

DIRECT COMMUNICATION IN THE ELECTORAL CAMPAIGN

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ABSTRACT

Today, with the extraordinary development of the means of communication conditioned by the increasing popularization of most social aspects of human life, the direct way of communication is used mainly in informal and everyday situations. Other types of human social actions which depend in one way or another on the public support, always imply a medium or intermediary in the delivering of the message, in order to reach as many citizens as possible. Accordingly, it is expected for immediate forms of communication in politics to lose value and attractiveness and to be replaced by direct or mediated communication. In this paper we expose some of aspects of direct communication in political campaign, focusing strictly on door-to-door campaign, distribution of printed material, phone calls and using letters in electoral campaign.

Keywords: communication, electoral campaign, phone calls.

INTRODUCTION:

From aspect of communication, direct communication is the best quality type of communication involving all senses. Some authors call it “personalized political communication” when people are used as a medium in the campaign (Nielsen, 2012: 7).¹ It provides opportunities for interaction between representatives of political parties and citizens, but its range is relatively small, so it is often impossible to apply because it requires a large number of activists who would implement it and a lot of time that should be spent on communication each citizen individually. Time is a sparse resource during the electoral campaign, as well as the number of activists and financial resources available to the campaign organizers.² Political parties during electoral campaigns balance between available resources and the means of communication and specific audience that they address to.

TYPES OF CONTACTS WITH CITIZENS:

Contacting voters is part of the communication strategy of the political parties. It provides the resources needed for different ways to reach voters: campaign door- to-door, phone calls, sending letters, through TV marketing through television advertising, creating web pages, advertising on social networks etc. Basic resources for conveying messages on the political entity to citizens are activists, time and money. When determining the resources, the cost of each of them is determined, although most activities are performed by party activists, union volunteers and otherwise benevolently activated citizens in the political process.

The direct communication in political campaigns or as Nielsen calls it, personalized political communication differs from direct or mass communication in several features, highlighting the immediate or live interaction:

What differentiates it from mass communication and medio communication is the element of live interaction, either in the flesh or mediated, live interaction that routinely takes callers and canvassers off message, interactions that most of those involved frequently find rather stressful. Personalized political communication involves interpersonal communication between the caller or canvasser and the voter contacted. But this does not make it a “direct” form of communication, since the entire interaction is orchestrated and brought about by a larger campaign assemblage working on behalf of a candidate who is not there at the door or on the line.(Nielsen, 2012: 13).

Resources can be combined depending on the needs, the actual situation on the ground and the available resources. In determining the manner in which we contact with voters, or the type of campaign which we choose, we take into account the efficiency of each of the ways of communicating with voters and resources available. For example, if we want to convey our message to the voters, we can do that through campaigning door-to-door if we have activists who are willing to do this. We can also send letters or use TV advertising if we have financial resources. Usually all these ways of contacting voters are combined in order to achieve a better effect. In fact, one of the ways to convince voters to vote for a given candidate is that to hear the same message from multiple sources in a relatively short time interval. It is very important for the campaign planners to obtain accurate information regarding available resources, and to be realistic in terms of the objectives to be achieved.

¹The main activity of the holders of such *personalized political communication* is reduced according to Nielsen on door-to-door campaign and telephone calls for the purpose of gaining votes for the candidate - which together are called “ground war” (ground war) and as such it is an analytical construct opposite to air war which consists of a battle for the media space through videos of 30 seconds. Nielsen’s study consists of its direct observation of the campaign of Democrats in the fourth and seventh District of Connecticut and the seventh district of New Jersey from the 2008 elections. His electoral arithmetic is interesting, which says that if three phone calls in one hour are taken as the average for this type of use political communication, then for this kind of strategy to win the favor of voters, American volunteers spend 33 million hours – which of course is not an underestimation as an input in the election .

²Considering that the election campaign organizers try to offer a range of approaches and means of communication to further enhance performance and get greater legitimacy, it is worth to highlight that the section that is provided for direct communication, it is best to be performed by the candidate. It is believed that direct contact in the campaign on behalf of the candidate by activists or others that have not been adequately trained, has no proper effect.

