

## **“The Impact of Political Advertising on the Affective Image of the State” Case study - Republic of Sudan**

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**ABSTRACT:**

The study addressed the impact of political advertising on the affective image of the state taking into account that; building a positive image of the state does not depends on advertising and communication activity only without accompanied by the entire activity of political marketing communications, and if there are deficiencies in the performance of the state, it cannot be expected to have a positive image in the minds of the audience. The study aimed to identify the relationship between the political advertising and the affective/sentimental image of the state. The study followed the descriptive approach, the research model was build based on the study's hypotheses. Owing to the nature of the study, it was conducted using a random sample where a questionnaire was designed to collect the data. The sample size was 369 respondents with a recovery rate of 87.45%, Cronbach's alpha and Regression Method were adopted to test study assumptions. The study found that there is a relationship between the political advertising and the affective image of the state, the study also modified some phrases that “only” measure the affective image of the state, to other phrases that can measure the behavioral image of the state in the mind of the Sudanese citizen. The study recommended a set of theoretical and practical suggestions for decision-makers and academics to consider in the future.

**Keywords:** Political Marketing, Political Advertising, Affective image

**Introduction:**

Before going into this important and modern topic, it is important to emphasize some aspects that may be a correction to common mistakes about political marketing. In this regard, McCarthy created four major marketing functions, known as 4Ps, namely price, promotion, product and distribution. Until 1977, when Philip Kotler added two functions; public relations and politics, the intention of Kotler and his successor after the post: «politics» not enter into marketing decisions through the marketer, but only it purpose of know-how and political awareness, because what works in America may not fit in Britain and what works in Britain may not fit in an Arab country as a result of political differences. From this point of view, political know-how was a relevant feature of a marketing man, whether he was working in the field of local or global marketing (Osama, 2013). Political marketing is not more than an application of the principles of marketing and its methods of political life, where the parties to the political process use these principles in their political contacts, especially in election campaigns. The old concept of marketing stems from an existing product, and it is rational to develop a strategy to sell it (Razag, 2010).

Candidates, parties and other groups spend hundreds of millions of dollars on political advertising each year and the amount spent increases every year at a double-digit rate. According to the Alliance for Better Campaigns, ad spending in U.S 2000 was \$771 million and increased to around \$1 billion in 2002, even though 2002 was not a presidential election year Total ad spending in 2004 skyrocketed to over \$1.6 billion, according to the organization. (Franz, Ridout, 2007).

### Importance of the Study:

Due to the lack of studies that deal with the political Advertising in Sudan, there is an urgent need for studies that contribute to the development of an understanding of the political advertising in Sudan in terms of scientific, technical and applied, and reflect the effective role of political Advertising with its different ideas and contents and aesthetic and intellectual taste as an intermediary and creative culture. In order to know the impact left by the political advertising in the emotional image conscience in the imagination of the Sudanese citizen. Yet, research in marketing and political science is inconclusive on a number of fundamental questions about the marketing of political candidates: How does advertising affect voters? “How should candidates allocate marketing budgets across campaign activities? How should candidates choose policy positions? These questions fall at the intersection of marketing and political science. Despite early efforts to draw attention to such questions, marketing scholars have largely ignored them so far, making this area a fertile ground for research” (Brett et al., 2012)

### Problem Statement:

In general, advertising occupies a great deal of interest in our lives. This concern increases with the increase in spending and economic development, and the complexity of political life. People sometimes accept the choice of a certain type of political thought. Political Advertising is now more important than ever for different institutions and sectors in Sudan (Salih, 2013). Most studies that explore the effects of political advertising pay more attention to consequences than processes. The process of how campaign stimuli, such as political advertising, are transformed into voters' candidate preference is still not clear (Chingching, 2001). Scholars have responded to this proliferation of spending on advertising with a barrage of studies examining the effects of advertising on citizens. Much of this research has explored the impact of advertising (whether it is positive, negative or mixed) on voter turnout, also most of the previous studies show that image influences tourism-related attitudes and behaviors variously. (Rothschild, 1978), (Stephen et. al., 1994), (Bruce, 1997), (Chingching,2001), (Meirick,2002), (Kim, Richardson, 2003), (Kaid,Postelnicu,2005), (Bacha,Kaid,2006), (Margaret, Ana, 2006), (Prebensen,2006), (Franz, Ridout,2007), (Lin et al., 2007), (Stevens, et. al., 2008), (Franz et. al., 2008) (Branstetter,2012), (Nielsen, 2012), (Osama, 2013), (Salih,2013), (Pinkleton,2013), (Kapla,Park,Ridou,2016), (Kathleen, et. al., 2017), (Friedman, Ron, 2017), by comparison, most of the research examined the impact of the announcement on voter selection and the impact of the mental image on the place. Which confirms the lack of attention to the relationship between the declaration and the emotional image of the state?

### Background on political science & political marketing:

The human nature of its social nature tends to live, exist and work in groups, the latter different characteristics and manifestations of each other, their needs and demands are organized according to the environmental conditions that surround them, they take and subtract from the environment, and are organized and consistent in a particular configuration make them a cohesive cell working actively To achieve its demands, this combination is called an organized word.

I. Definition of political organization:

It is the state that develops and develops the general objectives of the political group and has the status of stability and permanence. The political system is one of the elements of the state. It means the set of overlapping and interrelated patterns of decision-making processes that legitimized political power and turned it into acceptable authorities of political groups, the institutions of the political system. The government is one of the institutions of the political system.

## II. Types of political organizations:

(Muhammad, 2010), (Yusuf, 2002) agreed on the following political organizations:

(A) Government institutions: It consists of three main institutions: presidential institutions, parliamentary institutions and judicial institutions.

