

Empirical and Methodological Analysis of Political Advertisements

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Abstract

Political advertising campaigns are communication geared towards persuading individuals and groups by an identified sponsor, political party and their third parties to take favorable actions to win the electorate support. This study analyzed the taxonomy of political advertising and classified the advertisement into three categories, namely: contrast, political and negative “attack” adverts. In the same vein, the essay x-rayed election and campaign financing and further deepen the body of knowledge by technically examining empirical and methodological research designs employed by numerous scholars on the subject of political advertising and advertisement.

Keywords: Political advertising, advertisement, election campaign and methodology.

1.0 Introduction

Political advertising is regarded as an offshoot of marketing politics, just like orthodox advertising is a subset of orthodox marketing, promotion and marketing communication tools. (NWOSU, 2003; NKAMNEBE, 2003; OPARA, ANUFORO& ACHOR, 2016; TEJUOSO, 2011). Other promotional mix that constitutes integrated marketing communication aside from orthodox advertising are: public relations, publicity, branding, direct sales, personal selling, door to door selling, face to face selling, packaging, among others. Political advertisement is described as communication that is geared toward spersuading individuals and groups by an identified political party to take favorable actions to win the electorate support and votes (OSUNBIYI, 2012). The ultimate goal of almost every political advertising and advertisement copy is to persuade and influence constituency voters and to win elections (ADURADOLA & OJUKWU, 2013).Aside from political advertising, other strategies adopted by politicians and campaign organizations include: personal contacts, lobbying, political rallies and campaign (OLYIDE, ADEYEMI AND GBADEYAN, 2011). The objective of this paper is to contribute to the body of knowledge by technically examining empirical and methodological research designs employed by scholars on the subject of political advertising and advertisements.

2.0 Literature Review

2.1 Conceptual Review

Kotler propounded the Exchange Theory and introduced the concept of marketing into the analysis of election campaign (KOTLER& LEVY, 1969; OLYIDE, ADEYEMI & GBADEYAN, 2011). In the same vein, REECE, 2014, p. 13 disclosed that political advertisements entered into election campaigns around 1952. According to Opeibi (2006) political advertising was initially deployed as a tool “to promote the personality and the programmes of the candidates to the public with the primary aim of gaining their support and mobilizing them to participate in the process of securing and controlling power”. Political advertisements in print are in various space sizes: full page, half page and quarter page, in colour or black and white, likewise they are aired in broadcast media airtime in spot, as commercial jingles on prime time, peak periods or AAA belt and as personal paid announcements, about party program or manifesto and candidate.

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Thus, advertisements are paid for by the sponsor or campaign organization which enable individuals or politicians and their political groups to say what they want to say, the way they would want their audience to receive the information (ALBERT, 2010; SALMAN, 2015).

Political advertisers, campaign organizations and their third party sponsors do not strictly adhere to any code of ethics of advertising to protect the audience from the inaccuracies and unsubstantiated claims contained in their messages, whereas commercial advertisers voluntarily subscribe to code of advertising ethics. Again, political advertisers use “comparative” advertising strategy in which competitors and opposition programmes and performance are ridiculed, criticize and degraded. Iyengar and PRIOR, 1991 further distinguished political advertising from commercial or product advertising campaign, that positivity is the currency of product advertisements. Political advertisers seek vote at any cost, including a degraded sense of public regard for the candidates and the electoral process (LYENGAR & PRIOR, 1991; OLIYIDE, ADEYEMI, & GBADEYAN, 2011).

AMIFOR, 2016, p. 162 disclosed that political advertising employed both hard sell and soft sell approaches. Both above – the – line and below – the – line are often mixed for campaign effectiveness. In his words “hard sell with presence of primary media including billboard, TV and radio as reminder media. They also include promotional items, publicity and public relations which parties embark to the reach their target audience, their taste, lifestyle, habit, among others, before creative direction. Secondary media such as publicity / public – relations and gift items such as tee-shirts, pens and badges. Both hard sell and soft sell complement each other as cost effective means of building corporate image for the party”.

