



Campaigning Negativity in Political Marketing: Evaluating Facebook Propagation to Youth from the Perspective of General Elections 2018 in Pakistan

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Abstract

During the General Elections 2018, Pakistan witnessed that political parties launched negativity campaigns against their political opponents through the mechanism of political marketing, Facebook was the potential medium used as an instrument for targeting youth. This study examined the variables of political information acquiring, hate speech, political agenda and incitement of violence and sees how these variables use in political marketing campaigns through Facebook. For this purpose, a quantitative study is designed through using survey research and data is collected from 500 male and female respondents using Facebook available on socio-political forums and groups through convenience sampling technique. The findings of the study reveal that youth of Pakistan significantly use Facebook for political information acquiring that is also use by politicians for maligning their opponents. However, negative campaigns raised skepticism among potential voters but it significantly distorts the image and causes the decrease of the popularity of political opponent. The negative political marketing campaigns create political polarization and provocation of violent behavior in youth. The study also affirms that there is significant relationship among the variables of political information acquiring of youth, hate speech as an instrument of negative campaigns, political agenda of politicians and incitement of violent behavior among youth of Pakistan.



Keywords: Negative campaigns, Political Marketing, Facebook, General Elections, Pakistan

Introduction

The dynamics of political marketing is changed over the time and the advent of new and digital media increased this change rapidly. Digital media particularly Facebook, Twitter and other social networking sites have become an important organ of democracy. It plays a role as watchdog for the general public and aware government regarding different issues of people. Media also inform public regarding political issues, current issues, and political happening. During election campaign, media is the major tool to spread the political parties' narrative to the public. Therefore, media is always important in political events and political campaign. A major part of news channels represents political issues in different events like talk shows, infotainment shows, and other events. Social media also work in a similar way like traditional media. However, it is more effective tool due to instance feedback. Users of social media watch event and comment their thought instant communication by the political leaders of their interest. In addition, political workers replied these issues and disseminate it. Political leaders also discuss the issues that rose in comments. It also makes it sure to connect all people. They can contact each other any time at any place. They just need internet to use social media forums. The role of social media in youth is also important and significant for themselves as well (Meti et al., 2015).

Political parties across the globe mobilize and active youth through their political participation and representation in their parties. Social media is potential mean that is attracting youth and intriguing political parties to use political marketing technique and disseminate through social media. It helps to create awareness among youth, so they can realize their rights and engage themselves into political events online and offline in both ways. Youth discuss these issues with their family and friends, so this discussion also enhances their political knowledge and civic engagements (Kanagavel & Chandrasekaran, 2014).

Propagation is significant organ of political marketing and hate speeches are the expressions that incite violence or discrimination, due to sexual orientation, xenophobia, racial hatred and other phenomena that succor to make negative expression. It refers to the expressions that used to enhance hostility through intolerance and prejudice. In the mass media, this concept is widely used to spread negative point of view against opponent. In media, usually this term refers to the expressions which includes the cramming



famous personalities, threats to groups or individuals who stimulated by intolerance, negative and offensive remarks against those are in power, maligning them through religious blasphemy, and encouraging terrorism (Vidgen & Yasseri, 2020).

Woeste (2020) argues that the term negative expression refers to malicious speech, aggressive, and bias motivated expression in speech that forms from opponent to extreme forms and abusive expressions of bias and prejudice. The main purpose of these speeches are to malign person or group perceived or actual characteristics such as disability, race, ethnicity, color, cast, origin, other religion, and sexual orientation. These characteristics will lead towards intimidation, negative attitude, discrimination, and disapproval. Hate speeches proposes to intimidate, degrade, dehumanize, and victimize the group or the individual.

Hence, following are the key objectives that reflect rationale of the study:

- a. To find out that either hate speech through Facebook influence youth negatively.
- b. To uncover that maligning to political opponents on Facebook are inciting youth on violence.
- c. To figure out that either politician use propagation in political marketing as an agenda during elections.

This article contends on the negative expressions in political marketing through Facebook propagation from the perspective of General Elections 2018 and sees how negative expression is significantly used in the hate speeches through Facebook and how youth is potentially influenced from these expressions. An extensive survey is made from the young respondents to measure the impact of negative expressions of political marketing on youth of Pakistan. In this regards, the following are the key hypotheses that framed for the study:

H₁: It is more likely that hate speeches on Facebook are source of online political information attaining in Pakistan.