(B) Political parties: Political parties are an important element in political life in terms of their organizational functions, the stability of their ideological streams, and their role as the engine of the most active citizens, in terms of their creative appearance and the preparation of political competencies. (Abd Al-Nasser, 2012) pointed out that it is possible to say that there are two sets of definitions of the party, one of which is based on the ideological bias of liberal theory and the other is based on the bias towards Marxist theory. The political party (Gali, Issa, 1988) defined it as "a union of a group of individuals to work together to achieve national interest in accordance with certain principles agreed upon by all of them." In another definition, the nature of its membership, the structure of its structure, or the functions it performs.

(C) Domestic and foreign economic political institutions: The objective pursued by local economic institutions and branches of international economic institutions is to provide financial and in-kind assistance to individuals and institutions in need in countries to finance their projects to help counteract the phenomenon of international unemployment. International institutions are providing economic aid to the institutions of developing and poor countries to raise their standard of living (Ibrahim, 2010).

(D) Lobbying groups with interests: alongside partisan and partisan institutions, or parliamentary assemblies, intermediaries have an increasing weight in political life, known as lobbying groups with professional and non-professional interests, such as trade unions or religious institutions, and are not directly involved in political life. Where the activation of the authority to govern them, but their existence supports the work of constitutional institutions, or contradict it, that is: they live in the hall of the political scene (Ibrahim, 2010). Political marketing bears a number of similarities to the marketing of goods and services. Consumers choose among brands just as voters choose among candidates or parties. Consumers display brand preferences (party loyalty and party identification) and are exposed to mass media (campaign advertising) and direct sales ("get-out-the-vote" efforts), which may rely on various emotional appeals and social influences.

Candidates, like firms, choose product positions (policy positions), determine promotional mix (allocate campaign resources), and conduct market research (polling).

These decisions need to account for and anticipate competitors' actions, implying that candidates participate in games of strategic interaction (Brett et al., 2012).

Over the years, the implicit ties between marketing and the political process have become ever more explicit. Marketing's role and impact now need to be examined closely. Major changes in the political marketplace in the past 30 years relate specifically to (1) the influx of television as an advertising and information disseminating mechanism (Rothschild, 1978)

Political candidates, parties and other groups spend hundreds of millions of dollars on political advertising during each election season in the US, and the amount spent has increased in recent years at rates in the double digits. During the 2016 election, according to CBS Money Watch, a total of \$5 billion was spent by both presidential candidates, making it the most expensive political race yet.

According to leading political researchers, political advertising is the key element of any political marketing strategy (Friedman, Ron, 2017). The world of political advertising is very different from the world of commercial advertising. Political advertisers are not accountable to any regulatory body, voluntary or otherwise, for the accuracy of their claims. They readily engage in the so-called 'comparative' advertising. They blatantly criticize their competitors. They complain incessantly about the fairness of the comments made about them, while their opponents do the same. The press attempts to provide sporadic checks on political advertisers by running 'ad-watch' reports, but these reports by their very nature tend to fuel public cynicism. Considerable evidence suggests that the negativity associated with contemporary political campaigns has created an 'avoidance' mentality that is serving to shrink the electorate and the level of political participation generally (Barnhurst, Quinn, 2012). The modern concept of political marketing is: a communication process based on multiple techniques that examine the needs of voters, their aspirations and their electoral behavior in order to influence and focus these techniques on the emotional aspects, as in the case of advertising, but the basis of the marketing process remains technically the language and speech and tools, And resort to political marketing services is almost exclusive to Western countries for reasons related to the nature of political systems and cultural level, which should not be dominated by illiteracy (Razag, 2010). The application of marketing theory in the political field is a relatively new phenomenon (Kotler, Andreason, 1999).

While there is a great deal of knowledge of political marketing, especially in the areas of campaign management, political marketing strategies and comparative political marketing, the essence of political marketing theory is still somewhat opaque, and the critical elements of marketing, for example, market Political, political outcome and the underlying exchange process (Stephan, 2004), Political marketing has a number of similarities with the marketing of goods and services. For example, consumers choose between brands and voters choose between candidates or parties. Consumers are exposed to various media and advertising campaigns for preference and loyalty based on different emotional appeals and social influences. That candidates like them and companies in the selection of positions and the product, by identifying the promotional mix and allocation of campaign resources and market research, these decisions need to calculate and predict the behavior of competitors (Conference, 2012). Political marketing research has made significant progress in recent years as evidenced by its specialized journals, special issues from international and marketing journals, brochures and edited volumes, academic research interest groups, academic conferences and articles, and leading journal practitioners. Has been developed along with researchers, students, practitioners and professionals concerned observers of the reasons for this progress (Butler, Harris, 2009). Politics and marketing often dominate the psyche of societies and have a significant impact on individuals and citizens in general. Marketing by political parties has been increasingly used in academia, with some writers paying attention to the social and democratic effects of using marketing in political and other campaigns to market management issues in campaigns. A set of work has been put on the application of marketing in a marketing subsystem which is now known as political marketing. Political marketing has achieved a great position and has been widely used in most Western democracies, if not all, and seems to have begun to spread with increased use and advancement to non-Western countries. We are now seeing significant developments in political marketing in the United States, Australia, the UK, and even Turkey, Greece, Russia, and so on (Ovidiu, 2013). It cannot be said that the history of political marketing on a certain date of creation is since the man knew how to speak and draw and write any since the word "continue" to seek persuasion, and political marketing is a relatively modern marketing methods due to the role played in

the last century of marketing Kings Leaders, political figures, political party beliefs and ideas, social associations and election candidates in most countries of the globe (Mustafa, 2002).

