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Impact of Election Campaign on Results

One of the key features of any election campaign is the political advertisement. During the political advertisement, candidate that are running in the elections put forward their agenda and try to convince the nation about how they are going to come up with the resolution of some of the problems that are being faced by the country at the given point of time. It must be noted that even though such campaigning is bound to have effect on the electoral results, it is going to be unfair that the campaigns are being compared to the way advertisement of a consumer product. Though the argument can be made that some of the techniques that are being used during the given narrative are such that might be same for a consumer product, but the main point of the campaign is to make sure that the people who are putting forward their name in the elections are putting forward their agenda and their election manifesto with regards to the way they want things do be done at the given point of time. The other assumption that even though there is degree of manipulation when it comes to the way political views are being changed during the given process, the key thing that has to be kept in mind is that how the whole process is more about making sure that the politicians develop the understanding about the causes of the grievance among people at the given point of time and based on that premise they should resonate and campaign. If the campaign is not resonating with the public sentiments and is not relatable, then the likelihood is that no matter how strong the campaign is, it won’t hold weight. Thus, it means that the free elections do hold merit and public opinion do matter in any such situation.