CHARACTERISTICS OF INTERPERSONAL COMMUNICATION:

In this section we will focus on direct communication used by political entities. Interpersonal communication has several notable features:

- Interpersonal communication is contextual. Part of the context is that the interlocutor to whom the message of the campaign is conveyed. People behave differently depending on who they communicate with. So communication with friends, colleagues, supervisor at work varies. Similarly, conversation with people who have authority in the local community, is different from talking to others who have no reputation. Because usually the interpersonal campaign includes major authorities of the political entity that organizes the campaign and the candidates to perform public works
- In interpersonal communication, both participants simultaneously send and receive messages. So the candidate conveys its message to voters, but also reads their relations to the same. Even more than that, voters indicate local problems and simultaneously see the reaction of candidates to the same (Trent, Friedenberg and Denton 2011:295).

Despite the first impression that over time the direct communication in political campaigns will be changed and surpassed by the mediated communication, there are studies that show the opposite tendency. Thus, *the American National Election Studies*, a series of researches which longitudinally monitor the electoral behavior of citizens in USA, shows constant increase of people who were closely attended by some activists of the political entities in the electoral campaign.

INTERNAL COMMUNICATION:

Internal communication is the exchange of information between individuals and institutions at different levels of political organization and with different responsibilities and specialties. To Kalla (2005) internal communication includes the formal and informal communication that takes place in an organization, while to Orsini (2000), the internal communication includes the entire communication of the people inside an organization.

Political parties communicate with the public in order to convince voters of the correctness of their policies and legally, by getting their support in elections, to manage public affairs. They cannot effectively and persuasively communicate with the public if there is no functional internal communication, which allows harmonization of relations among the various groups that make up a particular political entity. To establish the functionality of the political entity, it is very important to establish a clear hierarchical structure of the components of the political entity and the forms of communication between them. Efficient internal communication requires fast and accurate flow of information in all directions through the communication channels used by the political entity. In political entities with efficient communication, information circulates as from the above to the lower hierarchical structures (typically decisions, recommendations, orders), and vice versa, from lower to higher party structures (usually reactions of decisions) and horizontally within the same hierarchical level. Flow of information creates solidarity among members of the party organization.

According to Argenti (1998: 201), internal communication, on the other hand aims to:

- To create the feeling of the members that they are a significant part of the organization
- To raise morale and improve the relationships between leadership and membership
- To inform members about internal changes
- To increase the level of understanding of the members about the steps taken by the leadership

Successful internal communication provides information to members of the political entity, makes their political activity well thought-out, coordinated and more effective as such. Members of political parties in which there is an effective internal communication feel more loyalty and commitment to achieving the goals of the organization.

Although they are aware of the importance of internal communication, political entities usually have

people responsible for public relations such as spokespersons, press secretaries etc., but not people who take responsibility for internal communication.

Because of the need to quickly share a lot of information with a relatively large number of people involved in the electoral campaign, there is a possibility to use a website which through some code / password will be accessed only by authorized persons involved in the campaign (Dervan 2003). This page allows campaign managers to send messages, as well as written and audio-visual materials (posters, videos, etc.) to the responsible people for the campaign at regional and local level. At the same time, this provides to the managers of the campaign on daily basis to identify the reactions of the campaign in certain regions and local communities.

Usually the major political parties have practice to issue their own newspapers, newsletters, magazines that are used as channels of communication between the leadership and the more eminent members of the political entity and the membership and supporters of the same. Through this channel of communication, members of political parties are informed about the positions of the political entity in regard to given current issues.

Major political parties are made up of several local organizations that are hierarchically organized and coordinated by a central body of the organization. Membership gets information about the attitudes, decisions and actions of the political entity through mediation of the local leadership, which is also supposed to transmit the messages from the party membership to higher authorities.

CAMPAIGN DOOR-TO-DOOR:

Door-to-door is the basic form of direct political campaign in which representatives of political parties who organize the campaign do not try to persuade voters through the media, but through direct face to face contact. This campaign provides an opportunity to exchange opinions with voters, to give them the opportunity for them to tell their own opinion in regard to the program, as well as in regard to the candidate and also to convey the message of the campaign.

A question is asked, why in times of advanced technologies and opportunities, it should be used to send messages to the voters and sometimes it can make a serious difference between the candidates. The most important reason, that is, the largest effect of the implementation of the campaign door-to-door is expected to be the formation of awareness among potential voters that someone cares for them, to solve their problems, which can be crucial for selecting the subject for which they vote. But very often, the campaign door-to-door itself does not give good results, on the contrary sometimes it can even be counter-productive especially considering the time factor. Therefore, the campaign door-to-door should be previously well thought and planned. During the campaign door-to-door, one should not visit the home of each voter, but only of those for who there is a reason to believe that the visit will have some impact on – i.e. adequate sample. Also the time to visit voters should be well chosen, and the accompanying promotional material distributed during the visit of voters.