When it began to think about the definition of political marketing, the definition of electoral marketing was mixed with political marketing (Mohammed, 2010), However, there are some attempts to define political marketing. For example, Adel (2012) defined political marketing as a new concept that emerged in the last two decades of the twentieth century: analysis, planning, implementation and control of political and electoral programs that include building mutually beneficial relationships between a political entity or a candidate and voters; The most important political marketing tools is the timing and control of memory and is through the policy of political communication internally and externally". Also it defined by Newman, Bruce (2004): "The application of procedures and principles of marketing in political fields by a group of persons or organizations These include analysis, development, implementation and management of strategic campaigns by candidates, political parties, governments, Which seek their respective ideologies, win elections, apply law or legislation, and conduct public referenda to respond to the needs and desires of people and the chosen group of society". But Tom W. Smith (1981), in the past, summarized it as "a set of processes and activities that lead to the success of a candidate in political elections". This definition is seen as emphasizing all processes and activities of parties or organizations Political, which includes the currency of presentation, support and support, political propaganda that enables the party or political candidate to succeed in the elections and any position to compete for it. "Political activity is defined as:" that activity or group of activities aimed at maximizing and regulating the number of supporters of a political candidate or party, a particular program or idea, including mass material support using all means of mass communication or any means other essentials" (Zaki,1977). Elsewhere, Abdul Salam (2001) found that political marketing is defined as follows: "It is a set of processes and activities that lead to the success of the candidate in the political elections, or an integrated system in which a range of activities in which it works in order to plan, to win the election. Another group defines political marketing based on the definition of commercial marketing as seeking to establish, maintain, expand and strengthen the relationship with the electorate in order to benefit and benefit the society and political parties in order to share the benefits of the parties and fulfill the promises made by the parties themselves (David, Kentek, Schroeder, 1983).

The definitions mentioned above do not provide us with a precise and clear definition of the concept of political marketing, some of which limited the mention of political marketing methods and topics, and some of these definitions reduced political marketing in the simple reciprocal relationship between the candidate and the voters. The essence of this political phenomenon, which is characterized by complexity and complexity, and this explains the multiplicity of conceptual approaches that have been produced in the context of giving a precise definition of the concept of political marketing, in addition to the above definitions, there is a set of other definitions, More comprehensive than its predecessor (Alarabi, 2013).

### **Ethics and political marketing:**

It is clear that there are widespread concerns about ethics in political marketing. Mainstream marketing in most developed economies exists within a world of product and advertising regulation with professional codes of conduct. Within these frameworks, ethical issues do not loom large because the frameworks largely preclude practices that most marketers, advertisers or market researchers would find unacceptable. Political marketing messages appear less constrained, and it is often left to



individuals, agencies or companies to determine which parties or causes they are prepared to work for and the means or messages they are willing to deploy to those ends. (Lock, Harris, 1996).

### Behavioral topics on political marketing

Behavioral science has focused largely on the development and persistence of individuals' attitudes, how those attitudes might be changed through persuasion, and the relationship between enduring and malleable attitudes on an ultimate choice. Further, the literature has examined the impact of social and group influences on attitudes, persuasion, and choice. The literature on political psychology employs theories principally from social psychology to study a host of topics with analogs in the literature on consumer behavior including attitudes as well as decision biases and heuristics. For example, personality theorists have a long history of examining social influences (parents, peers, and teachers) on political preferences, much like consumer behavior theorists have studied the influence of parents and peers on brand preferences (Rothschild, 1978).

**What is Political Advertising?** The disclosure statement and notice requirements discussed in this section apply to "Political Advertising". In the law, "Political Advertising" is a specifically defined term. Do not confuse this special term with your own common-sense understanding of advertising. To figure out if communication is political advertising, you must look at what it says and where it appears. If a communication fits in one of the categories listed in Part A or/and in Part B (below), is political advertising.

#### Part A. What Does It Say?

1. Political advertising includes communications supporting or opposing a candidate for nomination or election to either a public office or an office of a political party (including county and precinct chairs).
2. Political advertising includes communications supporting or opposing an officeholder, a political party, or a measure (a ballot proposition).

#### Part B. Where Does It Appear?

1. Political advertising includes communications that appear in pamphlets, circulars, fliers, billboards or other signs, bumper stickers, or similar forms of written communication.
2. Political advertising includes communications that are published in newspapers, magazines, or other periodicals in return for consideration.
3. Political advertising includes communications that are broadcast by radio or television in return for consideration.
4. Political advertising includes communications that appear on an Internet website. (Texas Ethics Commission, 2017).

Political advertising and campaign communications may not misrepresent a person's identity or official title, nor may they misrepresent the true source of the advertising or communication. The election law does not address other types of misrepresentation in political advertising or campaign communications. (Perloff, Kinsey, 1992) Examined differences in the way political consultants (CONs) and political journalists (JLTs) perceive televised political spots. Both groups saw negative advertisements as exerting a powerful impact on attitudes. CONs agreed that political spots exerted strong effects on candidate evaluations and attitudes and that the best way to reach voters was to appeal to their emotions. JLTs were more likely to believe that most people are turned off by political ads, that spots are frequently misleading, and that they increase political cynicism. Thus, advertising is a tool that enables politicians to send their messages to a large number of people who tend to be apolitical, who are not particularly interested in political campaigns. What is important to recognize is that these people are often significantly influenced by the political advertisements to which they are

exposed. Political advertising as understood here only appears in systems in which the distribution of political power is contested and determined in elections and in which parties or candidates compete with each other (Bacha, Kaid, 2006).

### **History of Political Advertising in Sudan:**

During the last century in Sudan it was found that the commercial advertisement had adopted the audio method to deliver the advertising message. There was no indication that there were other written or visual advertisements for advertising in areas other than goods such as services or political ideas, It can be seen as one of the beginnings of Sudanese knowledge of such method of advertising, when a written warning sent by Al-Imam El-Mahdi to the officers and soldiers of Hicks Pasha in 1883 and carrying a military political message. El-Mahdi's warning invited them to surrender or he keep his right on their blood and he was keen to alert this to every soldier in his advertising campaign. It was also reported by Makki Shebakka: " I wrote about seven thousand copies of that warning according to the account of one of those who were writing and carried the cavalry and put it in the way of grazing on the branches of trees, has succeeded some of the soldiers to pick them, and the flag Hicks and the elements of war until they were collected burned. The ads were written on paper in black ink made of soot suspended on tree branches so that soldiers could see and read. (Muhammad Ibrahim Abu Selim) With regard to the declaration of political concepts and ideas and despite being described as a publication, it is the declaration that Abu Salim referred to in writing the history of Khartoum "(When the Mahdi wrote his famous publication to the people of Khartoum, the book reproduced a large number of it and gave it to one of the spies and put it in a tin jar in the form of a jug and cut by the White Nile swimming at night and entered the city and threw leaflets in alleys and roads and threw them in houses)" (Salih, 2013).

