

## *Review*

# **Assessment of elections stakeholders in elections management**

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**Elections stakeholders refer to the institutions which are the determinant of elections results. The aforesaid institutions play a pivotal role on ensuring that elections are conducted in a manner that appeals for what is commonly known as democratic elections. The stakeholders include political parties, the elections management body, the civil society, elections observers as drawn from various institutions, the media and the government. This paper therefore presents a discussion on the role of each election stakeholders in elections. It reveals potentials that are found in each institution. It has concluded that the resilience of elections stakeholders is vested on the ability to perceive elections systemically and sustainably. And that knowledge on what is an election, and free and fare election is vital in harnessing the perceptions of various institutions. Elections management is a profession which requires training just as other disciplines of study. Hence understanding why elections are conducted is prerequisite for any institution.**

**Keywords:** Stakeholders; electors/voters, elections, elections management.

## **INTRODUCTION**

In the last decade, the quest for elections stakeholders and good governance has become an important area of concern in Africa and the world at large. A number of countries have moved away from hitherto dictatorial regimes to an adherence to democratic principles (Otlhogile, 1998). Such countries include Uganda, Mozambique, Sierra Leon, and South Africa. Moreover, the premium is placed on the legitimacy of the government of the day. Elections stakeholders have become important in determining the adherence of democratic principles.

The electoral process is an essential tool for decision making in a democracy and for institutionalization. Once clear elections are held, they gain respectability and credibility. Therefore, an election is a foundation of a true democracy. It is from such perspective; Byakagaba indicated that elections are a very important aspect of the democratic process, which requires careful planning and handling (Byakagaba, 1998).

Elections as we have come to know them may not be new in Africa. Even before colonialism, but after AD, some clans, had to conduct elections basing on who was mostly acceptable in the entire family. However, first formal elections in Africa were conducted in Sierra Leon in 1830s. Nevertheless, the history and culture of election

would have been effectively carried, had it been the continent nipped in the bud by the century long colonial era, which was undemocratic. Moreover, the culture of one party state adopted by many African states a few years after attaining independence can be said to have reduced the continuity of more democratic practices.

To date majority of African head of governments are in power through elections (Analysis on the Commonwealth countries as at 30<sup>th</sup> December, 2009). And about all of active members of Commonwealth African head of governments (The Commonwealth Africa composed of 22 countries and all, have until the conduct of the study, been in power through elections of the majority) have attained presidency or prime ministerial through democratic elections.

Noting the fact above, it can be relevant to argue that elections are pyramid of democratic decisions, both in economic, social and political. Thus, adherence to such practices increases influence on the tripartite economic activities, political spheres, and social aspects. In this connotation, elections sets parameters for development, not to mention peace, which have been covered broadly and is well accepted by any sane person as a source of democratic processes in elections management. The

challenges that face elections management have paved a way for possibilities of other institutions (elections stakeholders), other than those conducting elections to be involved in election process for the purpose of ensuring that elections results are doubtless. The challenge however has been on who does what in the entire process of election. Hence there is need to enumerate the roles of each election stakeholders.

### **Elections stakeholders in Developmental Elections**

Elections stakeholders encompass all individuals and organizations that conduct or ensure that the elections are done on the one hand and individuals to whom elections are performed on the other. Thus the stakeholders include Elections Management Body, the government, political parties, electors, Media, Police/guard men, and other organizations whose are indebted with the elections. In Tanzania, there are several organizations that play a vital role of observing elections. However, there is still much to do to ensure enlightenment to the whole practice of elections, in particular conducting voter education.

This article will curter for the elections stakeholders, particularly the role of the government, political parties, elections management body, electors, the media and the police. Emphasis will be made on the political parties, the elections management body and the government. The logic behind such emphasis is due to the fact that institutions that work under the government are actually dancing the rhythm of the master. If the government says no to a certain move –such move will be stopped and the vice verse is true.