ONUORAH, 2008, p. 7 further noted that “political advertising is the use of paid media space or airtime as a means of persuading voters to vote a political party or candidate into power or office”. Corroborating this position, ANYACHO, 2008, p. 5 posits that “the power to persuade the voters rests in the ability of the political party or the candidate of the party to articulate sellable ideas and programmes which must be packaged to meet the needs of the electorate”.

ASEMAH, 2010, p. 3 cited in EZEGWU, ETUKUDO & AKPAN, 2015 observed that “political advertising is used by politicians to persuade people to vote for them, and it is therefore part and parcel of any other democratic society”. Political advertising like orthodox advertising is educative, informative, entertaining and persuasive. ANSOLABEHERE and IYENGAR, 1991, p. 38 noted that “political advertising is persuasive and not manipulative and that ads inform voters about the candidates’ position and allows voters to develop differentiated images of the candidates, images that play an important role in shaping voting choices”.

Unique Selling Proposition (USP) is discovered to be responsible for change and influencing target audience opinion in political advertisements. ONWUAMALAM, 2014, p. 15 stated that “USP serves as the differentiating element in political advertisements”. Political advertisement set media agenda which provides voters with what to think about (MC COMBS, 1981), it presents information to create awareness and influence voter behavior (OSKAMP, 1984), it provides information that facilitates public agenda (MILLER, 2003) and makes voters engage in debate as to which candidate has a better political manifestoes for a possible selection at election (ONWUAMALAM, 2014).

2.2 Taxonomy of Political Advertising

Political advertising can be categorized into three which are as follows:

1. Contrast adverts – this advertisement contains negative information about the opposition and positive statements about the candidate
2. Political adverts – this advertisement provides positive information about the candidate only and no mention of the candidate’s opponent.
3. Attack or Negative Adverts – this advertisement contain only negative information about the opposition, and nothing positive about the opponent (GOLDSTEIN & FREEDMAN 2002; LAU & SIGELMAN 2000; OLIYIDE, ADEYEMI & GBADEYAN, 2010; OPEIBI 2006).

JOHNSTON & KAID (2002) and UDEZE & AKPAN (2003) further classified political advertising into two groups, namely; image adverts and issue adverts.

- (i) Image Adverts – This political advertisement aims to humanize candidate for the voters.
- (ii) Issue Adverts – This political advertisement depicts where a candidate stands or position in specific key issues.

OKPARA, ANUFORO & ACHOR (2016) opined that political advertising can be categorized according to the purpose for which the advertising campaign is intended to achieve. According to them, we have the under mentioned typology of political advertising:

- a. Attacks/Negative campaign adverts
- b. Contrast adverts
- c. Pure and clean purpose adverts
- d. Image adverts
- e. Issues adverts

2.3 Political advertisements and campaign Budget

Campaign expenditures in the United States grew fifteen fold since 1952 from \$140 million to \$2 billion in 1982. President Dwight Eisenhower campaign in 1956 was the first presidential campaign which relied on TV political commercials.

CHANG, PARK AND SHIM,1998, p. 5 wrote that “Truman referring to effects of political advertising commented that it was the first time in 148 years that a president had been elected without carrying a congress with him”. In 1972, fifteen percent of political advertisement expenditures were for broadcasting. In 1988, 20 percent of \$2 billion on political advertisements were expended on airtime purchase.

Political advertising expenditure in New Hampshire, USA grew from \$ 851,000 in 1992 to \$ 2,696,500 in 1996, an increment of 317 percent. CHANG, PARK AND SHIM,1998, p. 7 further disclosed that “former president Bill Clinton campaign organization spent a total of \$ 98.4 million on television political commercials: \$12 million during primaries, \$42.4 million during post primary and \$44 million on television adverts in the general election. In the same vein, Dole expended \$ 47.1 million on television advertising and Ross Perot expended \$22 million on television political advertisement”.