In general, the researcher sees that the emergence and development of visual and written advertising in the Sudanese society was linked to two main factors, the first factor providing education, so that the public can read the declaration and understand what it said, the second is the presence of printing presses to facilitate copy operations, since the previous ads relied on manual copying, which is a difficult and slow process that reduces the effectiveness of publishing.

Since its independence, Sudan has been looking for a stable political system for almost 60 years. It has been governed by three democratic regimes for only eleven years and three military regimes that lasted for nearly 40 years, during which the country witnessed the establishment of seven temporary, transitional or permanent constitutions that did not last. The country is still searching for a permanent constitution that is acceptable to the political forces/players in the center and territories and pave the way to the country to reach its intended peace, stability and development. The democracies of the three periods (1954-58; 1965-69; 1986-89) were fragile and poorly functioning (Zain ala bdeen, 2013), It is clear that during the democratic periods, power and political influence remained in the hands of the groups that benefited from the distribution of resources during the period of bilateral rule. These groups were not able to radically reform the economic and social structures. Moreover, political parties gained public votes through alliances with the traditional institution and not through economic, social and political programs and plans. Thus, the imbalance, in stability and inequality that prevailed during the bilateral rule between the different regions and groups in them continued (Alfaki, 2017). Although the science of political marketing has emerged in the democratic countries, it was acquired by the totalitarian states, which are already brainwashing its citizens by virtue of their control of the media, yet promote a certain idea and continue to be repeated in the collective conscience of the nation.



If we consider the ruling period of Sudan by the National Congress Party [NCP] (1989 – 2019) as a model of political marketing we find that this model can be clearly observed in the elections of 2016 when the symbol of the NCP (the tree) intensively promoted in the minds of the citizens of Sudan by passing it in the media for a long time after the Naivasha's Convention 2005. Along time before the election, many presidential billboards aside with a tree icon (NCP's symbol) intensively disseminated as part of the NCP Public relations campaigns' used in each public events such as graduation ceremonies, sports events' and Inauguration ceremonies of incomplete or fake projects such as the opening of the White Nile Sugar Factory.

. The recurrent economic and political failures, especially the resultant waste of wealth and poor distribution, led to the feeding of poverty and deprivation, which exacerbated social injustice, threatened civil peace and contributed to the continued loss of confidence in the state's ability to run the field. I have political elites in bringing theoretical discourse closer to field application.

### Concept of the affective image of the state:

The concept of the affective image has not been understood in a unified way. Pearce commented that "image is one of those terms that will not go away, a term with vague and shifting meanings". Numerous scholars have offered somewhat different definitions of destination image (Kim, Richardson, 2003). Image is a widely used but loosely defined concept. According to Kotler et al. place image is the sum of beliefs, ideas, and impressions that people have of a place (Atila, Olcay, 2007). The image formation process is defined as the development of a mental construct on the basis of a few selected impressions among the flood of total impressions. These impressions are elaborated, embellished and ordered in the individual's mind. In a similar way (Court, Lupton, 1997). There are two types of image are generally identified: cognitive and affective. Cognitive images are perceptions of cultural, natural and social aspects of the destination as well as their infrastructure. Emotional images reflect feelings or emotions a tourist has towards the destination, including perceptions of safety and security. Both types of image affect travel decisions and choice of destinations (Andrew, et al, 2011). For countries that are not very popular or are experiencing constant crises, the picture consists mainly of the individual's feelings and emotions rather than his or her beliefs and knowledge. Negative and negative cognitive views can coexist with reality. In particular, many studies have identified that political and other conflicts Events negatively affect the image of the country (Sara, Maria, 2014). It is also a rational picture that is formed in the minds of people about organizations. This picture may consist of direct or indirect experience. It may be mental or not rational. It may rely on evidence and documents or on rumors and unrecorded statements, but in the latter, it is a true reality for those who carry it in their feelings (Osama, 2010). Destination image is jointly formed by the individual's cognitive and affective evaluations of the tourist destination, and the affective image of a tourist destination is significantly influenced by the tourist's psychological motivations. (He'ctor, Rodri'guez, 2008).

The perceived risks associated with tourism are very similar to those facing the world in many respects, including political and social instability, poor governance, war, terrorism, crime, health,

unfriendly hosting, cultural and linguistic barriers, primitive conditions and economic concerns such as currency instability... etc. This negative image is widely deterred by many tourists although competitive disadvantages are dangerously linked many countries aggressively promote tourism in an attempt to stimulate economic development. The study (Andrew, 2011), However, there is a need to understand images of events in tourist destinations in the developing world, such as Uganda. The study (Sara, Maria, 2014, 74) has drawn up the perception that negative images can change, and that building a positive image is often a slow process. However, the study assumes that when people continue to know the country, image change may occur more quickly, especially if they are factors of change, such as the media, and penetrate the market credibly. For example, the picture and evidence of change associated with the news coverage of the conflict, such as Tiananmen Square in China, were taken.