### **The media**

In general, media refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" is also used as a collective noun, but refers to different types of data storage options.

The role of the media in development may be looked into two perspectives. One being the role as prescribed by the law and the other being the role as observed from the real practical experience. Drawing from the two roles it can be generally narrated that the media is a fundamental institution for disseminating information from one end to the other for the purpose of, among others, enlightening the community.

The media has immense power within the African democracy because about all Africans, and of course the world over, get their news from the media rather than from other people or other sources. Media coverage

shapes how people perceive the world and what they consider to be important. Voters and politicians alike must pay attention to the media. In our political system, the media perform a number of functions important to the democratic process. The media reports the news, serves as an intermediary between the government and the people, helps determine which issues should be discussed, and keeps people actively involved in society and politics.

Every citizen of every country deserves the opportunity to live under the Rule of Law, and every country has an obligation to enforce the law fairly and effectively. There is a new global consensus that an independent judiciary, an independent media and an informed and engaged civil society are critical to achieving this overarching societal objective (The Constitution of United Republic of Tanzania (1977); and the Act N0.1 of 1985).

In regards to the elections activities, in Tanzania the Mass media derive their legitimacy and responsibility from the constitution of the united republic of Tanzania, which in article 18(2) states as follows:

*'Every citizen has the right to be kept informed at all times of various events in the country, and in the world at large which are of importance to the lives and activities of the people and also of issues of importance to society'.*

Information is therefore basic utility recognized by the law (Kilimwiko, 2002). It should be noted that in every political system, the media operate according to the norms of that system. In liberal society the media behaves differently; the liberal society believes in the utility of the media in relation to the liberal political economy centered in multipartism. In this system, however, information is very much linked to political, economic and social structures, that is to say there is a direct relationship between the structure and the character of all political, economical and social activity.

Another behavior of media is that which operate under dictatorships. In dictorship media are controlled and are only free to express the interest of the ruling class (Kilimwiko, Ibid). The general concern is that whatever system of governance would like to obviously continue governing. The hope and wishes of any political administration is to have a media system that works towards helping the fulfillment of the policy of the political party in power. What is significant however, as noted by Makame (1995) the power of the news media is tremendous and its potential awesome. It is capable of informing, misinforming and even misleading the public. Makame insists that:

*"One is anxious that the press should be free, but one is equally entitled to expect the same News Media should assist in the task of empowering the people at large by making them realize that each vote counts, how and why it should cast. This knowledge will set them free from apathy and a feeling of hopelessness and*

*helplessness.... the electoral commission should have a regular sessions with news people who wish to report on the preparations for the forth coming elections, and the news people, if they are really serious, should expose themselves to civic and voter education and electoral law" (Makame, 1995).*

Nevertheless, this study concentrates on the importance of the media to enhance the elections focusing on the development perspectives. In approaching the importance of the media, it is imperative to look at the functions of the media inline with development in elections management.

## Functions of the Media

The media is expected to perform the following factions:

1.To disseminate the information to the public so that the public has full access of the day's intelligence, since the public has a right to know. Perhaps the most important role of the media in politics, and elections management in general, is to report the news. As noted above, the vast majority of people tend to trust the media to provide them with information. Democracy requires that citizens be informed because they must be able to make educated voting choices. These days, politicians often complain of bias in the media, usually a liberal bias against the views of politicians. They complain that the media ability to decide which stories to report often reflects its partisanship. Although this is true to some extent, most major newspaper and television news stations report the same stories more or less objectively. Bias is often restricted to the media outlets commentary and opinion pages.

2.To state and clarify the goals and values of society towards which people should strive to achieve for elevating the common good. The media sometimes acts as a public representative by holding government officials accountable on behalf of the people. Many people argue that the media is ill equipped to play this role because the media does not face the same type of accountability that politicians face. Serving as the representative of the public, moreover, could undermine the media's objectivity because the act of representing the people might require reporters to take a position on an issue.