SALMAN, 2016, p. 1 wrote on political advertorials for 2015 presidential election campaign in Nigeria disclosing that President Muhammadu Buhari, APC candidate, the eventual winner and his support groups spent 724, 540, 609 on print advertisements while former President Dr Goodluck Ebele Jonathan, PDP candidate and his support groups spent 3, 111, 357, 876 on print political advertisements respectively.

In his words “In Nigeria, political advertorials especially those place in the print media still remain very important for candidates and political parties to promote themselves to the electorate as well as countering any disparaging materials by their opponents in the press. The relative importance of print media as an appropriate medium of disseminating political messages is not necessarily based on media penetration or circulation but the strategic role of the press” (p.3).

3.0 Methodological Analysis of Political Advertisements

OPEIBI, 2006, p. 1 asked a significant question, *Political marketing or Political macheting? A Study of Negative campaigning in Nigerian political discourse*. He noted that with the return to democratic activities in 1999 following the death of maximum dictator, General Sanni Abacha and eventual handover of power by Gen Abdulsalam Abubabakar to democratically elected civilian administration of Chief Olusegun Obasanjo, “many of the candidates abandoned positive, issue – focused, image-building political adverts for negative attacks on their opponents” during electioneering campaigns.

OPEIBI adopted qualitative research design and collected data from selected national newspapers’ advertisements published during the 2003 general elections in Nigeria. The study found out that voters exhibited different attitudes towards negative political advertisement. Factors such as voters’ level of education, political literacy, contents and structure of the adverts, personality of the sponsor (political candidate and campaign organization) influence the effect of negative advertisements campaign on the electorate.

SALMAN,2016, examined issues in campaign expenditure, and tracked political advertorials published in 2015 presidential electioneering campaign in Nigeria in the print media. He adopted qualitative research design method, using content analysis and monitored political advertorials from all print media to determine estimate of overall spending on advertisements during the 2015 presidential election campaign in Nigeria.

The data captured hidden advertisements and third party spending from political support groups expended in twenty newspapers, tracked from November 14, 2014 to March 28, 2015 prior to 2015 presidential elections.

The study revealed that the current President, Muhammadu Buhari, APC Presidential candidate and his support groups spent 724,540,600 while the PDP presidential candidate, immediate past President, Dr Goodluck Ebele Jonathan and his support groups spent 3,111,357,876. Through third party spending, political candidates have designed smarter ways of evading campaign finance rules and regulations.

OLIYIDE, ADEYEMI & GBADEYAN, 2011, interrogated Nigerian electorate perception of political advertising and election campaign. The research method adopted quantitative design using survey. This was conducted a week before the April 25th, 2009 re-run election in Ekiti State, Nigeria with questionnaire as instrument of data collection. A total of 1650 questionnaires were distributed in 63 out of 177 wards in Ekiti State and 1500 were returned. Analysis of variance (ANOVA) was used to examine the effectiveness of political advertising on the electorate and Exploratory Descriptive Statistic was deployed to investigate the political behaviour and level of participation of electorates. The research questions were structured, close ended and two categories of Likert scales, namely- 1 = Strongly disagree and 5 = Strongly Agree were adopted to measure respondents and electorates feeling about political advertising. The research findings revealed that majority of the respondents got information for voting from political campaign and believed that civilian rule is better than military. Majority of the respondents communicate with politicians at the local government level and they don't interact concerning matters affecting their community development and civic responsibilities. Most of the respondents indicated that political advertising is interesting, effective and negative "attacks" advertising must be discouraged.

AMIFOR, 2015, wrote on political advertising design in Nigeria between 1960 and 2007. He employed qualitative research design using historical analysis. The study disclosed that during 1964 general elections, posters, flyers, and pamphlets of Ahmadu Bello of NPC, Azikwe's NCNC and Awolowo's AG which contained political messages extolling virtues of each candidates were circulated and complemented with film shows at open fields, local schools playing grounds and town spaces. However, Chief Awolowo's Action Group (AG) deployed skywriting and trail signs for promotional differentiation, which signaled the dawn of political advertising in Nigeria's landscape.