H₂: It is more likely that political hate speeches on Facebook are the political agenda of Politicians during general elections 2018 in Pakistan.

H₃: It is more likely that political hate speeches on Facebook are causing youth on incitement of violent behavior in Pakistan.

H₄: It is more likely that political agenda of politicians is to incite youth on violence against their political opponents in Pakistan.



Review of Literature

Campaigning negativity and hate speech

In political marketing, negative expression is one of the successful technique, which use for marginalizing political opponents and directs the attention of the political audience to non-issues of voters. Hate speeches are not new phenomena that exist in the society. If we see the history, we found these speeches in different terms. Hate speeches usually used in war against opponent and this term use for the hate and discrimination of different group of the people to degrade them. There is question on the emergence of hate speeches considered that emerged due to digital media (Baumeister & Tice, 1990). Hate speeches always cause of social exclusion and enhance the polarization in the society. These speeches also discourage people to speak publically so these acts weaken democracy. Because many times hate speeches contribute against the democracy just because of negativity. According to Baumeister & Tice (1990) hate speech makes their fan prejudice towards their opponent, it creates anxiety and fear in the society, and it deprives dignity of people. Hate speeches can, therefore, generate harassment violence, and discrimination within the society.

Politics and media deeply involves with each other, media helps politician to spread their narrative among the public, while the media houses collect big part of their income from the political ads. Due to their high stakes, they deeply involve with each other. Print media is covering political events form a long period, not only in the one democracy but also in the entire democratic world. In the election, the role of media is important, because these events create the tempo of the election and electorates. The political campaign and role of media in the political events in developing countries make notion that speeches are much influential and important for their followers and even their opponents as well (Whillock & Slayden, 1995). Aslan (2017) explores the hate speeches in the digital dimension; he argues that due to wide spread of internet, negative expressions are increasing day by day in different forms such as hostile notes, sexist, carries violent, and racist.

Mondal et al. (2017) argue about social media credibility and its access. He argues that social media is inexpensive communication media, now users can disseminate their thoughts, and point of view in thousand and even millions of people in few seconds. Social media has so much power; it has revolutionary power in society. It can change the thoughts; it can blur the reality. In addition, even it can power to spread fake news in few seconds. However, this free and cheap access causes some serious problem. These challenges include offensive content, bullying, and hate speech. No doubt,



social media is platform that has many opportunities for the individuals, political parties, and other activities. However, it has also some serious challenges that need to sort out. The significant issue is arisen of hate speech that can hit the democracy within the country. The speeches not only hit individuals but also damage the reputation of the individuals and spread the hate within the society.

Online hate speeches came by using social networking website, where opponents targeted and publically humiliated by using this technology and new form of media. These new form of media inspire these mobs to destroy the reputation of their opponent, their careers, and even they hit at organizational level as well. These online hate speeches mostly involve in the private inbox messages. These hate speeches lead to death threat and hate messages contents that directly affected the person, or organization, that is being targeted (Bhatnagar, 2018).

The individuals which propagates of hate, are the early adopters of the Internet and have used the new medium as a powerful tool to reach new audiences, recruit new members, and build communities as well as to spread racist propaganda and incite violence offline (Gerstenfeld et al, 2003). There is a positive linked between political campaign, voter's decision-making and electoral competition. Political campaign is always important for the parties; they spend lot of their campaign budget at advertisement to attract voters towards their narrative. Government, political parties, and individuals spend their lot of money in the advertisement. They use hate speeches to letting down their opponent, they degrade them. It is not a new thing to degrade political opponent with hate speeches. It also affects the democracy, candidates, and political parties as well. However, this usage of hate speech neither promotes democracy, but in actual, it is denial of the democracy in different aspects (Ikeanyibe et al, 2017).

Political Mobilization and Social Media

Social networking websites play a significant role in democracy. It plays a role as watchdog against the government and social evil, and informs public regarding political issues and activities. Especially, there is a vital role of social media in election campaign. These platforms provide latest information, and grant analysis regarding political parties program, and or candidate's performance. Social media make politician more remote then before. Social media makes politics globally, now candidate use social media, do their campaign in cost efficient way. It allows them to connect with people directly. Social media is not only a communication tool, but it changes all the scenario, activities, and ways of communication (Meti et al.,



2015). There is also an important role of social media. It helps to develop youth interest in politics, now youth are fully engaged with political activities and political happening. Now, internet is a dominant force, youth is engaged with social website, they discussed different political matter on social media. Social media is important when it comes to fund raising, separation of narrative, and individuals are mobilized to act politically (Kahne & Bowyer, 2018).