Several types of factors can play an important role in the image formation process: stimulus factors and personal factors. Stimulus factors refer to a physical object or previous experience, while personal factors are represented by the individual's social and psychological characteristics. In relation to stimulus factors, many studies have found that "variety and type of information sources" and "previous experience" have a significant effect on the perceived image of a tourist destination. Likewise, the influence of social characteristics (sex, age, education and others) on destination image has been found in tourism literature (He'ctor, Rodri'guez, 2008). However, a more general and dynamic understanding of this process is needed (Jenkins, 1999). In this study, a model of (Maria, Sara, 2014) is taken as a reference for laying the foundations for the study of an Emotional image formation. It is possible to say that the overlap and interrelationship between the concepts of the affective image, the national images, and the molds of the concepts of the national image are based on foreign groups. Regardless of these differences, local and international media play important roles in shaping and changing images. The media transfer and interpret news and events, and introduce us to the outside world, while doing these functions and others it creates images and promotes or modify and change them, whether intentionally or unintentionally. Thus, patterns or mental patterns, as well as mental images, became a scientific field in communication and media studies. An agreement emerged between researchers on the importance of words and symbols in creating images, as well as the importance of images in the process of media influence and shaping public opinion (Mohammed, 1998).

## Research Design

In accordance with the above literature, the objective of the research is to analyze the influence of a political advertising on the affective image of a country. The study is carried out among Sudanese students attending some of a public university's in Khartoum state who were asked to complete a questionnaire regarding their opinions about the affective image of Sudan in their mind, and their opinions about the political advertising. The use of students was considered appropriate in order to

obtain a relatively homogeneous sample in terms of certain demographic characteristics, such as age and level of education, for comparison purposes.

### Measurement and Scales:

The measures used in the research were adapted from those that were derived by (Maria, Sara, 2014) in their study to evaluate the image of Israel. These authors develop a country image scale, based on a review of the literature concerning the international marketing and tourism marketing areas, which they refine to obtain a reliable and valid country image scale that includes 9 cognitive, 6 affective and 1 overall image components. The scales are based on the premise that country image is a multidimensional construct, which includes the individuals' beliefs regarding the country's reputation, level of security, level of development and respect for international laws, the individual's feelings towards the country, as well as an overall image component.

- Like dislike
- Trust distrust
- Gives me confidence does not give me confidence
- Admire Do not admire.
- Does not annoy me annoys me.
- Arouses good feelings bad feelings

### Study Model and Hypothesis Development:

Because of that, the mental image is very influential, its “therefore” positively contributes and helps to create social peace when we are concerning with the intellectual and moral aspects in the formulation. The image looks like a unit with many overlapping dimensions that share the individual's directions in different ways for more than one face of the place, including both impact assessment and non-impact. The unimportant dimension of the image is due to the credibility of the ideas that the individual can know about the place, while the influence includes emotions and sensations (Sara, Maria, 2014). The image appears to be a unit with many overlapping dimensions that share the individual's attitudes in different ways to more than one face of the place, including both impact assessment and non-impact. (Sara, Maria, 2014), were presented the image of Israel and the impact of political events on the image of the state. Their study collected information before and after the event to try to understand to what extent the event affects the perception of individuals in the image of the state. (Andrew Lepp, etc, 2011) agreed that the negative picture is very similar in all parts of the world in many respects. For this reason, Their study assumed that positive political Advertising affects the emotional image of the state. Many studies focused on political marketing to modify or improve that image of the state for several reasons, including tourism, social or electoral, to improve the image of a candidate and improve the image of a party or any other political organization (Osama, 2013). Based on the theory of the impact and effect (Adel, Without History) and (Sara, D. Alvarez, 2014), the study developed the model according to the requirements of the study by adding the political advertising as an independent variable and the affective image of the state as a dependent variable.

### Study model:

**Figure 1. model**



Source: Prepared by the researcher (2015)

Based on the above, the model was built to study the impact of political Advertising up on the emotional image of the state. The following questions were asked:

H1 - What effect of political ads up on the affective image of the state.

The study hypotheses were examined from the field study data, which were collected from (396) questionnaire with (87.45%) of the total (470) questionnaire distributed to postgraduate students with three Sudanese universities. The SPSS program was used to Obtain repetitions, ratios, correlation, simple regression, multiplicity, etc. from the needs of the statistical study to answer the study questions and test the hypotheses. The question was as follows:

- Is there an impact of the political advertising in the affective image of the state of the Sudanese citizen opinion?

The study conducted by (Campo, Alvarez, 2014), found that political unrest negatively affected the country's image. Campo's study gave an example of the field events in China and the negative image created by China for itself and in the opposite picture of the same positive state after the organization of the Olympic Games. The two types of image affect travel decisions and choice of destinations. Through the events of China's field, a negative mental image has been printed in the minds of citizens and individuals, contrary to the positive mental image of the same state after its organization of the Olympic Games. The study also found that the general negative economy also affects the Affective image of the country negatively and can include diseases, poverty and education within the system of the deteriorating economy. (Andrew et al., 2011) has identified two kinds of cognitive and Affective. Cognitive images are perceptions of cultural, natural and social aspects of the destination as well as their infrastructure. Affective images reflect feelings or emotions a tourist has towards the destination, including perceptions of safety and security. In addition to the study, another type of mental image, the economic picture of the state, was added for the study. The Government of Sudan must realize that it is necessary to create a positive mental image of the state, as in the case of the Caribbean island country, which promoted itself as a destination for vacations (Jawish, 2007), since advertising can alter the image of the place. The expected love of the state, as well as the passage of time on the events that lead to the enhancement of the negative image, may lead to the return of things to levels similar to those areas before the events.

