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**Political Parties: Marketing, Propaganda and Campaign-A Review of Uttar Pradesh  
Assembly Elections 2017**

**Dr. Santwana Pandey,  
Assistant Professor, Department of Political Science  
Guru GhasidasVishwavidyalaya, Bilaspur, Chhattisgarh**

*The election system is the pillar of Indian democracy and political parties have to play a major role within this. The political scenario in Uttar Pradesh is taking a new shape as the assembly elections in the state are approaching. All the more, the political parties of all cadres have come out of their traditional outfit to influence and convince voters. Although communal politics remain in vogue in states like Uttar Pradesh since pre and post-independence era. It is anti-human and anti-secular democracy as well even then anyhow it has got an overwhelming control over the political scenario. It basically targets Muslims and keeps an eye on Christians also. Although Oxford Dictionary gives a very positive meaning of communal, that is 'shared by' especially by those who live together. But in India its meaning and references have become totally changed. A communal situation is characterized by tension or conflict between culturally distinct but geographically mixed communities and a very specific feature of Uttar Pradesh.*

*The Election Commission of India, as a part of its quasi-judicial jurisdiction settles disputes between the splinter groups of recognized parties. Election Commission ensures a level playing field for the political parties in election fray, through strict observance by them of a Model Code of Conduct evolved with the consensus of political parties.*

*The situation in Uttar Pradesh being a highly populous and economically divergent state is somewhere around to change its legacy by acknowledging on the political platform such parties which have remained in oblivion. It is a new phenomenon which has the potential of sustainability due to a unique class-mass convergence created by its mobilizations and governance agenda. Now they are getting recognized as an initiative which had the potential of becoming an alternative to the national parties with an attractive methodology of political mobilization beyond ideology through a new mix of traditional and ultra-modern ways of communication and collective action. The politics of Uttar Pradesh has got change by a democratic upsurge in participation in the political process by members of subordinate social groups. The ethnification of the party system*