Use of internet and social media is widely used for political events. There is no doubt, these social networking websites has rich material regarding political activities. It is feature of social media that it has mass audience, because there are billions of people use social media. There are many countries, where social media is used for political campaign. Political candidates always prefer political activities because social media contain mass audience. There is no limitation on social media to expose any political leaders or their activities. In continuing years, we can see that social media can able to inform public regarding social issues, and activities that are happened in the society. Researchers explain that young adults are faster adopter of new technologies than older. They have good skills to use this new technology, and they can express their point of view as well regarding these technologies (Kim & Amna, 2015). Moreover, another researcher reveals that young adults use more social media than older generation, they stay connected with social media, came to know political activists, political issues in an easy way than other resources (Anduiza et al, 2012). Wasswa (2013) finds that most of young adults engaged with social media and have interest in political activities. Therefore, they get up to date information via internet and social media.

Political campaigns and Facebook

Hong & Nadler (2012) assert that the use of social media in political campaign has significant role in election campaign. Development in technology enables the new structure of political campaign. Now politician use social media and spread their narrative among the citizens in an easy way. New technology has feature to mix the visual, auditory, and textual components and present potential political material to citizen. The content distributed by social networking websites are spreading quickly and reached to a large number of audiences. Main purpose of politicians is to get vote of audience in general election; they spread their messages to get attentions of the public. Freedom of expression is a main feature of social media. Now people can share these contents, like, and comment these contents. Young people are working as group, and they think that their voices may not



consider by authorities, but new technology broke these trends and now voices are highly appreciated by higher authorities.

Ellison & Hardey (2014) argue on the use of social media in political campaign, he asserts that social media is working as facilitator between the state and citizen. It plays role as watchdog for people. Now government use social platforms and they notice the feedback of citizen, they can calculate the public review towards their initiatives. At the same time, citizen use these platforms to review the government policies. Social network opens a new avenue of political participation; each participant contributes their reviews and feedback for the government. Instead of preview, tools of media like newspaper and television do not have element of quick feedback. Similarly, it put their narrative regarding social networking and citizen's participation. Social media has important role in all areas of life, it impacted social, legal, political, and economical areas. Politician priorities the social media, they accelerate their campaign on social media, they spread their messages by using these social media tools. This access of social media is not limited to adults, but there are visible numbers of young citizens use social media for online participation.

Now social media is a popular communication tool among youth at global level. Therefore, Facebook is the most popular tool among these social websites. Many citizens use this platform to attain information regarding political events. Facebook made virtual world so all the users engage themselves on this social networking site. Facebook has characteristics to faster the political engagement and make a way to express their thought regarding political events. Facebook make it possible to draw an attention of government towards specific social issues. Facebook also make it possible for users, so they can like political events they can share it and comment on these post (Masiha et al, 2018).

Ternès & Mittelstädt (2013) argue that Facebook is powerful political tool to connect the people without any space and time, has also element of engagement, so the people engage with Facebook to get information. SNSs offer new structures and potentials for varying decorations of political participation and manipulating political processes. A significant number of Pakistani have their account on Facebook, it is also so popular among youth of Pakistan. There are five ways, Pakistani use social media in five ways. First is breaking stories overlooked by traditional media, second is hastening communication between politicians and their publics, third is activist for social reasons, fourth is contravention stories disregarded by traditional media, while fifth is promoting and organizing charitable aspects of issues and problems (Kugelman, 2012).



In Pakistan social media, particularly Facebook is getting popularity especially among youth. According to Kugelman (2012) social media in Pakistan as a communication tool is used in five ways; breaking stories ignored by traditional media; mobilizing people for social and other campaigns; promoting and coordinating humanitarian aspects of issues and problems; activist for social causes; and accelerating communication between politicians and their publics. Furthermore, most of time people use social media for mobilizing, motivating, and launching campaigns to take their desired action (Ahmad et al, 2019).