Campaigning door-to-door is implemented by the party activists, who are obliged to promote the electoral campaign and the candidates with direct contact with the citizens who visit their homes. Every activist is required to visit a particular area of the polling place. The effectiveness of this campaign is crucial to the credibility of those who carry out the campaign. People who go from door-to-door need to be good communicators, voters should obtain confidence to have competencies that guarantee that they will be able to work for the public good, should be well familiar with the program that the political entity uses in the elections, as well as the chronological development of the political entity and the most important issues that voter are faced with, and the solutions that are offered to them in the election program. Probably the best campaign face to face is for the candidate for public office to personally participate, but considering that this door-to-door campaign takes quite some time, and candidates for execution of public power have extensive activities, probably it would be optimal for the candidate to work out part of the door-to-door campaign and the rest to be left to party activists (Trent, Friedenberg and Denton, 2011 : 298). Party activists should be ranked as high as possible in the party structure, to merge trust in voters that the political organization is fully behind the candidate as well as behind the promises made in

the election program. The second criterion in the selection of activists who conduct campaigning door-to-door is the impact on voters or a given structure of voters. Activists who conduct campaigning door-to-door should be selected so as to have a greater impact on voters, on different grounds: relatives, neighbors, friendly, professional etc.

In the organization of the campaign door-to-door, strictly definite houses are visited. The headquarters of political parties make a selection of potential voters, and they are divided into several groups according to familiarity with the political entity: the first group consists of those who support the political entity - the organizer of the campaign, the second group includes those who do not support it and ultimately, the undecided voters. Those who support the political entity through the campaign door-to-door are encouraged with a conversation to support a given candidate in the elections. For candidates who support another political entity, campaign door-to-door is often not implemented, because that would be counterproductive to the goals of the campaign, and when it comes to this group of voters, the goal is to achieve reluctance and suspicion, skepticism towards political entity they support, and this is done through negative campaigning. The dominant goal of the campaign from door-to-door is to send the right message to undecided voters (Trent, Friedenberg and Denton, 2011 : 304).

There are two types of campaign of door-to-door: one is a knock at the door and a conversation with voters, while the latter is reduced to sharing leaflets to voters. When communicating to voters, party activists can identify what are the positions of voters in regard to the candidate in the elections and certain issues in his election program.

In the campaign door-to-door, activists speak with candidates and voters and share them promotional material from the candidates. There are certain rules with recommendations on what is desirable to follow as a guideline and what should be avoided during the campaign door-to-door. So the activists who conduct the campaigning door-to-door should briefly introduce themselves and the candidate they agitate for (Duquin, 1982: 20). It is desirable for activists to wear a badge or other identifying markings. Activists need to apologize if they interrupt citizens in some activities, regardless of how these activities may seem trivial as watching TV or breakfast, compared with the campaign. Activists who conduct campaigning door-to-door should divide electoral advertising material to the citizens and they should not engage in debate with citizens who openly express disagreement to the program or candidate they agitate for. Among the things that should be avoided by activists who conduct door-to-door campaign is a campaign late at night, especially after midnight. Citizens do not want to receive visits, especially with political connotations in this period. The campaign should be implemented during the important matches or sports broadcasting of very popular TV shows. Also activists who conduct door-to-door campaign should not dress too formal, but should also avoid too casual or eccentric clothes. If someone refuses to accept the activists they should not get upset and show negative emotions. They should be taking notes from the visit, the place and time in which the citizen can see this, the message of the campaign should be communicated through a short conversation that should last between three and five minutes. The campaigning door-to-door has several elements: purpose, activists, scheduling, training, supervision (Green and Gerber 2008:26). Among the rules of successful door-to-door campaign, the following are included:

- Activists should speak with enthusiasm and be sincere
- They should know how to listen to voters, not to interrupt them in the conversation
- They should be open to new ideas, suggestions and observations (Trent, Friedenberg and Denton, 2011 : 304)

