**Lecture # 1**

The study and practice of political communication focuses on the ways and means of expression of a political nature.

**Career in Political Communication**

**Potential career opportunities are there**

**Politcs, governmnets,public affairs and public policy, legislative affairs, lobbying, media, political research and analysis**

**Political process**

**Persue career with legislative thin tanks, local state and national based political party, political campaigns, media organization and publishers, non profits, pr forms,political consulting agensices, social advocacy groups, or other organisations that work within the political process**

**You can be a campaign strategist**

**Government Press secretary**

**Political Journalist**

**Government Communication Director**

**Lobbyist persuasion or interest representation is the act of attempting to influence action policis or decsions of officials in their daily life**

**College Professor**

**Poltics**

the activities, actions, and policies that are used to gain and hold power in a government or to influence a government.

**Communication**

the successful conveying or sharing of ideas and feelings.

**WHAT IS POLITICAL COMMUNICATION?**

Broadly defined, political communication is the **role of communication in the political process**. It can take place in a variety of forms (formal or informal), in a variety of venues (public and private) and through a variety of medium (mediated (some one interpretation of the content) or unmediated (Primary source) content). It includes the production and generation of messages by political actors, the transmission of political messages through direct and indirect channels, and the reception of political messages.

**Defining the concept**

The study and practice of political communication focuses on the ways and means of expression of a political nature.

Robert E. Denton and Gary C. Woodward, two important contributors to the field, in Political Communication in America characterize it

“as the ways and intentions of message, senders to influence the political environment. **This includes public discussion** (e.g. political speeches, news media coverage, and ordinary citizens' talk) that considers **who has authority to sanction, the allocation of public resources, who has authority to make decision, as well as social meaning like what makes someone American**. **In their words "the crucial factor that makes communication 'political' is not the source of a message, but its content and purpose."**

  David L. Swanson and Dan Nimmo, also key members of this sub-discipline, define political communication as

"the strategic (Planned) use of communication to influence public knowledge, beliefs (Opinions), and action on political matters."

They emphasize the strategic nature of political communication, **highlighting the role of**[**persuasion**](https://en.wikipedia.org/wiki/Persuasion)**in**[**political discourse**](https://en.wikipedia.org/wiki/Political_discourse)**.**

Brian McNair provides a similar definition when he writes that political communication is **"purposeful communication about politics."**

For McNair this means that this not only covers [verbal](https://en.wikipedia.org/wiki/Words) or [written](https://en.wikipedia.org/wiki/Written) statements, but also [visual](https://en.wikipedia.org/wiki/Visual) representations such as dress, make-up, hairstyle or logo design. With other words, it also includes all those aspects that develop a "political identity" or "image"

There are many academic departments and schools around the world that specialize in political communication. These programs are housed in programs of communication, [journalism](https://en.wikipedia.org/wiki/Political_journalism) and [political science](https://en.wikipedia.org/wiki/Political_science), among others. The study of political communication is clearly [interdisciplinary](https://en.wikipedia.org/wiki/Interdisciplinary).

**Three Main Groups in Political Communication**

* **Political Institutions and actors**
* **News Media**
* **Citizens**

Political communication is a process that includes political institutions and actors, the news media and, importantly, citizens. Every act of political communication produced by parties, interest groups, or the media is geared toward citizens, to inform them, to influence them. It is the interaction between these three groups that matter in political communication.

**Communication flow within politics**

Communication flows move in many directions:

**Downward**

Downward from governing authorities to citizens,

**Horizontally**

Horizontally between political actors, including news media,

**Upward**

Upward from citizens and groups to the political institutions.

In short, political communication is concerned with being actively engaged with local, regional, state, national, European, and international issues and how the power of information, persuasion and strategic message design can be used to understand and affect outcomes at those levels, particularly in the area of governance and governmental and societal behaviour.

**Technocrats**

**Lecture # 2**

**Major Political parties in Pakistan**

* Pakistan Tehreek-e-Insaf.
* Pakistan People's Party.
* Pakistan Muslim League (N)
* Awami National Party.
* Jamaat-e-Islami Pakistan.
* Jamiat-e-Ulema-e-Islam (F)
* Muttahida Qaumi Movement (MQM)
* Pakistan Awami Tehreek (PAT)