During election campaign internet is a powerful and popular communication tool. Social networking websites hailed for interactive potentials and participatory structure. Many citizens and political parties use social media and bypass old media tool, and communicate directly with other, it is new and effective way of communication between political parties and public. Facebook is important social communication tool and use of political communication. Due to element of personalization and interactivity, it brings closer to citizen and political leaders (Kalsnes, 2016). Facebook assumed as vibrant platform for political sharing. Citizens post their political thoughts and views whereas zealots of political parties create groups that discuss political issues ranging from official, unofficial, and decisions to statements by the leaders of political parties and state or government. It became daily source of information and most of time it received different and mixed feeling and varying clarifications among normal citizens, political zealots and their leaders. Facebook is the most uses social website among other social websites. It is widely used by citizens, and it also flagging the way for political voters, communication, getting information, and influence the ideas and thought of individuals. It is modern social communication tool for political aspirants to get more followers to increase their votes. It also helps them to become popular and bring them closer to masses. Given these important reasons, many politicians are capitalizing on elevations in many social media platforms particularly Facebook (Salvador et al, 2017).

Negative Expression and Elections Campaigns

Elections are the main component of democracy. There are two main benefits for election, first is freedom to choose candidate. While the second is, choose the eligible candidate in free and fair contest. Politicians engage themselves in a fatal contest in election for increasing defending, and allocating their shares of power of the states. They spend their wealth to win the contest, they use different media tool to get attention of voters and their



empathy. They are prepared to lie, intimidate, fraud, cheat, harass, fraternize, kill their opponent, and imperil the process of the free and fair contest and election procedure (Mbah et al, 2019).

Election is always do and die situation for the candidates, only one candidate won the contest and other loss this war. Therefore, the candidate put their full effort in all means. Usually, it becomes violent with less consideration and restraints. No one accepts the defeat, and the defeated candidates become enemies of the state and the government. They call for rigging, use hate speeches, so these acts make election controversial. Rather than accept the defeat working together for the sake of country progress and benefits, they become against each other. If they work together and use their resources for their country, it would be even better, but unfortunately, they divide their supporter, spread anarchy. Because they want to win in all condition, and in all sacrifice, they just need power not human interest (Ikeanyibe et al, 2017).

Election is not managed well in most of the countries. It is complex and long process. Many people and organizers involved in this process. It is determined that how people select their leader in term of education, economy, infrastructure, and other projects. It is an essential tool of country. Selected government strive the ship of country for a certain period, if they success to run a country they have chance to come again in power and strive this again. Each candidate has to give their manifesto for their specific area. Now, in many countries these candidates spread hate speeches instead of manifesto, they speak false statement against their opponent, and grab the attention of public. These false statements and hate speeches are main cause of violence in the country (Fasakin et al, 2017).

Theoretical Framework

Political marketing is the core theory that elaborates that how politicians use varied media strategies in executing of their election campaigns. Facebook in this regard, is the potential medium, which beleaguered youth by varied ways. The variables of political information acquiring, hate speech, political agenda and incitement of violence are carried out as significant concepts of the study. The measure of the study developed to sees how these variables use in political marketing campaigns when Facebook is used as significant phenomenon.



Methodology

This study campaigning negativity in political marketing is evaluating Facebook propagation to youth from the perspective of general elections 2018 in Pakistan is deductive in nature and survey research use as a technique to find the observation of the youth of Pakistan on well-structured questionnaire. The youth using Facebook and taking part in the online political activity is potentially population of this study. The data is collected from 500 male and female respondents from various socio-political groups and forums available on Facebook regarding politics of Pakistan through convenience random sampling techniques. The age and education of the respondents vary from 18-35 years and from undergraduate to postgraduate. The reliability of the instrument is $\alpha = 0.831$.

Findings and discussion

Figure 1 demonstrates that respondents are consuming Facebook (2 hours) per day but the SD indicates higher deviation in responses that indicates various responses to the time spending on Facebook. Similarly, it also shows the use of Facebook for political purpose. Overall data shows that youth use Facebook for political purpose (somewhat) as compared to other categories but the SD shows deviation of (1.187) from the mean value. Results show that youth acquire political information from Facebook (somewhat) as compared to other categories while SD shows deviation of (1.079) from the mean value. Moreover, the Fig.1 also indicates the trust on political information obtained from Facebook. Data shows that youth trust on the political information obtained from Facebook (somewhat) but the SD shows higher deviation in responses.