The goal of any campaign is to establish contact with potential voters who would be potential voters for a given candidate. For example, a target group in the USA could be all registered Republicans or Democrats or Latino Americans. After determining the potential electorate which should be contacted, their correct data should be taken. After visits, some of the voters may indicate that they no longer support the political party that is organizing the campaign or candidate in the election, for this reason

after completing the initial contact, the list of potential voters should be corrected. After having a list of potential voters, one should check when is the most appropriate term to contact them. Usually terms are chosen when employees return from work. The terms early morning or late evening are usually avoided. Also if a potential voter does not answer when activists rang on his home address, probably the best solution is to leave the house and they do not to insist on contact at all costs, in order to avoid possible and potential conflicts. There are indications that women activists have greater access to voters than men, although the group of each communication of a man and a woman, two women or two men has its advantages. From the list of potential voters, it is possible to make priority lists of people or areas that are a priority, especially those inclined to vote for the candidate, but have doubts whether to vote or not vote for a candidate of similar provenance.

Activists in campaigns are members and supporters of political parties and election candidates. There is an opportunity for political parties to establish cooperation and to accept help from organizations that support their policies or candidates.

In the campaign door-to-door, activists can enter in potentially risky situations, there is a danger they could be verbally or even physically attacked. One of the measures to avoid this danger is to send two activists in one place, so if they separate into different apartments or houses, they will be close enough to be able to detect and help if there is a undesirable situation. Activists should also have a phone number for emergency situations, but also a way to identify themselves to citizens that they visit.

In order to properly convey the message, activists need to be properly trained. Training for activists usually is not very extensive and intensive and it covers issues such as: an explanation of the purpose of the activists, accurate information on which to enter addresses and how to approach the voters to split advertising material , brochures , pens, etc., to give phone number where they can call if a need for such a thing occurs etc. (Green and Gerber 2008: 33).

Those who manage the political campaign have several ways to control its implementation. The activists may be instructed to write down the names of the tenants of each house visited, to record the time when they visited a certain area or a home or the like.

Advantage of the campaign door-to-door is the direct contact with voters and the opportunity to see the reaction of voters in the campaign, and weakness is that it requires a large number of participants in the campaign to convey the message to every voter, this campaign has been relatively slow and hires great resources that could be engaged in other activities related to the campaign (O'Day, 1998:32).

While attending the citizens' homes or places where party activists there is a possibility gather, there is a possibility to offer some small financial incentives, in order to ensure that a given voter will appear at the polling station on the election day. Thus the spread of petty corruption achieves a relatively high percentage of turnout, especially in poorer neighborhoods (Green and Gerber 2008:26).

Over time, as cheaper the cost of telephone calls was becoming and by sending letters, they were increasingly replacing the door- to-door campaign, not because it was not effective, but because political parties wanted to centralize campaign and resources used here. Through phone calls and sending letters for a relatively short time interval, the political parties could direct way to get in touch and to send a message to each voter separately. Centralization of the campaign, means standardization of campaign messages that are sent to voters (Green and Gerber, 2008:26). In smaller countries with relatively little democratic tradition, such as R. Macedonia, door-to-door campaigns to date have remained one of the main types of campaign to mobilize voters.

DISTRIBUTION OF PRINTED ADVERTISING MATERIAL:

Sharing of printed advertising material is very close to campaign door-to-door and it includes visiting homes and leaving the voters and leaving printed advertising material at the door or in the mailbox, but not face to face conversation with voters. Printed advertising material can be in the form of leaflets and literature. The literature usually explains, emphasizes and arguments the message of the campaign and gives more information about the political entity that organizes the campaign, the candidate for election for public authority or negative information about the opponent. When creating the campaign literature, you should keep in mind that most voters do not have enough time to read too bulky texts, nor they are willing to commit to carefully read each sentence. For this reason, of critical importance is for the

literature to be easily understood, to accurately convey the message of the campaign and help the reader to make decision for the elections. In other words, literature should attract the attention of voters and quickly convey the message that should tell voters to vote for a particular candidate in the elections.

Unlike literature which is more extensive, the leaflets in a smaller space just pass the message of the election campaign. Leaflets themselves are pieces of paper that can be printed on a home printer, but political parties, in order to achieve the objectives of the Campaign, prefer to have professionally designed leaflets with a well thought-out message (Green and Gerber, 2008: 47). Depending on the characteristics of the voters for which the leaflets are intended, there may be different leaflets, that is, one political party can make several types of leaflets. To be effective and to not confuse voters, leaflets should cover only one subject. For example, how the candidate would contribute to improving the economic environment (O'Day, 1998: 38). Often the advertising material is used only for portrait of the candidate, and it does not tell us much about it. It is recommended that the advertising material should contain pictures where the candidate is in conversation with voters or performs certain tasks. These pictures can attract the attention of voters and convey the necessary message with more certainty. Hence, a photo of students in a classroom can be used to illustrate the transfer of a message in the field of education, or a picture of an empty factory hall can be used as an illustration of the problems in the economy etc. It is important for pictures in the advertising material to show action. Campaigns with leaflets are relatively inexpensive political campaigns and consist of costs to make leaflets and costs for distribution by activists. They are also designed to include as many people as possible, although organizers are aware that their influence on voters is relatively limited (Green and Gerber 2008: 54).