**Minor or regional parties**

* Pakistan Socialist Party
* [Balawaristan National Front](https://en.wikipedia.org/wiki/Balawaristan_National_Front)
* [Communist Party of Pakistan](https://en.wikipedia.org/wiki/Communist_Party_of_Pakistan)
* [Baloch Republican Party](https://en.wikipedia.org/wiki/Baloch_Republican_Party)
* [Hazara Democratic Party](https://en.wikipedia.org/wiki/Hazara_Democratic_Party)
* [Balochistan National Movement](https://en.wikipedia.org/wiki/Balochistan_National_Movement)
* [Balochistan National Party](https://en.wikipedia.org/wiki/Balochistan_National_Party)
* [Communist Mazdoor Kissan Party](https://en.wikipedia.org/wiki/Communist_Mazdoor_Kissan_Party)
* Jeay Sindh Liberal Front
* [Jamote Qaumi Movement](https://en.wikipedia.org/wiki/Jamote_Qaumi_Movement)
* [Jeay Sindh Muttahida Mahaz](https://en.wikipedia.org/wiki/Jeay_Sindh_Muttahida_Mahaz)
* [Jeay Sindh Quomi Mahaz](https://en.wikipedia.org/wiki/Jeay_Sindh_Quomi_Mahaz)
* [Mazdoor Kisan Party](https://en.wikipedia.org/wiki/Mazdoor_Kisan_Party) (MKP)
* [Majlis-e-Ahrar-e-Islam](https://en.wikipedia.org/wiki/Majlis-e-Ahrar-e-Islam)
* [Mustaqbil Pakistan](https://en.wikipedia.org/wiki/Mustaqbil_Pakistan)
* [National Party](https://en.wikipedia.org/wiki/National_Party_(Pakistan))
* [National People's Party](https://en.wikipedia.org/wiki/National_Peoples_Party_(Pakistan)) (NPP)
* [Pakistan Liberal Party](https://en.wikipedia.org/wiki/Pakistan_Liberal_Party) (PLP)
* [Pakistan Mazdoor Kissan Party](https://en.wikipedia.org/wiki/Pakistan_Mazdoor_Kissan_Party) (PMKP)
* Pakistan Social Democratic Movement (PSDM)
* [Pakistan Women Muslim League](https://en.wikipedia.org/wiki/Pakistan_Women_Muslim_League) (first women's political party in Pakistan)
* [People's Union Pakistan](https://en.wikipedia.org/wiki/People%27s_Union_Pakistan) (PUP)
* Panjistani Popular Front (PPF)
* Panjistani Democratic Party (PDP)
* [Sindh Democratic Alliance](https://en.wikipedia.org/wiki/Sindh_Democratic_Alliance)
* [Sindh National Front](https://en.wikipedia.org/wiki/Sindh_National_Front)
* [Pak Sarzameen Party](https://en.wikipedia.org/wiki/Pak_Sarzameen_Party)
* [Sindh Taraqi Pasand Party](https://en.wikipedia.org/wiki/Sindh_Taraqi_Pasand_Party)
* [Sindh United Party](https://en.wikipedia.org/wiki/Sindh_United_Party)
* Saraikistan Qaumi Movement (SQM)
* Pakistan Conservative Party (PCP)
* [Balochistan National Party Awami](https://en.wikipedia.org/wiki/Balochistan_National_Party_Awami)
* [Pakistan Freedom Movement](https://freedompk.org/)

**Pakistan Tehreek-e-Insaf**

[Imran Khan](https://en.wikipedia.org/wiki/Imran_Khan) leads [Pakistan Tehreek-e-Insaf](https://en.wikipedia.org/wiki/Pakistan_Tehreek-e-Insaf) (Pakistan Movement for Justice) under the slogan: "Change". On 25 April 1996, in [Lahore](https://en.wikipedia.org/wiki/Lahore), the PTI, a [social democratic](https://en.wikipedia.org/wiki/Social_democracy) and [Third Way](https://en.wikipedia.org/wiki/Third_Way) political movement (Economical liberal), was founded by [Imran Khan](https://en.wikipedia.org/wiki/Imran_Khan). The PTI boycotted the [2008 elections](https://en.wikipedia.org/wiki/Pakistani_general_election,_2008) but became more politically active by 2011. The PTI claims to represent all Pakistanis regardless of religion, ethnicity, language or residence. It aims to create a [modern](https://en.wikipedia.org/wiki/Modernism), [egalitarian](https://en.wikipedia.org/wiki/Egalitarianism), [Islamic democratic](https://en.wikipedia.org/wiki/Islamic_democracy) and [Welfare state](https://en.wikipedia.org/wiki/Welfare_state). The PTI promotes a [nationalist](https://en.wikipedia.org/wiki/Nationalism) (loyality and devotion to a nation) agenda, arguing that [Terrorism](https://en.wikipedia.org/wiki/Terrorism), [Extremism and Radicalism](https://en.wikipedia.org/wiki/Islamic_Extremism) (fundamentalism) have increased since Pakistan joined the [War on Terror](https://en.wikipedia.org/wiki/War_on_Terror). The Party emerged as country's second most popular party in 2013 elections. PTI currently holds 32 seats in the National Assembly. It is currently the ruling party in [Khyber Pakhtunkhwa](https://en.wikipedia.org/wiki/Khyber_Pakhtunkhwa) province.