## Results: Variables and Descriptive Findings

Table 1. Variables and Descriptive Findings

Items	Cronbach's alpha		
	.888	.911	.763
Affective1		.915	
Affective2		.996	
Affective3		.903	
Affective4	.862		
Affective5	.592		
Affective6	.567		
Affective7	.781		
Affective8	.640		
Affective9	.955		
announcement1			.902
announcement2			.891
Extraction Sums of Squared Loadings (of Variance)	<b>50.737</b>	<b>13.255</b>	<b>10.236</b>
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			<b>.873</b>
Bartlett's Test of Sphericity			<b>2745.263</b>
Df			<b>55</b>
Sig.			<b>.000</b>

Source: Researcher's preparation of field study data (2015)

### Discriminant Validity

Discriminant validity refers to the extent to which factors are distinct and uncorrelated. The rule is that variables should relate more strongly to their own factor than to another factor. Two primary methods exist for determining discriminant validity during an (EFA). The first method is to examine the rotated component matrix instead of the pattern matrix when principle component used. Variables should load significantly only on one factor. If cross-loading is exist (variable loads on multiple factors) then the cross-loading should differ by more than 0.2. The second method is to examine the factor correlation matrix. The correlation between factors should not exceed 0.7. The following Table (5.7) shows the Discriminant validity



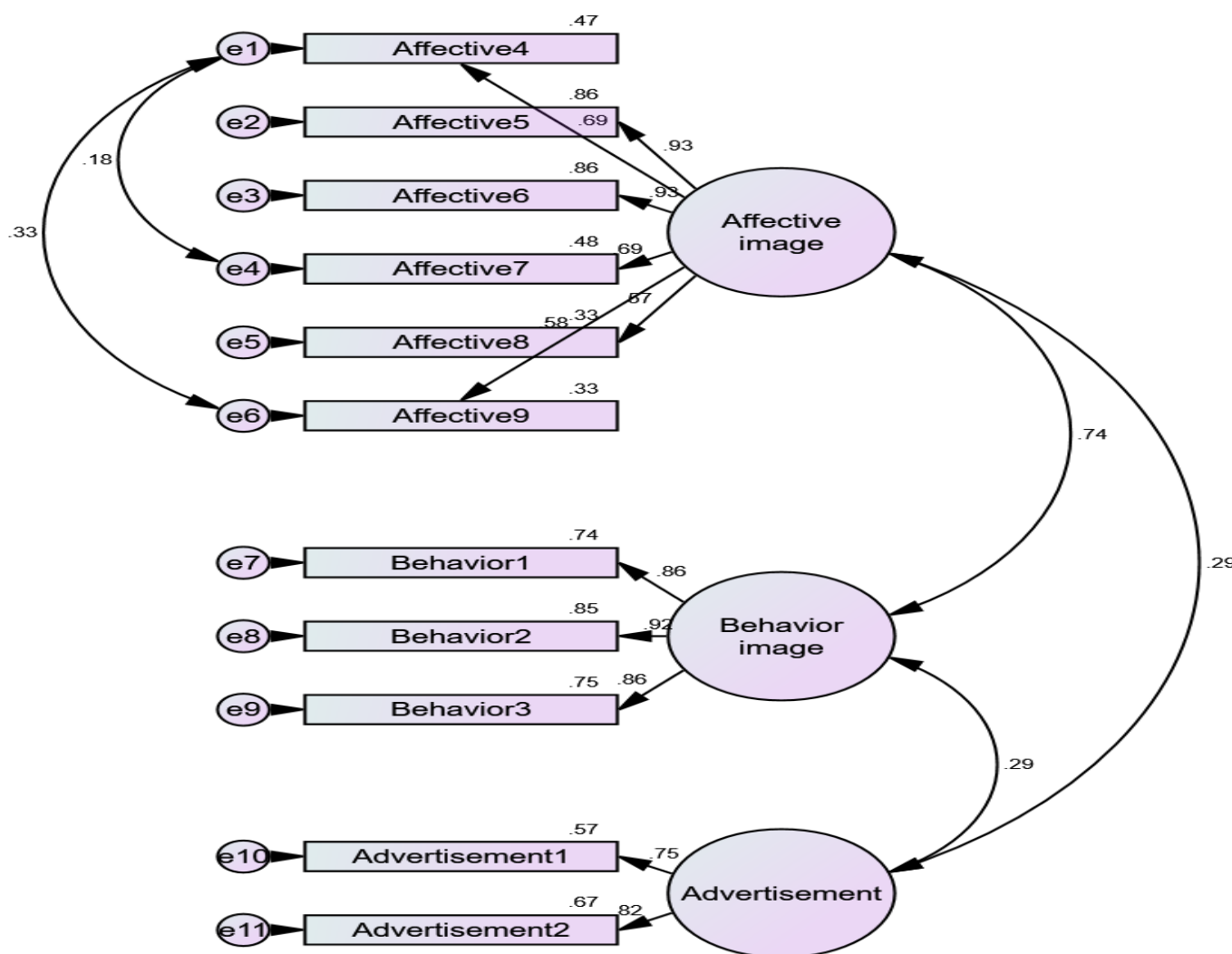


Table 2. Component Correlation Matrix

Component	1	2	3
1	1.000	.630	.232
2	.630	1.000	.246
3	.232	.246	1.000

Source: Researcher's preparation of field study data (2015)

Figure 2. Confirmatory Factor Analysis



Source: Researcher's preparation of field study data (2015)

To achieving model fit making covariance between (Affective4) and (Affective9) covariance between (Affective4) and (Affective7) and showing model fit in the next tale

**Table 3. Model Fit Measures**

Measure	Estimate	Threshold	Interpretation
CMIN	110.707	--	--
DF	39	--	--
CMIN/DF	2.839	Between 1 and 3	Excellent
CFI	0.974	>0.95	Excellent
SRMR	0.041	<0.08	Excellent
RMSEA	0.068	<0.06	Acceptable
P Close	0.022	>0.05	Acceptable

Source: Researcher's preparation of field study data (2015)