While, when making a division of literature, party activists leave the advertising material in front of the homes of citizens, leaflets are normally shared in public places where many people gather in such markets (O'Day, 1998:32). It is easier and faster to divide leaflets of a particular collected group of people gathered, than to divide literature into every home. For this reason, the audience that receives the message when sharing flyers is more difficult to target. Namely, while it may have some preliminary data for homes that should be skipped during the distribution of literature, when sharing of leaflets it is difficult to know whether a citizen has a positive or extremely negative attitude to political causes and candidates that represents it. In the case of sharing leaflets targeting is done by choosing where to share leaflets. For example, if leaflets are shared through the party headquarters, the expectation is that most of the attendees will be members or supporters of the respective party. But thus shortens the availability of the campaign to the citizens and calls into question its effectiveness.

Sharing advertising material as well as campaign door-to-door foresees engaging a large number of activists, whereby when sharing of materials, work is completed much faster, the work is simpler and therefore requires deployment of fewer resources. Advertising material can be distributed at any time (Green and Gerber, 2008: 46).

Although the campaign of shared advertising material requires less organized campaign than door-to-door, some coordination between activists must exist. The organizer of the campaign for sharing the literature makes sharing lists of households to be visited, the names of activists who should do the job at a specified interval. This kind of campaign should not be underestimated and left to accidental performance by activists or to be organized at the last minute, which would lead to adverse effects on the quality of the campaign.

Leaflets that are shared, on the other hand, can be anonymous, especially for negative campaigning and contain elements of discrediting of opponents or they can be shared by activists who publicly declare their campaign activities in the campaign of the political entity. In case of negative campaigning, activists of political actors who share the leaflets may reveal their identity, but there is a possibility to do it, if they determine that the negative campaign messages would have more credibility, so they do not know the source of information that compromise given political entity or candidate in the elections. Usually political parties declare their

involvement in the organization of the negative campaign by sharing flyers, because resorting in circumstances where the citizens are aware of the interests which given political forces have, which would logically lead to their involvement in certain campaigns, to organizers of the same, it may be counterproductive. Political parties in negative campaigns tend to hide behind certain NGO that run the negative campaign, in the interest of the political entity, and without mentioning his name anywhere explicitly. In cases when they go with a positive campaign, they promote their own public policies, political parties besides the message of the election campaign, usually printed the name of the political entity, and the name of the candidate for the exercise of public authority, as well as his number of the ballot.

PHONE CALLS:

Phone calls have become an important communication tool during election campaigns in the United States in the 1980s. In the UK also, since the middle of the 1980s, this way of communicating with voters is applied. In modern political campaigns, the entities routinely apply this way of communicating with citizens. Thus, a survey of presidential elections in the USA showed that 55% of respondents were contacted by one of the organizers of electoral campaigns (Stanyer, 2007: 27).

Phone calls are particularly applicable at the end of the electoral campaign, when there is a need for the organizer of the campaign to secure the turnout of supporters in voting stations. On the election day, commonly phone calls are used to ensure the turnout of voters who expressed bias for a given candidate (Green and Gerber, 2008: 74).

Phone calls can be conducted by volunteers, activists of the political entity who organizes the campaign or professionals who are paid to do this piece of work in the political campaign. Activists who believe in the values that represent the political entity are much more efficient and provide a much better final result in the phone campaign than professionals who consider the telephone campaign seen as something they should finish without believing in the message to be transmitted.

Besides direct conversation, there is possibility, through phone calls, to pass certain pre-prepared messages to voters. The messages can be recorded by a celebrity or political leader or candidate for execution of public authority, depending on the assessment of the impact that the indicated individuals have indicated to the voters. The advantages of this transmission of messages that have been previously recorded is that messages are standardized, with previously well-designed and controlled content, relatively short, relatively cheap and it is possible in a short time interval to cover a large number of voters. Green and Gerber (2008: 74) indicate that the direct conversation where an interpersonal relationship is established and trust with voter, is very efficient and gives better results than sending pre-recorded messages via phone calls.

