

Political Campaign For Election Candidates In Iraq

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Political Leadership and the Foundations of an Iraqi Election Campaign

A political leader is the one who leads the nation and wants the people to vote for him. For this purpose, the leader must adopt effective strategies to develop trust and confidence in his followers. The followers of the political leader play an essential role because they give their energy and power to the leader for a period of time, and so the leader must respect his followers' feelings and must do something good and new for them. The followers of the leader always hope and expect a lot from the leader. They consider that the leader will never forget his public or nation, either in good times or bad times. The leader must always remain honest and hardworking to the nation and must not leave them alone in any case. However, a leader can only help his followers when the people will vote for him and will elect him in the elections of the state or the country. For this purpose, the leader needs to tell his followers about his mission to help the people and must attract his vote bank by adopting several strategies. This study will now evaluate how the political campaign proves to be effective for the election candidate in Iraq.

In the election session, the political leaders need to work really hard to increase their vote bank, and for this purpose, they need to adopt several strategies. The most important and effective strategy is to run the campaign. This strategy really works well for the political leaders, as well as for the other leaders or owners of firms, when introducing new policies or products. The campaign is a way to tell the people about the motive for working with them or working for them. By using a campaign, the political leaders may tell the people about their purpose of serving them, the strategies to provide them benefits, planning to meet their challenges, sketching of leading the nation towards development, thinking of how to promote education and how to increase employment. In this way, people who may not be familiar with the leaders' personalities will come to know about the planning and aims of that political leader. The campaign not only attracts voters but also makes people aware of a leader's capabilities and makes them able to draw comparisons between the election candidates to decide who can do the best for their benefit.

Campaign Planning, Constituency Goals, and

Public Trust

Before the campaign, the political leader must be aware of the way of campaigning, and for this purpose, he must sum up the most important goals for the constituency succinctly. The leaders must make a sketch that how they can convey their purpose of leading the people and dealing with the matters of the people. The leader can also plan what strategies may work well to attract the voters or to increase the vote bank. For this purpose, the leader must first observe the target population. This study is about the political campaign in Iraq and so the leader must work on it to attract the Iraqi people. After making proper strategies, selecting the target population, and setting the goals, the leader must start the campaign. For the campaign, the client must select a campaign message that must be attractive to the voters and must be meaningful. For example, Donald Trump used a campaign message, “*Making New America*,” to attract the public of the United States during the U.S. election in 2017.

When concerned about *Iraq*, a country in Western Asia, politics, there is a multi-party system. Nowadays, Iraq is suffering from great challenges, such as terrorism and the American invasion. Thus, the political leader can make great strategies to deal with these major issues and to bring normal life back to Iraq, such as regular studies at schools, proper employment, and economic development. Before the campaign, the political leader must think about how to impress thousands of voters and how to convey the information to the public to increase the vote bank. Whatever the leader says to the public will leave an impression of the leader on the listener. Moreover, attracting one voter means making him an ambassador of the electoral campaign, and for this purpose, the political leader must be extremely careful in attracting the voters. Once the leader makes his vote bank then, the followers will discuss the leader’s strategies with their family, friends, and colleagues, which will directly or indirectly increase the vote bank of the leader. (United Nations Assistance Mission for Iraq, n.d.)

In Iraq, the most important target group of political leaders is the people affected by terrorism, so the leader must introduce the best possible strategies to combat terrorism. The leader must convey his strategies and aims for dealing with terrorism by using several platforms of the campaign. At this time, the major need of the Iraqi people is to make Iraq free from US invasion and terrorism, and so this can be the message used by the leaders to attract the people. The leaders can use several platforms to run political campaigns, such as social media, newspapers, and street tango. However, the most important thing about the campaign is the team of the leader. It is obvious that the political leaders alone are nothing, and so they need a team or group to run the political campaign. For this purpose, the leader must initially select the people or the team with which he can run the political campaign. This team should be highly trustworthy and honest with the candidate.

Iraqi Youth as a Strategic Electoral Community

Iraqi youth are highly energetic, and they really want a bright future. For this purpose, the election

candidate can use them as a target group. Once the leaders are able to satisfy and attract the Iraqi youth, then they will be closer to their success in the elections. Most of the youth nowadays use social media and remain connected to the Internet. This means that the election candidates can use social media or internet websites to attract the target population. The election candidate can tell his strategies to the youth about providing them jobs, and improving their lifestyles. This will make the youth able to think about voting for the candidate who really wants to change their lives and bring a happy change in Iraq.

The election candidate can also attract the people of Iraq by promising to improve Iraq's security and make Iraq free from terror. In this way, the adults, as well as people of every age, will like that election candidate and will vote for him. Most importantly, the difference between the loser and the winner is whether they learn from their mistakes or not. That is why the election candidate must have a team that can criticize the leader. This will help the candidate to improve his political capabilities. Admitting the mistakes and improving the leadership capabilities make an election candidate a perfect leader. This is because once a leader understands and admits his mistakes, then he never does it again, and so this increases the people's trust and confidence in him.

Most importantly, the thing that makes the campaign of the election candidate successful is the resources he uses. For example, the leader can use newspapers, social media, street tango, campaign cards, billboards, and pamphlets to attract voters. However, using these resources is not that easy because it requires a lot of budget. That is why the election candidate must first make a budget and then plan the best campaign strategies to attract the population. The best way of a political campaign is by using technology, especially social media. This is because posting something on Facebook, Twitter, or Instagram account does not cost so much to the candidate and attracts the majority of the voters. In Iraq, the newspaper is also the best way to attract the people because the people who cannot afford technology use the newspaper to remain up-to-date with politics and other scenarios. Another best political campaign way is to use T-shirts with the campaign message of the election candidate. This will attract more and more people by letting them know about the planning of election candidates to serve the Iraqi people in the best way. (International Foundation for Electoral Systems, n.d.)

References

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