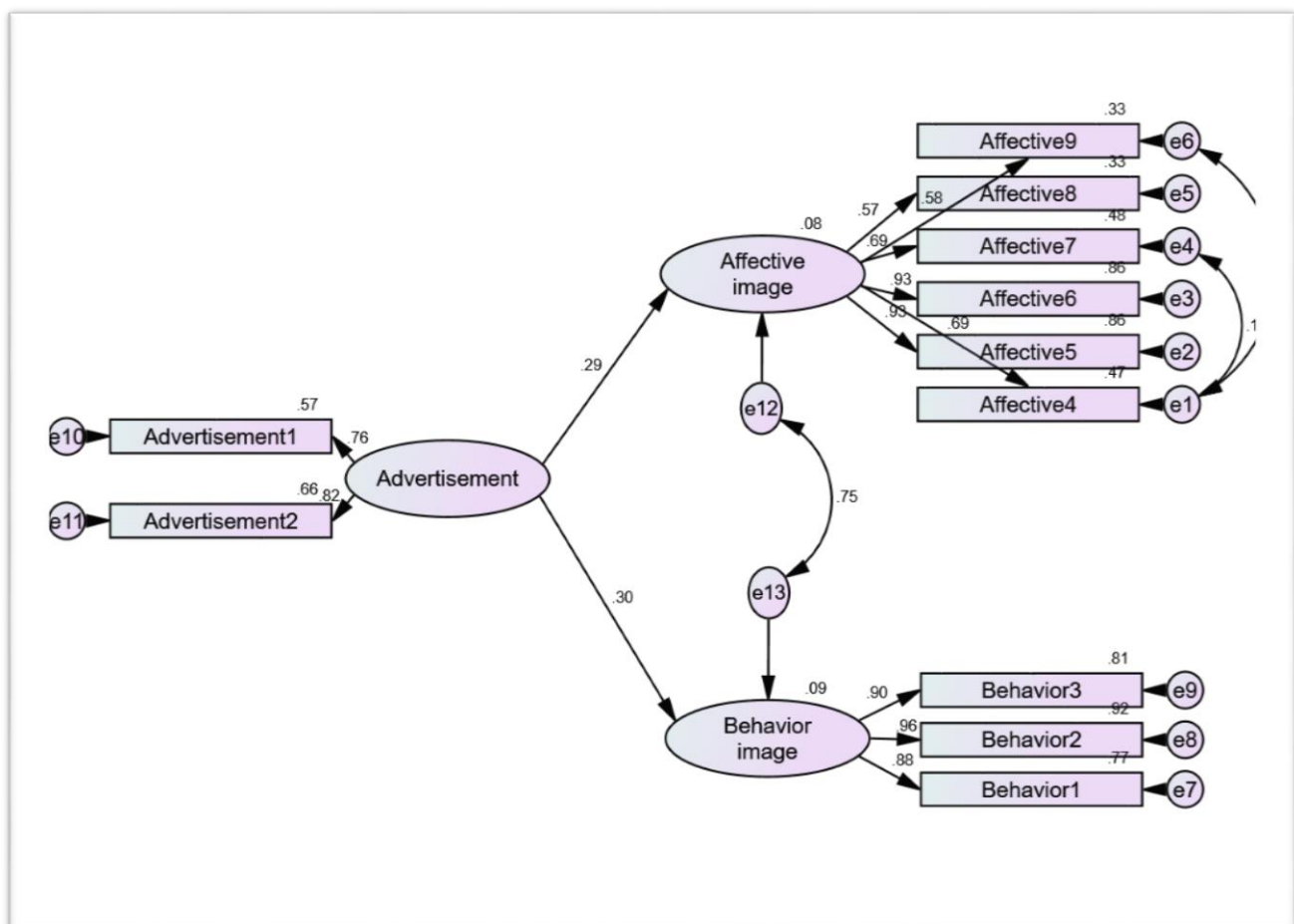
Congratulations, your model fit is acceptable.

**Table 4. Validity and Reliability**

	CR	AVE	MSV	ASV	DV	DV	IV
<b>Affective two</b>	0.894	0.780	0.554	0.319	<b>0.883</b>		
<b>Affective one</b>	0.836	0.556	0.554	0.319	0.744	<b>0.746</b>	
<b>Advertisement</b>	0.670	0.620	0.085	0.084	0.289	0.291	<b>0.787</b>

Source: Researcher's preparation of field study data (2015)

**Figure 3. Full model a testing hypotheses**



Source: Researcher's preparation of field study data (2015)

### Direct Effects

#### H1a. *Advertisement has a positive effect on Affective image*

**Evidence: Beta** =.291 When Advertisement goes up by 1 standard deviation, the Affective Image goes up by 0.291 standard deviations. (P-value is \*\*\*) = (P>0.05). The probability of getting a critical ratio as large as 4.526 in absolute value is less than 0.001. In other words, the regression weight for Advertisement in the prediction of Affective one is significantly different from zero at the 0.001 level (two-tailed).

#### H2b. *Advertisement has a positive effect on Behavior image*

**Evidence: Beta** =.289 When Advertisement goes up by 1 standard deviation, Behavior Image goes up by 0.289 standard deviations. (P-value is \*\*\*) = (P>0.05). The probability of getting a critical ratio as large as 4.565 in absolute value is less than 0.001. In other words, the regression weight for Advertisement in the prediction of Affective two is significantly different from zero at the 0.001 level (two-tailed)

**Table 5.** Regression Weights:

		Estimate	S.E.	C.R.	P
Affective image	<--- Advertisement	.303	.066	4.565	***
Behavior image	<--- Advertisement	.261	.058	4.526	***

Source: Researcher's preparation of field study data (2015)

**Table 6.** Correlations:

		Estimate
Affective image	<--> Behavior image	.743
Affective image	<--> Advertisement	.294
Behavior image	<--> Advertisement	.289

Source: Researcher's preparation of field study data (2015)

**Table 7. Descriptive Statistics**

	Variable Type	Mean	Std. Deviation	Important
Advertisement	IV	2.2198	.82884	44%
Behavior image	DV	3.6304	.94991	73%
Affective image	DV	2.9207	.82004	58%