ONWUAMALAM, 2014, p. 1 examined voters' perception of unique selling proposition (USP) in Nigeria's presidential political advertisements. The study adopted triangulation research design using survey and interview. Questionnaire was used as tool of data collection. The study evaluated voters' disposition to elect either Dr Good luck Ebele Jonathan of the PDP or Muhammadu Buhari of APC in the March, 2015 presidential election in Nigeria based on voter-perception of their television commercial advertisements. A sample of 377 respondents was purposively drawn from three states in South-East Nigeria having three different political leadership. Anambra state has APGA's Chief Willie Obiano, Abia state has PDP's Chief Okezue Ikpeasu and Imo state APC's has Chief Rochas Okorochoa as Governor. The study found out that "voters disposition and behavior are based on how presented political message related to voter expectation, that the choice of a unique selling proposition (USP) in political advertisement is not a major compelling force for candidate selection at election. It shows that electorate should know why a candidate is to be preferred to another in election. This is the essence of USP in political advertising".

ADEMILOKUN, 2016, p. 1 wrote on multimodal discourse analysis of some newspaper political campaign advertisements for Nigeria's 2015 elections and analyzed patterns of verbal and non-verbal meaning-making in these political advertisements. The data for this study comprised of nine selected advertisement artworks published in Nigeria newspapers between January and March 2015 at the peak of 2015 presidential election campaign between the two major parties, APC's Muhammadu Buhari and PDP's Dr Good luck Jonathan. The study adopted social semiotic approach of Gunther Kress to analyze data and found out that the "producers of political advertisements creatively constructed verbal and visual resources to project political aspirants for acceptance by the Nigerian electorate. The emphasis on change serves as useful rhetorical appeal in the discourse upon which the multimodal resources are anchored and which allow for their effective interpretation". The study further revealed that other noticeable discursive tropes in the discourse are counter discourse and brand association.

CHANG, PARK & SHIM, 1998, investigated the effectiveness of negative political advertising as regards in formativeness, believability and attitudes towards both the advertiser and the audience. The study adopted quantitative method of research design using survey and structured questionnaire as tool to collect desired data.

Pearson Correlation Test was conducted, and in Hypothesis I found out that negative political advertising believability has a high positive correlation with favorable attitude towards the target. Meaning that, electorate who are likely to believe negative political ads tend to have positive attitude toward the sponsor and negative attitudes toward the targeted audience.

HUGHES, 2003, dissected negative political advertising and the characteristics' that differentiate negative political advertising from other forms of advertising. The study examined strategies involved in negative political advertising and evaluated their effectiveness and further highlighted implications for researchers and practitioners, analysts, political scientists and proffered suggestions. The study adopted qualitative research method design.

LICENJI, 2015, investigated various functions of the political electoral advertising during the 2018 local elections in Albania using content analysis of election advertisements of both main candidate of the municipality of Tirana. The study found out that the two political candidates, People's Alliance for Jobs and Dignity candidate for Tinara, Halim Kosova and the opposition, Alliance for the European, Albania, Erion Veliaj employed emotional broadcast advertisements which focused on personal and professional attainments to win the support of the electorate using testimonial appeal advertising with models such as retired persons, students of professional school and a woman who received economic assistance to attest to the work of the left candidate as Minister of Social Welfare.

Furthermore, EDOGOH, EZEBUENYI & ASEMAH, 2013, examined television as a medium of political advertising during elections in Anambra state, Nigeria. The study used survey research method. Questionnaires were administered on 400 samples covering 21 local governments on Anambra state with 1,642,696 eligible voters. The study found out that exposure to television advertising influence voters' preference for advertised candidates and that the influence of television political advertising on electorate is such that it makes the voters to recall the advertised candidate to cast their votes for him during ballot, because television combines sound and pictures, it create indelible image in the minds of electorate, hence, persuade them to vote for the advertised candidate.