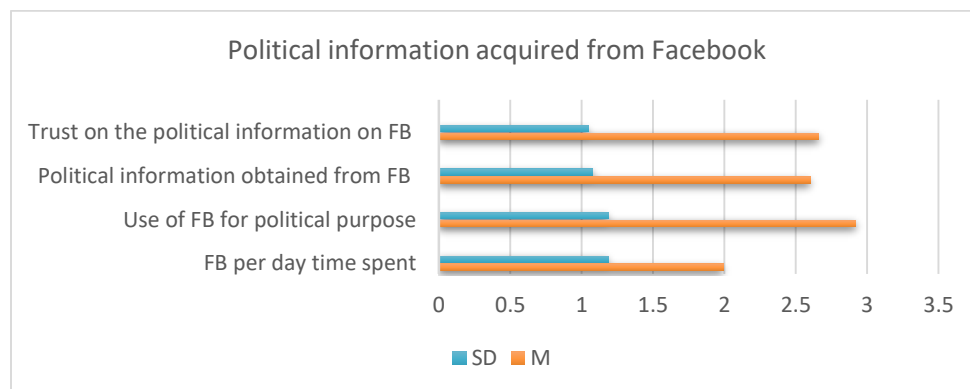


Figure 1 Political information attained from Facebook

Figure 2 reveals that the respondents think the extent of negative content shared by politicians on Facebook is significant but the SD indicates



deviation of (1.31) in responses that indicates various responses to the extent of hate content shared by politicians on Facebook. It also exhibits the use of name calling by politicians on Facebook. Results reveal that politicians are maligning their opponents with name calling on Facebook (much), SD is (1.398)in responses which shows varies responses from responses. It also indicates that the respondents think politicians use slang words on Facebook (much). Figure reflects that the respondents think politicians troll their opponents on Facebook (much), SD is (1.299) from mean value. Moreover,figure exhibits the responses to exaggeration of negative points of opponents on Facebook. Results show that politicians exaggerate negative points of opponents on Facebook (much).

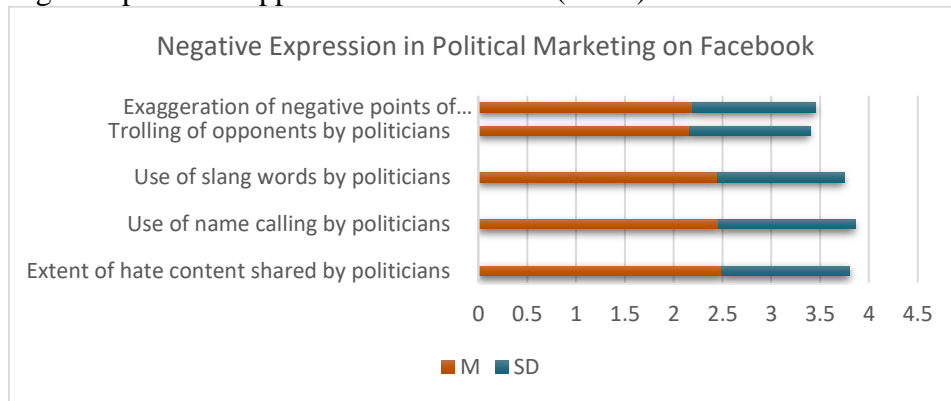


Figure 2. Campaigning of negativity in political marketing of political candidates on Facebook

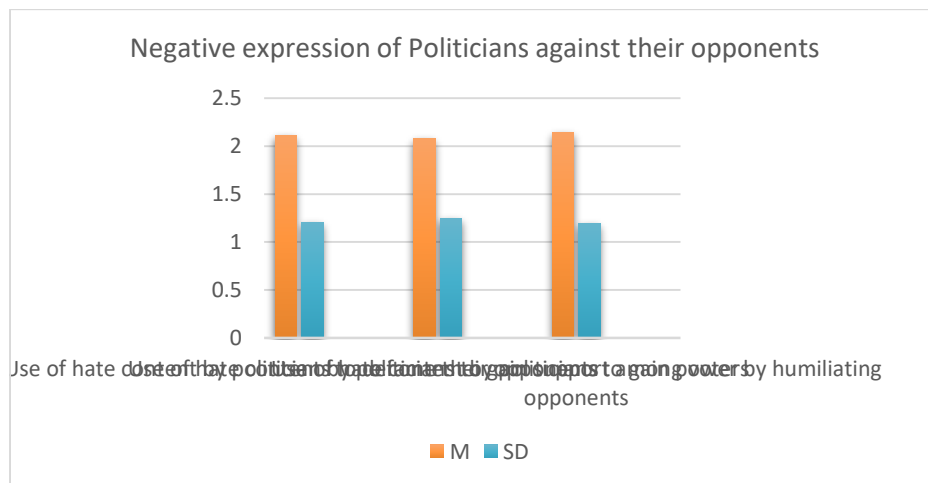


Figure 3 Campaigning of negativity of Politicians against their opponents



Figure 3 reflects that the respondents think politicians use hate content to defame their opponents (much) but the SD is indicating higher deviation in responses that indicates the various response to the use of hate content by politicians to defame their opponents. Figure depicts the extent of use of hate content to gain support among voters. Results reflect that politicians use hate content to gain support among voters (much) while the SD shows deviations of (1.20) from the mean value, which indicates difference in responses. Figure also indicates that politicians use hate content to humiliate their opponents in order to gain power (much) but SD shows higher deviation in responses.

