

## **Empirical study of the Presidential election campaign in Sri Lanka**

Isuru Chandrasiri<sup>1</sup> Lakwan Jayathilaka<sup>1</sup> and Nimmi Marasinghe<sup>1</sup>

Political campaigns are known to be skillful mechanism that makes an inter-relation among groups in different strata political parties or politicians and the voters. The present study seeks to identify process and mechanism of the presidential election campaign in Sri Lanka. To this end the basic elements of the presidential political campaign are identified -the involvement of the ground level to the up level. Further this study evaluates the application of campaign's goal, message, target audience and resource available which are designed in order to acquire a comprehensive knowledge of the different campaigns that have different structures. This is identified as the basic objective of the study. For the successful completion of the qualitative study structured interviews were used along with a random sample of voters. The paper concludes that the involvement of power and poor organizational mechanism retard the basic objectives of the presidential election campaign in Sri Lanka.

**Key words:** Political campaigns, Political parties, Presidential election, Voters

<sup>1</sup> Department of Economics, University of Kelaniya, Sri Lanka