**Example:** *The classic example of **watchdog journalism**, or activist reporting that attempts to hold government officials and institutions accountable for their actions, is the Watergate investigations of Bob Woodward and Carl Bernstein. The Washington Post reporters doggedly pursued allegations of campaign misdeeds and presidential crimes despite the fact that many Americans did not care. Journalists have exposed many other government scandals and misdeeds, including the Iran-Contra affair and the Lewinsky scandal.*

3.Linking the leaders of the entire community and the people. It is the medium through which the people may

reach the government. The media plays a common-carrier role by providing a line of communication between the government and the people. This communication goes both ways: The people learn about what the government is doing, and the government learns from the media what the public is thinking.

4.The media also help to pin the people together through promotion of key cultural values and behavior and behavior patterns; transmission of cultural heritage and mobilization of people for common cause. Journalists cannot report on an infinite number of stories, so they must choose which are the most newsworthy. By choosing which stories to present to the public, the news media helps determine the most important issues; in other words, the journalists set the agenda. **Agenda-setting** is crucial because it shapes which issues will be debated in public. Sometimes political scientists refer to agenda-setting as **signaling** because the media signals which stories are the most important when they decide what to report.

5.The media further acts as a forum for exchange of comment and criticisms, since democracy is culture of dialogue. The media also provides a public forum for debates between political leaders. During campaigns, opposing candidates often broadcast advertisements and debate with each other on television. Many voters learn a great deal about the candidates and the issues by watching these ads and debates. Even during years without elections, though, the news media allows elected official to explain their actions via news stories and interviews.

6.To provide a trustful, comprehensive and intelligent account of the days events, in a context that gives them meaning. In Africa, the media plays a big role in socializing people to African society, culture, and politics.

7.The media also performs the main role of developmental engineering, educational and empowerment, advertising, ideological and propaganda. Media is expected to foster development through injecting knowledge that will facilitate community engagement in productive activities.

8.Finally in the list is a diplomatic as opposed to coercive. In this regard media can lead into conflict resolution agency since most of the conflicts result from inadequacy in terms of information hence deferring in interest (EISA, 1998).

The functions indicated above may be phrased in any way or even added. However, where an observance of the functions of the media does not, in essence overlap the named above, then the media would be an important organization to equip the society, both the governing power and the people on the importance to participate objectively in all issues, particularly the elections, so as to attain the desired development. There are however, types of reporting:

For much of Journalism history (until the early twentieth century), most news media were clearly and openly

biased and in most African countries, the bias is manifested. Many newspapers, for example, were simply the voices of the political parties. The trend seems to be true in some African countries even today. This type of journalism is called partisan journalism. Other newspapers practiced yellow journalism, reporting shocking and sordid stories in order to attract readers and sell more papers. Objective reporting (also called descriptive reporting) did not appear until the early twentieth century. Although, most journalists today still practice objective journalism, more and more are beginning to analyze and interpret the material they present, a practice called interpretive reporting.

### **Resilience of the Media**

The resilience of the media lies on the roles and its functions. The ability of the media to analyze and critically examine the information at hand is imperative if development is a central cause of the media. The experience attained reveals that most of the media do not essentially work to enhance the people's burning issues rather to escalate issues that would in turn provide unnecessary emotions to the society. In a very recent tune in Nigeria, during the preparations for Miss World competition, one of the media reported that 'had Mohamed SAW, been alive, would have picked one of the girls to be his wife' (Reported in many News papers in 2002 including: Norman, A. 2003. The role of religion in boosting development. IITRC). The reaction of the people in Nigeria gives us an alert on what exactly was the essence of the information or the news. And further, to question whether the Journalist was not aware of the reparations of the intended news. Much more it queries on the dignity of the journalist as to suit to the functions as most literatures stipulated above. The Nigeria fate charged about 200 lives.