**Pakistan People's Party**

[Asif Ali Zardari](https://en.wikipedia.org/wiki/Asif_Ali_Zardari), former [President of Pakistan](https://en.wikipedia.org/wiki/President_of_Pakistan) and the leader of the [Pakistan Peoples Party](https://en.wikipedia.org/wiki/Pakistan_Peoples_Party).

On 30 November 1967, the [Pakistan Peoples Party](https://en.wikipedia.org/wiki/Pakistan_Peoples_Party) (PPP), a [democratic socialist](https://en.wikipedia.org/wiki/Democratic_Socialism) party, was founded by [Zulfikar Ali Bhutto](https://en.wikipedia.org/wiki/Zulfikar_Ali_Bhutto" \o "Zulfikar Ali Bhutto) (1928 - 1979). The PPP ran in the [1970 general election](https://en.wikipedia.org/wiki/Pakistan_elections) on a [socialist](https://en.wikipedia.org/wiki/Socialism) agenda of Roti, Kapra, Makan (Food, clothes, shelter). It favored ties with [China](https://en.wikipedia.org/wiki/China) over the [Western nations](https://en.wikipedia.org/wiki/Capitalist_bloc) and ruled Pakistan after the [Fall of Dhaka](https://en.wikipedia.org/wiki/Fall_of_Dhaka). After completion of first parliamentary term, the PPP succeeded in the [Elections of 1977](https://en.wikipedia.org/wiki/Pakistani_general_election,_1977). Under [Benazir Bhutto](https://en.wikipedia.org/wiki/Benazir_Bhutto), the PPP became a [secular](https://en.wikipedia.org/wiki/Secularism_in_Pakistan) party that promoted [Social Liberalism](https://en.wikipedia.org/wiki/Social_Liberalism) as well as [privatization](https://en.wikipedia.org/wiki/Privatisation) in order to secure funding from the US and the [World Bank](https://en.wikipedia.org/wiki/World_Bank). From March 2008 to March 2013, it was leading party of the ruling alliance. Party faced defeat in elections of 2013. The PPP currently holds 41 senate seats and 42 national assembly seats.

**Pakistan Muslim League (N)**

Former Prime Minister [Nawaz Sharif](https://en.wikipedia.org/wiki/Nawaz_Sharif), a wealthy industrialist, is the leader of the largest political party, [Pakistan Muslim League-N](https://en.wikipedia.org/wiki/Pakistan_Muslim_League-N).

[Pakistan Muslim League (N)](https://en.wikipedia.org/wiki/Pakistan_Muslim_League_(N)) (PML [Nawaz](https://en.wikipedia.org/wiki/Nawaz_Sharif) group, or PML-N) became Pakistan's ruling party after a decisive victory in the [Pakistani general elections of 2013](https://en.wikipedia.org/wiki/Pakistani_general_elections,_2013). It holds 26 out of 104 seats in the Senate and 190 seats in the [National Assembly](https://en.wikipedia.org/wiki/National_Assembly_of_Pakistan). Prime minister [Nawaz Sharif](https://en.wikipedia.org/wiki/Nawaz_Sharif) has been its leader since 1980s. Sharif, a businessman from [Lahore](https://en.wikipedia.org/wiki/Lahore), entered the mainstream Pakistani politics with the support of the military dictatorship of [Muhammad Zia-ul-Haq](https://en.wikipedia.org/wiki/Muhammad_Zia-ul-Haq) and later in 1990, became prime minister of Pakistan with the assistance of powerful military establishment especially DG [ISI](https://en.wikipedia.org/wiki/Institute_for_Scientific_Interchange) General [Hameed Gul](https://en.wikipedia.org/wiki/Hameed_Gul" \o "Hameed Gul). He and his party (PMLN) ruled the country for two different tenures in the '90s. His second government was overthrown by the army chief [Pervez Musharaf](https://en.wikipedia.org/wiki/Pervez_Musharaf) in a military coup. Nawaz succeeded in saving his life and money with the diplomatic support of [Saudi Arabia](https://en.wikipedia.org/wiki/Saudi_Arabia) and left Pakistan for eight years. He came back in 2007. PMLN is a [fiscally conservative](https://en.wikipedia.org/wiki/Fiscal_conservatism) party which holds moderate religious and social policies. It promotes strong and friendly relations with [India](https://en.wikipedia.org/wiki/India), [United States](https://en.wikipedia.org/wiki/United_States), and the [European Union](https://en.wikipedia.org/wiki/European_Union).