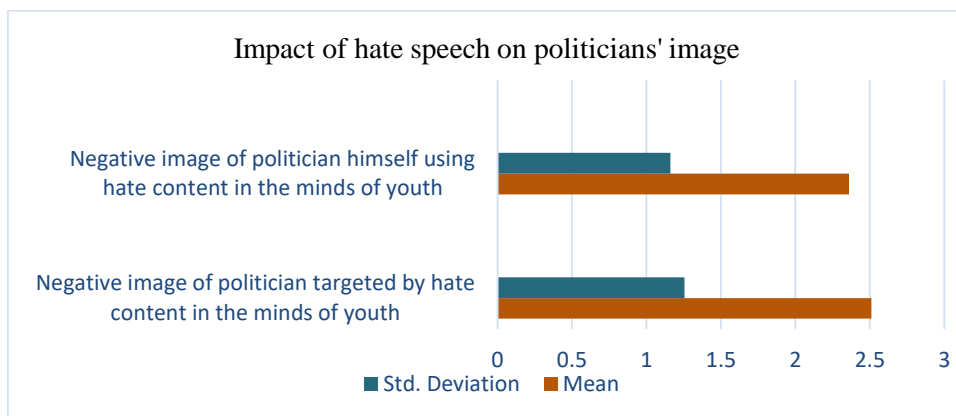


Figure 4 Impact of hate speech on politicians' image

Figure 4 reveals that youth is of the view that hate content generate negative image of the politician himself (much) but the SD reflects deviation of (1.16) among responses. Figure also reflects respondents' view about negative image of the targeted politician due to hate speech. Results indicate that youth think that hate content create negative image of the targeted politician (somewhat) while the SD indicates higher deviation in responses which shows the difference in responses.

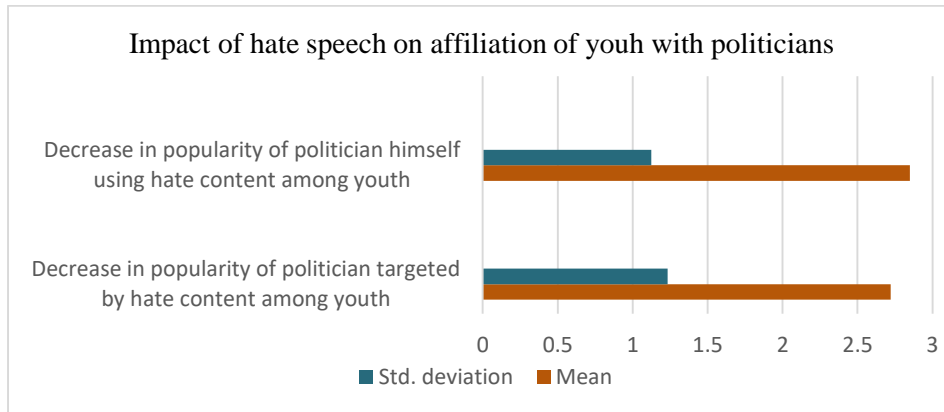


Figure 5 Impact of hate speech on affiliation of youth with politicians

Figure 5 depicts that the respondents think the popularity of politician using hate content, decreases among youth (somewhat), standard deviation (1.12) which shows the difference in responses. Similarly, the figure also reflects that according to respondents, hate content decrease the popularity of targeted politician among youth (somewhat) but the SD indicates higher deviation in responses.