An examination of the 10 daily papers in Tanzania in the month of January and February 2000 revealed that most of the priorities set on the front pages were given to issues of violence, love affairs and terrorism (IITRC, 2001). Coverage on issues related to development or of which once they are known would in turn bring forth the enlightenment, as such to lead people into utilizing such knowledge for development purposes, as perceived by the researcher, was negligible. When an assessment of the same was repeated in the month September and October the year 2000, slight changes were noted. Nevertheless the main cause remained the same. Hence it is crucial that the media is well focused, if at all want to energize and enlighten the community on issues that would bring development to country such as Tanzania. It is not the contention of this study to develop a new modal for teaching journalism, though it may lead into restructuring so as to suit the media relevance to the elections management and development in general.

The focus of the media should be on social developmental issues. It should for instance, give emphasis on voter education; covering the importance of electing a competent leader, credentials of a competent leader, availing the policy of each political party, of course without favoring any of them, however challenging such policies consistently is fruitful. The media should cover among other things the detriment caused by the electors who do not participate in elections. It should show the significance of every vote in bringing about development. It can be argued that it is of no use to have the media that purports to sell the paper rather than the fate of the country, particularly during elections. Therefore the resilience of the media in relation to elections is vital and is realized through its performance, as indicated above though in a nutshell.

### **Civic Education and Democratic Animation**

Civic education is imperative in any society. The media specifically can assume a continuous role in which citizens are enabled to understand, appreciate and contribute to the effective workings of various political systems. The learning process not only concerns general ideas about political systems, but also the best practices is available, the greater the likelihood that citizens use to make choices within their situations.

Democratic animation is another important part of the performance of the Media. It refers to social engineering of the citizens through the civic journalism. Some important notes are: It facilitates meaningful involvement and participation of citizens in political life particularly elections; it inculcates a sense of civic duty, civic pride and civic responsibility and accountability; it enables the electors to exert pressure on their leaders to account for their actions and decisions; it creates self confidence building aiming at citizens so as to actively demand and question policy decisions hence providing checks and balances for good governance; informed electors are enabled to appreciate the performance and failure of those they periodically elect and thus exercise a performance voting as opposed to promise or mobbing voting which seem to be popular in most countries, Tanzania included. The emphasis is that once the media has performed her principal role, then the elected governments and their respective parties and leaders would rise or fail through the popular will on their performance instead of rule winding.

Commonwealth (1997) and narrated some roles of the media in relations to elections: periodic competitive elections not only consolidate democracy, but also help to a large extent to legitimize governments. Promotion of political tolerance during the whole period of elections; raising elections issues as purported by voters or the citizen; raising awareness on the citizen's rights, duties and responsibilities and encouraging them to

register and vote; provision to voters of fruitful, comprehensive and honest account of events, without prejudice or malice and to give all competing political parties a fair chance to express their views.

It should be noted that the quest for development need all institutions to participate in the elections with the central focus on development. In the same context, the secretary general of the UN Kofi Annan, commented that: 'Today development is a global concern that transcends ideology and immediate interest. It is now as much a moral as a political challenge. Providing that stability and prosperity are indivisible' (UN, 1998:17).

Nevertheless the print and electronic media play a great role in informing the people of their rights within the electoral process and make great efforts to motivate them to register and later to vote. What might be relevant is the abstinence from bias in the performance of their elections activity. The moment a media is bias may lead enable the voters dedicate their votes to wrong candidates, hence suggesting for wrong government.

### **Civil Societies and Civic Education**

The strength of a democratically elected government depends not only on the inclusiveness of its electorate, but also on the degree to which its citizens are aware of their rights and responsibilities and participate in the political process. International Foundation of Electoral Systems (IFES) works to enhance civic participation as a pivotal ingredient of representative government by strengthening the capacity of civil society organizations (CSOs) to mobilize citizens in a constructive and effective manner. Civil Society Programs foster both civic initiative and government responsiveness and accountability. These programs do help citizens and CSOs around the world to articulate and advocate for reforms, promote citizen participation and good governance, communicate more effectively with national and local governments, and contribute to the sustainability of democratic institutions and practices. In this view, some institutions, IFES included support the development of civil society by combining advocacy training, public information and civic education programs.