**Awami National Party**

In 1986, the [Awami National Party](https://en.wikipedia.org/wiki/Awami_National_Party" \o "Awami National Party) (Popular National Party, ANP) was founded by [Abdul Wali Khan](https://en.wikipedia.org/wiki/Abdul_Wali_Khan). It is a leftist, secular party that promotes [Pashtun](https://en.wikipedia.org/wiki/Pashtun_people) nationalism, [democratic socialism](https://en.wikipedia.org/wiki/Socialism_in_Pakistan), [public sector](https://en.wikipedia.org/wiki/Public_sector) government, and economic equality. It supports ties with [Afghanistan](https://en.wikipedia.org/wiki/Afghanistan), [India](https://en.wikipedia.org/wiki/India), and historically the [Soviet Union](https://en.wikipedia.org/wiki/Soviet_Union). The ANP holds 7 seats in the senate and 3 seats in the National Assembly. [Asfandyar Wali Khan](https://en.wikipedia.org/wiki/Asfandyar_Wali_Khan" \o "Asfandyar Wali Khan), grandson of [Bacha Khan](https://en.wikipedia.org/wiki/Khan_Abdul_Ghaffar_Khan" \o "Khan Abdul Ghaffar Khan) is the incumbent president of the ANP. Between 2008 and 2013, it was part of the ruling [PPP](https://en.wikipedia.org/wiki/Pakistan_Peoples_Party) led alliance. It performs well in Pashtun dominated areas in and around [Khyber-Pakhtunkhwa](https://en.wikipedia.org/wiki/Khyber-Pakhtunkhwa) and the [Balochistan](https://en.wikipedia.org/wiki/Balochistan_(Pakistan)" \o "Balochistan (Pakistan)) provinces.

**Jamaat-e-Islami Pakistan**

On 26 August 1941 in Lahore, [Jamaat-e-Islami](https://en.wikipedia.org/wiki/Jamaat-e-Islami_Pakistan" \o "Jamaat-e-Islami Pakistan) (Islamic Class, JI), a [Right-wing](https://en.wikipedia.org/wiki/Right-wing), [Islamist](https://en.wikipedia.org/wiki/Islamism) party, was founded by [Abul Ala Maududi](https://en.wikipedia.org/wiki/Abul_Ala_Maududi" \o "Abul Ala Maududi), a Muslim theologian, and philosopher. It aims to create an [Islamic democracy](https://en.wikipedia.org/wiki/Islamic_democracy) in Pakistan ruled under [Sharia](https://en.wikipedia.org/wiki/Sharia) law. The JI elects its leader ([Emir](https://en.wikipedia.org/wiki/Emir)) democratically; [Siraj ul Haq](https://en.wikipedia.org/wiki/Siraj_ul_Haq" \o "Siraj ul Haq) is the current emir. After the [independence](https://en.wikipedia.org/wiki/Pakistan_Movement) of [Pakistan](https://en.wikipedia.org/wiki/Pakistan) in 1947, JI moved its base to [West Pakistan](https://en.wikipedia.org/wiki/West_Pakistan) (remaining members formed the [Jamaat-e-Islami Hind](https://en.wikipedia.org/wiki/Jamaat-e-Islami_Hind" \o "Jamaat-e-Islami Hind)). During the [Indo-Pakistani War of 1971](https://en.wikipedia.org/wiki/Indo-Pakistani_War_of_1971) it opposed the independence of [Bangladesh](https://en.wikipedia.org/wiki/Bangladesh), but in 1975 it established an independent political party there, the [Bangladesh Jamaat-e-Islami](https://en.wikipedia.org/wiki/Bangladesh_Jamaat-e-Islami). JI now has its headquarters in [Mansoorah, Lahore](https://en.wikipedia.org/wiki/Mansoorah,_Lahore" \o "Mansoorah, Lahore). JI has an association with international Muslim groups such as the [Muslim Brotherhood](https://en.wikipedia.org/wiki/Muslim_Brotherhood). .

