



***THE POLITICAL COMMUNICATION AND THE PEDIGREE OF
POLITICAL CANDIDATES (A RESEARCH ON 02 PRESIDENTIAL
ELECTIONS OF SRI LANKA)***

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The Human history and the Political Communication are widely accepted as originated simultaneously. Upon the growth of the Democracy and the political party concept the Political Communication too grew into a more deliberate level. Politian now use political communication beyond mere campaign to address the public conscious intensely. Using the dignity of candidate's pedigree as a strategy to manipulate the voters' favor might have been first initiated in this background. A close analysis on the Presidential elections of Sri Lanka will strongly trove this.

Following research was conducted to analyze the pedigree of the major candidates contested in 1994 and 1999 Presidential elections. These 02 elections were selected specifically on the grounds of the main candidates and their pedigree. Selecting 02 elections which had 02 main candidates with equally notable pedigree was important for a better comparison. Thus, each of the election campaigns were closely analyzed by scrutinizing all national week days and weekend newspapers published during the relevant election campaign times. Reviews from 10 academics/experts including senior professors and journalists is also included. This was done in order to confirm the research findings and tally those facts in to the theories of political communication. A survey was used to evaluate the impact caused on the voters by the pedigree of the presidential candidates. The survey was distributed to a sample of 100 voters chosen over the population of each district of the country. Voters' responses to the survey were further analyzed by using IBM SPSS software package.

The assumption adopted for the aforesaid research was undeniably asserted by the research. Usage of the dignity of presidential candidate' pedigree as a campaign strategy was factual. The research also implicated the allurement of certain voters towards the candidates of comparatively prominent pedigrees. Also, the negativity implied from the pedigree of a candidate was strategically capitalized by opposing candidates.

Keywords: *Pedigree, Candidates, Voters, Political Campaign,*