### **Elections Management Body**

Institutions manage elections as an activity or activities. In some, depending on the nature of the country, these bodies are known as National Electoral Commission, Independent Electoral Commission; and Institute of Electoral Management to mention, but a few. These institutions are worthy in managing elections. However, to facilitate an independent body, the electoral bodies need to be impartial and not affiliated to any political party.

The concern on impartiality and affiliation is on fair and or just decisions in the whole process of election. In order to cultivate an environment of impartiality, the electoral bodies need to be free from financial constraint. Elections are expensive, thus the institutions dealing with elections; need to have unquestionable funds, in terms of availability, so that the funds are used accordingly. In this regard, the Commonwealth Chief Election Officers (CEOs) proposed that, in order to underscore the body's independence, funds should be assigned not by government but by parliament (Commonwealth, 1998). Of course the proposal is debatable, as one would argue that even funds that are considered to be allocated by the Parliament are secondarily endorsed by the Chief Executive Officer of the government in the name of President.

### **Independence of Electoral Body**

Therefore the Independence of electoral body's is vital. The vitality is on the ability of the electoral management bodies, performing elections without being interfered. The assumption here is, the electoral bodies, would prefer to conduct elections activities fairly and just – thus should not be interfered.

Again, a note may come across, as most of the management bodies differ from one country to another. This party covers a little bit of electoral management bodies, so as to acquire a foundation of discussion, and of the study when dealing with other stakeholders of elections, such as the voter, and the need for civic and voter education, so as to allow a fair participation in electoral process.

### **Voter Education**

Voter education refers to education with emphasis on the importance to vote. It answers the questions why, how, where and when to vote. A voter as any customer needs to be sensitized. However, the difference between a normal customer and a voter is that the decisions of a normal customer, so to say a teacup customer, or a gown customer, do not necessarily affect the public. In other phrases, whether one buys a cup of tea or a dress, this does not entirely affect a hat or trouser customer.

In elections, however, the voters' interest can determine the fate of the government. One vote may ensure a certain regime in a power. The regime in power, would determine all arrangements of developments of a nation. Hence, good or bad policy of any democratic country can be attributed to the voter. In this scenario, one can deduce that, there is no bad democratic government, unless the voters are bad. Why? Simply, the voters decide the fate of the government. Voters put or remove the government. On

other hand, civil education refers to awakening the communities on their civic rights. The civil education may include human rights, constitutional education and the rights of citizens. It may encompass citizen responsibility.

### **The Lesson on Civil and Voter Education**

What has always transpired in many countries, Tanzania included, is a conduct of Voter Education in a form of preaching or alerting the communities. Political parties would announce the elections day through Mic, this is common in Sub-least developed countries. The announcement covers, the date of elections and that it is important to go and vote or do not vote for a certain political party or parties, with reasons that are vague, in the sense that not justifiable. The electoral authority, in most of the SADC countries, emphasize on the date to undertake elections and on instruction at polling stations, procedures for registration, or updating registration.

When examining such announcement, one may contend that, it is Voter education. Precisely, it is part of, but not voter education. Voter education should help the voter to, as Ramadhani (1995) points out:

- a) Awareness of the right to vote and what is to be done in order to exercise that right.
- b) Awareness of the polling day well in advance and of course it should be suitable and convenient to the majority of the voters.
- c) Awareness of the voting procedures and should also be simple and well explained to the voter.

In order that such right is exercised, it is imperative that there should be no intimidation or enticement, and that polling stations should be conspicuously located and within easy reach of the voter.

Voter education should cover a notion of 'education', i.e. developing intellectual capacity by instruction especially manual skill and manual awareness. Voter education in more restricted sense, the term refers to the process of imparting literacy, and generally accepted body of knowledge, in relation to voting exercise.