UDEZE & AKPAN, 2013, analyzed the influence of political advertising on Nigeria electorate in Imo state, South East Nigeria in the 2011 governorship election. The study adopted survey method and multi-stage sampling. 120 respondents were selected in two of the three senatorial zones in the state and questionnaires were administered.

The study found out that radio was the most effective channel for political advertising, to the extent that the electorate audience perceived radio message to be the most credible platform. It further recommends that the electorate accesses political advertising message more through the radio than any other mass media.

JACOBS, 2015, investigated the roles radio advertising plays as a tool in sustaining Nigeria's democracy. The study further examined what advertising regulatory body, APCON can do to regulate political adverts and prevent wastage of creativity. The study adopted qualitative research method, using historical analysis drawing largely from books, journals and online articles. The study found out that marketers, political candidates and their campaign organizations abuse their freedom of speech and engage in spurious campaigns that undermine societal harmony. That the regulatory body, APCON should control political advertisements and implore politicians to deal with issues, and avoid negative reference to opponents, other than criticisms of their policies. The media should not because of ownership, political affiliation, and profit expose advertisements that are unethical and negative by nature.

BATTA, BATTA & MBOHO, 2015, conducted a study on political advertising and electioneering in Nigeria and analyzed the 2015 general election newspaper advertisements in Nigeria. The study conducted content analysis of two prominent newspapers, namely; The Guardian and Punch between January to March, 2015 with a total 240 issues of these newspapers. The study found out that 63 percent of the political advertisements dealt with non-issues and social cultural issue constituted the majority. Religions, ethnic and sectional sentiments and violence messages occurred at 6.25 percent, 3.89 percent and 1.82 percent times in political advertisement messages. Out of the non-issues analyzed, neutral messages were high as 44.42 percent and personal attacks amounted to 41.04 percent. The incidence of non-compliance with political advertising code enunciated by APCON was high at 33.6 percent because third party sponsors are responsible for 46.56 percent of political advertising sponsorship in Nigeria and usually fail to comply with APCON code.

EZEGWU, ETUKUDO & AKPAN, 2015, in their study examined political advertising and the electorate's choice of candidates in Nigeria's 2015 general election in Anambra state, South East Nigeria. The study used survey research design and 398 questionnaires were distributed and convenience sampling conducted in Aguata local government area, Anambra state.

The study found out that 41 percent of respondents asserted that political advertising is persuasive, not manipulative and its messages inform voters to have differentiated and branded images of the candidates.

OKPARA, ANUFORO & ACHOR, 2016, conducted a study on the effects of political advertising on voters' choice of candidate with emphasis on the 2015 Governorship election in Imo state, South East Nigeria. Descriptive research design was adopted and approached through survey. on probability (purposive sampling technique) was used to select respondents in each of the three senatorial zones, namely: Owerri zone 174, Okigwe zone 68 and Orlu zone 158. The study found out that there is a strong evidence of a significant relationship between voters' exposure to political advertising and electorate choice of candidate. Voters' decision was significantly attributed to various styles by which political advertising message were presented. Their findings also supported the Social Judgment Theory which stated that when voter's evaluation of a candidate is reinforced by its latitude of rejection or non commitment, the voter is bound to withdraw its support or remain uncommitted.

EKHAREAFO & AKOSEOGASIMHE, 2017, conducted a study on textual analysis of 2015 Presidential election advertisements in selected Nigeria newspapers and unearthed issues raised, religious and personal attacks inherent in the published advertisements. Data for the study comprised eight selected advertisements of leading political parties, notably PDP and APC published between January and March 2015 at the peak of electioneering campaign for the presidential election. Data gathered were analyzed using the Textual analysis research design. The study opined that media regulatory bodies such as the Nigeria Press Council and APCON should be more proactive in the control of political advertisements that default in conforming to stipulated code standards and media owners (NPAN) should assist to reduce negative attack advertisements by insisting on adherence to APCON Code.