**Jamiat-e-Ulema-e-Islam (F)**

[Jamiat Ulema-e-Islam](https://en.wikipedia.org/wiki/Jamiat_Ulema-e-Islam) (Assembly of Islamic Clergy, Fazl-ur-Rahman Group, [JUI-F](https://en.wikipedia.org/wiki/JUI-F)) is an ultra-conservative religious and theocratic party which, in 2002, formed a ruling alliance with [Muttahida Majlis-e-Amal](https://en.wikipedia.org/wiki/Muttahida_Majlis-e-Amal" \o "Muttahida Majlis-e-Amal) in [Khyber Pakhtunkhwa](https://en.wikipedia.org/wiki/Khyber_Pakhtunkhwa) and with the [PML(Q)](https://en.wikipedia.org/wiki/Pakistan_Muslim_League_(Q)) in [Balochistan](https://en.wikipedia.org/wiki/Balochistan" \o "Balochistan). It currently holds 15 seats in the National Assembly, 5 seats in the [Senate](https://en.wikipedia.org/wiki/Senate_of_Pakistan), 17 seats in the [Provincial Assembly of Khyber Pakhtunkhwa](https://en.wikipedia.org/wiki/Provincial_Assembly_of_Khyber_Pakhtunkhwa) and 8 seats in the [Provincial Assembly of Balochistan](https://en.wikipedia.org/wiki/Provincial_Assembly_of_Balochistan). Its economic policy is socialist and moderate.

**Muttahida Qaumi Movement (MQM)**

The [Muttahida Qaumi Movement](https://en.wikipedia.org/wiki/Muttahida_Qaumi_Movement" \o "Muttahida Qaumi Movement) (National Democratic Movement, MQM) was founded in 1978 by Altaf Hussain (who went on, in 1984, to found the Muhajir Quami Movement) from the student organisation, the All Pakistan Muhajir Student Organization (APMSO). It is supported by the urban Muhajir community of Sindh. The MQM is socially liberal and democratic. In 1997, the MQM officially removed the term Muhajir, which refers to Urdu-speaking Muslims and replaced it with Muttahida (United). Between 1992 and 1999, the Pakistan Army, in Operation Cleanup, attempted to suppress the MQM. On 11 September 2001, the MQM condemned attacks by al-Qaida in the US with public demonstrations.

**Pakistan Awami Tehreek (PAT)**

The [Pakistan Awami Tehrik](https://en.wikipedia.org/wiki/Pakistan_Awami_Tehrik) (Pakistan People's Movement) is a politically [radical](https://en.wikipedia.org/wiki/Political_radicalism), ideologically [centrist](https://en.wikipedia.org/wiki/Centrism) and religiously [moderate](https://en.wikipedia.org/wiki/Moderation) [political party](https://en.wikipedia.org/wiki/Political_party). [Populist](https://en.wikipedia.org/wiki/Populism) [sufi](https://en.wikipedia.org/wiki/Sufi" \o "Sufi) cleric [Muhammad Tahir-ul-Qadri](https://en.wikipedia.org/wiki/Muhammad_Tahir-ul-Qadri) is its founding chairman. In 1990, Pakistan Awami Tehrik (PAT) participated in the national elections just one year after it was founded. In 1991, PAT and TNFJ (Tehrik-e-Nifas-e-Fiqh-e-Jafria, a shia political group) now known as [Tehrik-e-Jafaria](https://en.wikipedia.org/wiki/Tehrik-e-Jafaria" \o "Tehrik-e-Jafaria) signed a 'Communique of Unity' to promote social and religious harmony. PAT enjoys considerable support among religious but moderate lower middle class of the country. PAT has a very organized and disciplined organizational structure and highly trained workers. However, party's entire political influence is based on agitation and public demonstrations. Party's vote bank and electoral power is considered to be limited unlike the PPP-P or PTI.

**Left Wing and Right Wing**

The fundamental differences between left-wing and right-wing ideologies center around the the rights of individuals vs. the power of the government**. Left-wing beliefs are**[**liberal**](http://www.diffen.com/difference/Conservative_vs_Liberal)**in that they believe society is best served with an expanded role for the government.** People on the right believe that the best outcome for society is achieved when individual rights and civil liberties are paramount (Supereme) and the role — and especially the power — of the government is minimized.

Leftests : Ideologies of force Communism Socialism, progressivism (Social equality often in opposition of social hirarchy

Ideologies of freedom, Capitialism, Classical liberalism