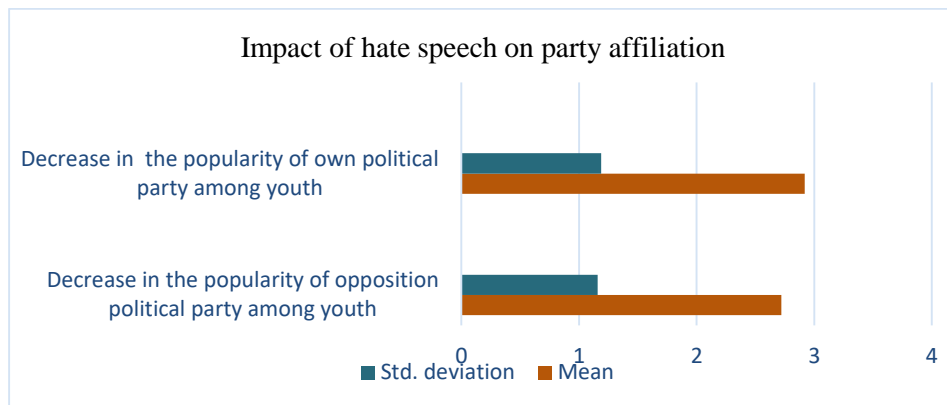


Figure 6 Impact of hate speech on party affiliation

Figure 6 reflects that the respondents think that the popularity of the political party of the politician who use hate content decreases among youth (somewhat), SD indicates deviation of (1.19) which shows difference in responses. However, it also reflects that respondents think the popularity of



opposition political party decreases due to hate content (somewhat) while the SD indicates higher deviation in responses.

Table 1 reflects that the respondents think the hate speech somewhat negatively influence the social relations of youth, SD indicates deviation of (1.276) in responses that indicates various responses to the extent of negative impact of hate speech on social relations of youth. Table also shows that the respondents significantly think that the youth is inspired by politicians to use slang language in their daily life while the SD indicates deviation of (1.23) in responses. Table also reflects that according to respondents, the slang language used by politicians incites violence among youth (much) but the SD is indicating the higher deviation in responses.

Table 1 Provocation of violent behavior in Youth

	M	SD
Extent of negative impact of hate speech on social relations of youth	2.58	1.276
Extent of the use of slang language by youth inspired by politicians	2.36	1.231
Extent of incitement of violence in youth due to slang language of politicians	2.15	1.148

Table 2 shows the relationship of OPI (Online Political Information Acquiring) and PHSF (Political Hate Speeches on Facebook). Results reveal that there is a significant and strong positive correlation between online political information acquiring and political hate speeches on Facebook ($r = .369, p = .000 < .01$).



Table 2 Relationship of OPI and PHSF

		Pol-HSF
Online Pol-Info	Pearson	
	Correlation	.369**
	Sig. (2-tailed)	.000

** . Correlation is significant at the 0.01 level (2-tailed).

HSF = Hate Speeches on Facebook

OPI = Online Political Information Acquiring

These results show that users use Facebook to acquire political information. For that purpose, they join Facebook pages of different political parties from where they acquire the information about political happenings and while using these pages they come across hate speeches shared by the political parties or leaders against the opponents (See Table 2).

Table 3 Relationship of PHSF and PAP

		PAP
PHSF	Pearson	
	Correlation	.804**
	Sig. (2-tailed)	.000

** . Correlation is significant at the 0.01 level (2-tailed).

PHSF = Political Hate Speeches on Facebook

PAP = Political Agenda of Politicians

Table 3 depicts the relationship of PHSF (Political hate speeches on Facebook) and PAP (Political agenda of Politicians). Results show that there is a significant and strong positive correlation between political hate speeches on Facebook and political agenda of politicians ($r = .804$, $p = 0.000 < 0.01$). These results reveal that as Facebook is rising in popularity as a platform for political communication. Political parties and leaders use this platform to run their election campaigns and due to lack of regulations on this medium, politicians use it to spread hate speeches against their rivals to achieve their political goals of getting in power by maligning the opponents.



Table 4 Relationship of PHSF and IVB

		IVB
PHSF	Pearson	
	Correlation	.590**
	Sig. (2-tailed)	.000

** . Correlation is significant at the 0.01 level (2-tailed).

PHSF = Political Hate Speeches on Facebook

IVB = Incitement of Violent Behavior in Youth

Table 4 shows the relationship of PSHF (Political hate speeches on Facebook) and IVB (Incitement of violent behavior among Youth). Results depict that there is a significant and strong positive correlation between political hate speeches on Facebook and incitement of violent behavior among youth ($r = .590$, $p = .000 < .01$). These results reveal that politicians use Facebook political pages for their political campaigns and while running their campaigns they spread hate speeches against their opponents. When young people come across these hate speeches, it tend to incite violent behavior and hostile opinion among them. Moreover, when they observe that their favorite politicians use slang language against their rivals, they also use same language in their social circle.