	Name	Year	Objective	Methodology	Findings	Gap in the Study
1	OPEIBI	2006	The objective of the study was to provide a structural and functional description of the importance of language used in political advertisements during the 2003 general elections in Nigeria.	The study adopted qualitative research design and conducted contextual analysis of selected national newspapers advertisements published during the 2003 general elections in Nigeria	The study found out that voter exhibited differential attitudes towards negative political advertisements. Factors such as: voters level of education, political literacy, contents and structure of the adverts, personality of the sponsors (political) candidates and their campaign organizations influence the effect of negative advertisements campaign messages on the electorate	The study was silent on the perspective of control of negative advertisement by the regulatory body, Advertising Practitioners Council of Nigeria (APCON)
2	SALMAN	2006	The objective of the study was to examine issues in campaign expenditure, tracking of political advertorial budget and party funding of print media advertisements published during Nigeria's 2015 presidential election.	The study adopted qualitative and content analysis of over 20 newspapers, two magazines selected for tracking between Nov 14th, 2014 to March 28th, 2015.	The study revealed that President Muhammadu Buhari's APC and his support groups, Tinubu Fashola and Amaechi spent 724,540,609 while the defeated incumbent party, PDP's Dr Goodluck Jonathan and his support group spent 3,111,357,876 on print advertisements. Also, through third party sponsors, political candidates have designed ways of evading campaign funding finance rules and regulations	The study failed to account for the influence of other factors that may be responsible for third party sponsor of political adverts especially in favour of government party in power, such as patronage, inflated contract and cronyism
3	OLIJIDE, ADEYEMI & GBADEYAN	2011	The study analyzed Nigerian electorate perception of political advertising and election campaign during the April 25 th 2009 re-run election in Ekiti State, Nigeria.	The study adopted Quantitative research method, using survey. A total of 1650 questionnaires were distributed in 63 out of 177 wards in Ekiti State. Analysis of Variance (ANOVA) was used to analyze and interpret data to examine the effectiveness of political advertising on the electorate. Exploratory Descriptive Statistic was deployed to investigate the political behavior and level of participation of the electorate. The research questions were structured, close ended and two categories of Likert scales were adopted to measure respondents feelings about	The study findings revealed that majority of the respondents communicate with political candidates at the local government level and they do not interact concerning matters affecting their community development and civic responsibility. Majority of the respondents indicated that political advertising is interesting and effective, but negative advertisements must be discouraged.	There is the need for further study of effects of negative attack advertisement on political opponents and other extraneous factors such as vote buying and the roles of military during general elections in Nigeria.

				political advertising.		
4	AMIFOR	2015	The study analyzed political advertising design in Nigeria between 1960 and 2007	The study adopted the qualitative research design using historical analysis approach.	The study analyzed Political advertising during Nigeria's first, second, third and fourth republics. The study disclosed that during 1964 general elections Chief Awolowo's Action Group (AG) first deployed skywriting and trail signs for promotional differentiation and branding which signaled the dawn of political advertising in Nigeria's political landscape.	The study no doubt reinforced existing literature on the significance of political advertising in campaigns and during elections.
5	ONWUA MALAM	2014		The study examined the electorate perception of unique (USP) in Nigeria's presidential political advertisements. The study evaluated voters' disposition to elect either PDP's Dr Goodluck Jonathan or APC's President Muhammadu Buhari in the last March 2015 presidential election based on their television commercials. The study adopted Triangulation as its research design, both qualitative and quantitative methods, using survey and interviews. 377 respondents were selected across three states in South – East, Nigeria having three different political leadership. Anambra has APGA's Chief Obiano, Abia has PDP's Chief Ikpeazu and Imo State has APC's Chief Rochas Okorochoa.	The study found that the choice of a unique selling proposition (USP) in political advertisement is not a major compelling force for candidates selection during elections. It further shows that the electorate should know why a candidate is to be preferred to another in elections.	The study noted that something else seem to be responsible for persuading voter behavior other than USP and need to be researched.
6	ADEMIL OKUN	2016	The study analyzed some selected campaign advertisements for the 2015 general election in Nigeria and reviewed patterns of verbal and non-verbal meaning making in the advertisements.	The study adopted semiotic approach of Gunther Kress to analyze and interpreted data.	The result of the study indicate that providers of political advertisement creatively constructed verbal and visual resources to project political aspirants for acceptance by the electorate. Other noticeable discursive tropes in the discourse are brand association and counter discourse.	The outcome of the study provide valuable information about the change mantra which serve as the appeal in the discourse upon which the multi modal resources are anchored and allow for their effective interpretation.
7	CHANG, PARK and SHIM	1998	The study investigated the efficacy of negative political advertisements as regards informativeness, believability and attitude towards both the advertiser and the target audience, voters or electorate.	The study adopted quantitative method of research design using survey, and questionnaire as instrument of data collection. One – way Analysis of Variance (ANOVA) was used to Analyzed research questions.	The study found that negative Political advertising was perceived as uninformative, Produce negative evaluation of both the sponsor and the target audience.	The study findings are consistent with the findings of the previous research by Roddy and Garramone (1988) which stated that majority of respondents express disapproval of use of negative attacks advertisements. Surlin and Gordon (1977) in their study asserted that African-Americans believe that negative political advertising is informative and have more positive attitude towards the sponsor or advertiser than Whites. The study however differ with Gordon that Whites and African Americans considered negative political advertising as unbelievable and had negative attitude to both the advertiser or sponsor and the target audience.
8	HUGHES	2003	The study dissected strategies involved in	The study adopted qualitative	The study revealed that there are three types of political ads:	The study no doubt Reinforced existing

