rises in political advertisement and mushroom

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growth of opinion poll-agencies have given birth to new discipline called 'Pesphology'. Being the largest democracy Indian since its independence has experienced extensive range of electoral politics. 'Elections in India arouse the collective passions in people. India is the biggest democracy in the world, people have a say in governance right from the lowest rung of democracy i.e. Panchayati Raj to the highest forum of legislature i.e. the Lok Sabha. The classical concept of democracy is put to a strenuous test in the Indian context, democracy presupposes that every individual in the democracy knows his or her well being, India has the largest number of illiterate voters and skeptics have been writing the obituary of Indian democracy from the time India chose to become a democratic republic. It is a tribute to Indian voters, political parties, media and Indian electoral system that not only democracy has survived in India but it has taken such strong roots that any other system of governance would simply be unthinkable. Indian elections are a curious mix of history and latest technological inventions, Indian political parties have imbibed not only all the good things of Indian life styles but also have transplanted electoral practices being practiced in other parts of the world.<sup>3</sup>

### Slogans and dream in Market

A slogan is not just a tag-line that advertisers create; they play a strategic game; in the long run, good slogans play with customer's mind making it believe yours is a reliable product. So, companies keep experimenting until they get a perfect piece. McDonald's is the best example: They kept changing their slogans until 2003 when they found a perfect tag line "I'm loving' it". This according to the company was ideal representation of their brand as they want each client to feel the same after using their service. Thus it was a perfect seller and ultimate reminder for the service of McDonalds.<sup>3</sup> Thus, slogans can also work as bridge between the clients and brand to build and strengthen the relationship. Since it gives meaning to the name, it can create feelings and attract people towards it.<sup>4</sup> In political marketing slogan plays a major role in mobilizing voters. Political parties and leaders like business class try to mobilize masses through impressive slogan to win the election. Political parties make promises to win voters, and each party comes up with attractive and catchy slogans. In fact, Indian politics has a history of election slogans that are witty, funny, and an instant hit with the masses.<sup>5</sup> Here are some of the popular slogans that changed the fortunes of political parties. It is pertinent to say that the discourse of political marketing is not a phenomenon of just now But it has been a crucial discourse since time immemorial. Of course it has posed with new and strong attire in the age of modern science and technology. The following popular slogans are enough to understand the legacy and nature of political marketing in India.

**1. Jan Sangh ko vote do, bidi peena chhod do;  
Bidi mein tambaku hai, Congress-wala daaku hai**

This slogan was launched by Jana Sangha to defeat congress in the general election of 1967. It has resembled the then congress party with dacoit.

### 2. Vote for calf and cow, forget all others now

The actual symbol of Congress party was the yoked oxen, but when Indira Gandhi and Congress split, she created her own faction and this new party symbol as an offshoot of the original, during the 1960s. It's said that people started making fun that the cow and calf is Indira Gandhi and Sanjay Gandhi, after which it was changed.<sup>6</sup>

### 3. Yeh dekho Indira ka khel, kha gayi shakkar, pee gayi tel

This funny slogan became popular among people. It was launched by opposition to disclose the corruption and maladministration during the government of Indira Gandhi.

### 4. Garibi hatao, Indira lao, Desh bachao

The anti-poverty theme took the centre-stage in Indira Gandhi government's election campaign in 1971.

### 5. Indira hatao, Desh bachao

It was also a famous slogan launched by Janata Dal to save the nation from the rule of Indira Gandhi.

### 6. Jab tak sooraj chand rahega, Indira tera naam rahega

After Indira Gandhi was assassinated, this election slogan was coined by the Congress for 1984 elections. And the sympathy it generated led to a landslide victory of the party.<sup>7</sup>

### 7. Jab tak rahega samose mein aloo, tab tak rahega Bihar mein Lalu

This is one of the most funny and entertaining election campaigns projecting Lalu Prasad Yadav as the original leader of Bihar. It proved the strong impact and legacy of Lalu Prasad Yadav in the politics of Bihar.