Table 5 Relationship of IVB and PAP

		PAP
IVB	Pearson	
	Correlation	.575**
	Sig. (2-tailed)	.000

** . Correlation is significant at the 0.01 level (2-tailed).

IVB = Incitement of Violent Behavior in Youth

PAP = Political Agenda of Politicians

Table 5 depicts the relationship of IVB (Incitement of Violent Behavior among Youth) and PAP (Political Agenda of Politicians). Results show that there is a significant and strong positive correlation between incitement of violent behavior among youth and political agenda of politicians ($r = .575$, $p = .000 < .01$). The results reveal that political parties and leaders use hate speeches against their political opponents that in turn incite violent behavior among youth when they come across these hate speeches. Politicians incite



violent behavior among youth in order to formulate hostile opinion against the opposition, which in turn helps them to achieve their political goals. Findings of the study reveal that people use Facebook on daily basis. Respondents spend more than two hours daily on Facebook. They usually use Facebook political pages to get latest news about politics. Similarly, politician use this platform to get the attention of the voters directly as social media platforms are beyond the editorial control. These findings are in line with the findings of Shaheen (2008) that people in Pakistan use Facebook to acquire political information. Furthermore, Masiha et al (2018) also supported this notion. So, it may claim that Facebook is a useful medium to strengthen the democracy in Pakistan as the first step towards the true democracy is to stay inform about on-going political situation, this is important because in a real democratic society, political resolutions are taken rationally. Due to interactive structure of the Facebook, politician may use this platform to disseminate the information on mass level. On the other hand, Facebook may use to spread the propaganda against the opponent leader or party. These findings are in line with the findings of Rao (2020) that political campaigns of all political parties contain element of hate content and political leadership launched social media cells to spread hate content against their political rivals. Moreover, the report of International Foundation for Electoral System also supports to the claim that politicians are one of the main source that use hate content on social media for their political purpose. Similarly, a book about hate speeches in online media published by Albanian Media Institute (2014), explained that social media is widely used to spread hate content due to the increased sense of freedom of expression. Negative expression in political marketing used by political parties on their respective Facebook political pages to humiliate their opponents, incites violent behavior among respondents. Slang languages used by political leaders also provoke their followers to use the same language in their social circle. Although, a very limited literature is found on effects of hate speech on the behaviors of youth, yet these findings are in line with the report of International Foundation for Electoral System that political parties use hate speech against the opponents that incite the youth to become violent (Fischer, 2001). Moreover, Rao (2020) suggested that promotion of hate speech and character assassination by the political leaders for their political goals result in intimidation of violence among public.



Conclusion

Young voters are acquiring political information through Facebook political pages and politicians update their political pages by giving them the latest information about ongoing political situation. Political parties use Facebook to run their election campaign and because of the decentralist and interactive structure of this platform, politicians use this medium to spread hate content against their opponents. Facebook enhanced the freedom of expression due to its interactive structure, so the political parties use it these days as a primary medium to run their election campaigns. Because of lacking of censorship on Facebook, political parties in Pakistan established social media cells and use this medium to propagate against their opponents by disseminating hate speech for the purpose of political point scoring and accomplishment in power by turning down their political rivals. Political parties use Facebook political pages to carry out propaganda against their opponents. They use slang language for the character assassination of the political rivals in order to achieve their political agenda that results in promotion of hostile opinions, slang language, and incite violent behavior among public.

However, Facebook is a useful tool to disseminate the information in a society on mass level that is why it plays an important role in political communication. Politician and their followers use this medium to interact with each other. Political leaders or parties make their official pages on Facebook through which public acquire latest political information. While acquiring political information users also come across hate speech as this platform not only uses to disseminate information but it is used by political parties and leaders to spread rumors and exaggerated information about the opponent party or leaders for their political agenda. One of the basic purposes to spread this propaganda is to defame the opponent party or leaders. For this purpose, politicians use inappropriate language and exaggerated facts against other political leaders that incite violence among their follower. They also use that slang language to protect their leaders or to counter other political leaders or parties. This may affect the image of political leaders and parties itself. Hence, campaigning negativity in political marketing against political opponents raised ethical concerns that impart significantly negative influence on society. The Election Commission of Pakistan may launch a code of conduct on the election campaigns and political marketing of political parties and candidates.



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