For conducting the campaign through phone calls, few things are required: a person who will talk on the phone with voters, several phone lines, central station for monitoring and control of the implementation the campaign via phone calls, a list of telephone numbers of voters who need to send messages via phone calls and a script, text to which the activists who conduct calls will be kept chatting (Green and Gerber 2008: 75). The script is used because it allows consistency of messages sent by activists and those who do not have much experience with this kind of campaign gives them security and confidence that they can perform the task.

Activists who speak to voters have training (preparation) where they get indications how to react in certain situations such as if there call voter who is hostile to the campaign of the candidate who we agitate for, whether and how important it is to stick the conversation to the script, whether they should speak only to the person who is on the list or they can speak with other household members, if the one who is on the list at the moment is not available, where to direct voter who shows interest to get more information about the candidate etc. (Green and Gerber, 2008: 80).

USING LETTERS IN THE ELECTORAL CAMPAIGN:

Sending a letter to the voters is one of the ways in a relatively quick, simple way with an engagement of relatively small number of people to contact a large number of voters. This approach, although it is still considered to be a direct, still retains part of the necessary distance for effective communication with respect to the privacy of the voter³. Considering the whole process of communication through letters, the potential voter who was contacted relatively directly, is under the impression that as an individual he is important for the political entity is still he is not disturbed by strangers entering his house. In regard to the design of the letter and the messages it sends, political entities have the opportunity to engage activists who have knowledge of this type of communication.

The design of the letter can be important to the success of the campaign. Generally speaking, there are two options for the letters that are sent. They can be in the form of graphics cards shaped in the form similar to the classic card and mailing envelopes, in which on a sheet of paper a message is written, which the political entity sends to voters. There are advantages to both types of letters. The first type of letters can increase interest in reading the contents of the letter because of its unusual shape. While the latter type of letters can increase interest in reading because it is not different from letters received by citizens in similar circumstances as letters from local organizations or accounts for overheads, which gives a dose of seriousness to the content (the message) (Green and Gerber 2008: 58).

Depending on the purpose, those who receive the message can be selected according to various criteria such as demographic, geographic, political - especially given his attachment to a particular ideology or political party etc. Depending on who the letter is addressed to, the message can be changed.

The use of letters addressed to the electorate has a relatively long tradition in political communication. One of the key segments of the election of the two U.S. presidential candidates in 1972 was the contact through letters. In the UK, the systematic sending of letters as part of a serious political campaign started as a campaign for the parliamentary elections in 1983 (Stanyer, 2007: 27).

CONCLUSIONS:

Society, that today is becoming more global and also more connected, seems seriously suffers from a paradox in which the information is closer to the individual and at the same time, direct face to face communication is slowly but surely and deviates place of mediated communication. The phenomenology of direct communication is far more complex phenomenon that deserves deeper analysis, but the treatment of this type of communication in political campaigns, in this paper revealed several things.

Referring to some of the most important moments of political (electoral) campaigns in Western democracies (primarily U.S.), although direct communication with decades of changing its shape and access more than certain that the future will be an integral part of election campaigns. Certain aspects that accompany - as a highly specialized division of roles in the campaign with a firm and respected hierarchy of authority, as well as recruitment of new cohorts political supporters through training involving direct contact with potential voters - include door-to-door campaigns, distribution of election materials, phone calls and writing letters.

The predominant forms of direct communication in political campaign, will encounter some challenges in the future, and perhaps the most significant of which will be a violation of the privacy of citizens. However, direct communication in the future will play their part in determining the winner of the election, more or less than other aspects of election campaigns, but surely you must be the result of a well planned and staffed political activity.

³ Considering the respect for the privacy of people who sent letters, political entities try as much as possible to facilitate the entire communication process and to bring it closer to a potential voter. So often, letters that are sent to potential voters contain larger quantities of material, and very often in addition to the promotional material through which voters are familiar with the aims, objectives and personality of candidates, additional blank envelopes are sent, with the address of the headquarters or political headquarters party - as an opportunity for the voter to send a feedback letter with own thoughts and views. Thus the sender of the letters creates an atmosphere of partnership with voters. The courtesy of this act very rarely results in feedback letters, but the act is considered to have some effect on the decisions of citizens.

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