Source: Researcher's preparation of field study data (2015)

### Discussion:

The problem of linking marketing and politics, in other words, the application of marketing techniques to political processes, is deeply rooted in the fact that this linkage leads to making politics a commercial commodity, such as commercial and industrial goods and goods in general, which some people look at it as a diminution of policy value. Some people go so far when saying that political marketing has emptied politics of its content. Politicians often tend to use political marketing only as a last-minute treatment rather than exercising it throughout their time in office. This would be much more useful for the political process they seek, so politicians should exercise modern political marketing. Make sure that it is better for them to continue the political process, and create affiliation and political loyalty. The fundamental medium of political communication from campaigns to voters, even in this changing world, is the advertisement. Campaigns typically craft 30- or 60-second television spots to concisely inform voters of candidates' policy positions, background stories, and points of contention with their opponents (Branstetter, John, 2012). The results of the relations of the model of the study found that for the countries in general and the allocation of countries that are subject to internal and external problems and conflicts, the picture is composed mainly of the sense of individuals and sensitivities and not on beliefs. This study confirmed that the ideas can be fixed as it created that postgraduate students have clear views in that the political declaration positively affects the image of their emotional and thus are consistent with most previous studies such as the study (Branstetter, John, 2012), (Franz, Ridout, 2007), (Kathleen, et. al., 2017), Since the management of mental image is the most important functions of public relations, but the ultimate goal of public relations always is to build and strengthen a positive mental image in the minds of the masses, which require continuous study and research, and since we study the emotional image of the state, it must be done through Programs that affect the emotions and behavior and feelings of members of society and address the community through the interests and benefits obtained from relations with the state. The emotional dimension here refers to the positive or negative attitude toward the state within the framework of the group of mental images that individuals have. The emotional side is formed with the cognitive side. As time passes, the information and knowledge that are individuals disappear and the emotional aspects that represent the attitudes of individuals towards different people, Emotional between positive and negative.

Through the analysis we find that the expressions of emotional image have been divided into two, expressions that measure the Affective image of the state and expressions that measure the behavioral image of the state based on the study (Jawish, 2007) He explained that even if the country of origin of the advertised product does not have a negative impact on the cognitive component of trends, it is likely to have a negative impact on the emotional and behavioral aspects of the individual.

**Based** on the results of the model used in the study, we suggest the following:

- The state must **work to support** the current Political advertising through some of the determinants to convey an accurate picture of internal and external opinion trends in order to draw realistic policies provided by the political authority through materials and information, Facts without deceit, based on different opinions and ideas of citizens.

- It is also **necessary to find** a mechanism to convey the ideas and views of citizens and their motives and desires varied political organs of the state to provide the right decisions. As the political marketing department of the state is the link between the citizen and the state.
- it is **necessary to connect** the citizen with it in order to find the weaknesses and strength and then satisfy his desire and grant sense of participation in decision-making and the spirit of the team between the citizen and power. All the political processes implemented by the state are centered on how to make a decision and create a positive image.
- It is **necessary to benefit** from the political advertising by thinking about the future.
- This can be done by **analyzing the historical** data of the events and trying to connect trends and variables and different phenomena and explain them and study their impact on public policies.

**In** this direction, the paper assumes a **future** research line aimed at measuring and comparing different strengths and other sources to improve the poor image of the state through its effect on the affective image. Finally, this study has certain controls can be identified in other studies.

**First**, future studies should transmit life in the model by using a large sample of the general public because this study was conducted on a selected student class whose vision of events may be different from the rest. Although the use of postgraduate students may be modified to the general level of the study because it provided a high level of homogeneity among the respondents, which reduced the errors and may not be the same results that took place among the Sudanese in general.

**Second**, the study relied on a certain part of the political advertising representing 67.40% of the mechanisms in which the political advertising can work. This gives future studies the freedom of movement to create an ideal model that can support the relationship between the political advertising and the emotional image of the state. Therefore, further research is needed to understand the picture well and to change the image of the countries suffering from a permanent negative image for their continuous exposure to political crises or other incidents.

The degree of influence of different levels of Political advertising in the image of the state represents a fruitful area for future studies.



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## "اثر الاعلان السياسي في الصورة العاطفية للدولة" دراسة حالة - جمهورية السودان

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### ملخص البحث:

إن بناء صورة إيجابية عن الدولة لا يعتمد على الإعلان والنشاط الاتصالي فقط، بل لا بد أن يصاحب هذا نشاط كامل للاتصالات التسويقية السياسية، وإذا كان هناك قصور في أداء الدولة فلن نتوقع أن تكون لها صورة ذهنية إيجابية. وعليه فقد هدفت الدراسة للتعرف على العلاقة بين الاعلان السياسي و الصورة الوجدانية للدولة. إتبعنا الدراسة المنهج الوصفي، وقد تم بناء نموذج البحث وفرضياته على ما جاء في الدراسة، ولطبيعة الدراسة تم الاعتماد على العينة العشوائية حيث صممت إستبانه لجمع البيانات وكانت العينة بحجم 369 مستجيب بنسبة إسترداد 87.45%، وللتأكد من درجة الاعتمادية في البيانات فلقد أُستخدم إختبار الفاكرونباخ وإسلوب الانحدار لاختبار فرضيات الدراسة. وقد توصلت الدراسة الى ان هناك علاقة بين الاعلان السياسي والصورة الوجدانية للدولة. كما انها عدلت بعض العبارات التي تقيس الصورة الوجدانية للدولة فقط إلي عبارات تقيس معها الصورة السلوكية للدولة في ذهن المواطن السوداني. اوصت الدراسة بجملة مقترحات نظرية وتطبيقية على متخذي القرار والاكاديميين النظر إليها بعين الاعتبار مستقبلاً.

**كلمات مفتاحية:** التسويق السياسي ، الإعلان السياسي ، الصورة العاطفية