### 8. Bari bari sab ki bari, ab ki bari Atal Bihari

This was BJP's slogan at Lucknow election rally, in March 1996. BJP come to power for the first time for a 13-day rule.

### 9. Sonia nahi yeh aandhi hai, doosri Indira Gandhi hai

This slogan coined by Congress attempted to popularize Sonia Gandhi by projecting her as the second Indira Gandhi, in 2009.

## 10. Abki bar Modi sarkar

This slogan in the name of Narendra Modi had a far reaching role in winning BJP with absolute majority in the general election of 2014.

## 11. Phir ek bar Modi Sarkar

Again BJP has launched another slogan in the name of Narendra Modi sustain its government.

Apart from aforesaid slogans there are many phrases or taglines which have projected the marketing character of Indian politics. Most of slogans like advertisement of products of company are full of promises and aspiration. At present context electronic media plays a significant role in spreading the political marketing with new mode and techniques.

### Nexus between Corporate and Political Parties

Money is the central energy in Electoral politics. Money brings money and it paves the way of corruption of transforming black money into white one. Corruption and election funding are twin brothers. It has been well known that election funding is a murky affair. Those political parties collect huge sums of money, mostly unaccounted for — from unknown business class, mafia through dubious means, especially during elections — is generally accepted. There are no reliable estimates of the quantum of funds collected on behalf of parties or candidates, or the amount of money that goes into the electoral process<sup>8</sup>. In the present vortex of market economy corporate sectors invest capital in election to achieve pro capitalist policy from the would be government. Political parties also highly depend upon business class to win in the election in promise of remaining favorable to them. Since last few decades the unholy impact of money in elections has grown and has given a unique shape to Indian politics. Elections are controlled by corporate class. ‘There are a number of reasons for this. One of the reasons is that the size of constituencies has increased almost four times since independence. Another is the abundance of black money in the country arising from poor tax collection practices. The growing use of technology has also added to election expenses.’<sup>9</sup>

Of course the Election Commission discourages ‘excessive’ spending in election campaigns by prescribing expenditure limits. At present, a parliamentary candidate can spend up to 5.4 million in small states and union territories, while the limit for bigger states is 7 million. The corresponding limits for state assembly seats are 2 million and 2.8 million, respectively. Candidates are also required to open separate bank accounts to manage election expenses, and observers are appointed to monitor ‘day to day account’ transactions. The Commission also conducts extensive raids to restrict the movement of unaccounted money.<sup>10</sup>

Politicians and black money go hand in hand. In north Indian states likes Uttar Pradesh, Madhya Pradesh, Rajasthan and Bihar, MLAs move around in a fleet of

SUVs, with a host of lackeys in tow. Each minister is a parallel economy unto himself, his cronies entirely dependent on him for survival and more.<sup>11</sup> Who finances their politics? Most government contracts – for roads, bridges, liquor and so on – are cornered by cartels controlled by the legislators themselves. These contracts generate cash in abundance to keep the political cycle of an average legislator lubricated. Many ministers and MLAs are strongmen – extortion, protection money, supari and other kinds of crime proceeds add to their well of black money.<sup>12</sup> A large part of the black money thus generated goes to party funds. The deeper the war chest of a party, the more power and influence it has and greater are its chances of winning an election<sup>8</sup>. In addition, parties are funded by contractors and corporations. Bigger the party, bigger the corporations financing it. Departments like public works, urban development and irrigation make major contribution to party funds. Contracts are awarded in government departments, but decided in party headquarters’

## 6. Conclusion

At present no democratic part remains untouched from unholy forces. Judiciary undoubtedly especially in India has made many sincere effort to make election free and fair. But my question is that is it the only duty of judiciary???. Until and unless voters or masses are sensitized democracy will remain as a deal of a minority with money and muscle power. Nevertheless people are allowed to stand in a limited space with minimum duty in procedural democracy. But they can play a magnificent role of watch dog even in specified position since they have empowered with casting vote. Reform of India’s current election system is urgently pertinent. In recent times of course, The existing legal and institutional set-up creates a number of perverse incentives which subvert the ideal of a fair and transparent electoral system. Hoping it will not remain as a unfixed discourse.

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