

A comparative study of representing heritage in the theme songs of major election campaigns in Sri Lanka and India

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Political Advertising is an effective method of communication. Political parties/institutions plan and design their political advertising campaign in the initial stage to get the maximum attraction from the people. These campaigns are known as 360 campaigns, which means print media, electronic media, new media and all forms of other mediums are used to get the maximum publicity.

Theme songs play a vital role throughout these 360 election campaigns. These theme songs are created attractively and consist of powerful visual images. Most of the South Asian countries have a rich heritage and culture. All the factors related to heritage are highly sensitive and talk to the hearts and minds of the people.

This comparative study focuses on representing heritage in the theme songs of major election campaigns in India and Sri Lanka. The content analysis method was used and came up with vital suggestions and conclusions.

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