			negative political advertising and evaluated their effectiveness.	method of research design	attack advertising, comparative advertising and negative advertising. Also, two types of comparative advertising, namely: direct comparative advertising and non-comparative advertising. The study further harped on strategies employed in negative political advertising such as memory recall.	literature on negative political advertising which are mostly about free and democratic environment and aim to list the use of negative political advertising in a context where voting is compulsory, forced choice environment, such as Australia.
9	LICENJI	2015	The objective of the study was to identify the techniques, styles and formats of the political advertising used during the electoral campaign in Tirana, Albania.	The study found out that the two political candidates, People's Alliance for Jobs and Dignity candidate for Tirana, Halim Kosova and the opposition, Alliance for The European Albania, Erion Veliaj employed emotional spot broadcast advertisement, which focused on professional and personal	The research created a ground for bias by selecting electoral Advertisements transmitted on the private national TV. Using totally different respondents from both private and public TV stations would have provided a more valid result that will be generalized of political advertisements in Tirana, Albania.	
10	EDEGO H, EZE BUE NYI & ASEMAH	2013	The study examined whether exposure to television advertising influences respondents' preference for advertised political candidate during elections, in Anambra, South East, Nigeria.	The study adopted quantitative and survey research methodology while questionnaire was used as an instrument of data collection. 400 samples were interviewed spanning 21 local governments from the total population of 1, 642,696 eligible voters in Anambra state.	The study findings showed that exposure to television political advertising influence voters' preference for advertised candidate. The influence of television political advertising on electorate is such that it makes the voters to recall the advertised candidate to cast their votes for him. Television political advertisements combine both sound and picture, and leave indelible image in the minds of the electorate, persuade and influence them (electorate) to vote for the advertised candidate.	

Summary and Conclusion

This study deconstructed the various meanings and functions of political advertising. On taxonomy, it further classified political advertising into three, namely: contrast adverts, attack or negative adverts and political adverts. These categories of political advertising provides voters with what to think about (Mc Combs, 1981); presents information to create awareness and influence voters behavior (Oskamp, 1984); facilitate public agenda discourse (Muller, 2003) and make voters to engage in debate as to which candidate has a better political manifestoes for a possible selection at election (Onwuamalam, 2014).

The under mentioned typology of political advertising, namely: contrast adverts, pure and clean purpose adverts, image adverts and issues adverts were examined. This study further deepens the body of knowledge by analyzing empirical and methodological research designs employed by various scholars in their papers focused on political advertising and advertisement.

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