Therefore, what is experienced in most of electoral bodies and most institution dealing with voter education or voter and civil education is an announcement of the Election Day. In this concern, most of the electors know how to vote, but can reluctantly give reasons, why they voted to a candidate A, leaving candidate B (Norman, 2001).

### **Voters**

Voters are consumers of the service provided by the election management body. If the service is poor the voters' attitude will be negative and their participation in

the electoral process will be negatively affected. It is therefore, crucial that elections managers recognize the value of the quality of election service that they need to provide to the voter. The organization of elections from the time of registration of voters, up to the polling date, security of the voting place, distance of the polling stations from a voter's home, attitude of election administrations and of the politicians themselves, as well as the weather combine together to determine the voter's perspective on the elections.

### **The government**

Governments form part of the three institutions of the state. Others are Judiciary and the Parliament. The three according to Norman (2003) sets the so called checks and balances. Which literary assumes that the mandate of the three different institutions are equal. It can, of course, be argued on the one hand that the mandate are equal on the basis of the spelt of the law, particularly when it indicates that it is not proper for any arm to intervene the performance of the other. Observing the role of the government on elections, certainly it is important to elute the relations of the three institutions and find out the gape (lacuna). Both institutions are of great concern as far as elections are concerned. The president is important since is actually made president by the elections management body. It is elections which sets the seat of the president.

The vitality of elections touches the parliament because members of parliament are actually declared members through elections; with few exemptions to the nominated members. Again the judiciary is also an organ created through the mandate given to the President of appointing judges. Hence the three institutions of the state seem to be at per in terms of discretion of power. But when we articulate the truth particularly on how they relate, it can be realized that it is the President who appoints or influences the presence of the members of the other two institutions. In that vein it can be registered that much as the three institutions seem to be equal, the reality is that they are not. The ability to create other institutions is by itself a difference. And thus the liabilities that are pegged to the President are higher than any other person on the land.

While the relation between the President and the Judiciary is on the ability of the president to appoint judges, the relation with members of parliament is vested on the assenting of the bills passed by the parliament. Where the president must assent to the bill to enable it become a law. Therefore while it is cardinally known that the function of the parliament is to make law, the reality will be that the president and the parliament are the law makers. And the relation seems to be of a master slave relation since irrespective of numbers of Member of Parliament or house of representative whichever

appropriate, when the President says no, it will mean no law. When the President says yes to the law (assents), it will be a law. The three institutions are brought by elections. Their existence depend much on elections management body in the name of National Electoral Commission (NEC) for Tanzania, Electoral Commission of Uganda (ECU) for Uganda, and Electoral Commission of Kenya (ECK) and Independent Electoral Commission of Nigeria (INEC) for Nigeria to mention a few.

### **The President and the Electoral Management Body**

The relation of the electoral institution and the President in most African Countries is on appointments. For example the constitutions of Zambia, Tanzania, Ghana, Nigeria, Kenya, Uganda, Malawi and Mozambique indicate that the members of the electoral commission shall be appointed by the President. However, it is the same Elections Management Body (EMB), which declares that the contestant for presidential seat has been elected as president. The interplay among organs world wide is normal and does not imply any favor.

Since it is the execution of the mandate conferred to a person that provides what can be called favor or bias. In elections management, it is expected that the office of the president will be used to foster thorough elections management. It is further expected that public servant will use their mandates conferred to them without jeopardizing the rights of other people. Plural politics calls for accepting the differences even among workers of the same office. It is not a guarantee that much as workers serve in the government then would automatically affiliate with the ruling party. Although, workers of such a government will be required to 100% implement the ruling party manifesto. Elections management calls for impartiality of public servants in the conduct of daily activities.

### **Political parties**

A political party is defined as an organized group of people with at least roughly similar political aims and opinions, that seeks to influence public policy by getting its candidates elected to public office (Pippa, 2004; Alan, 1996; Butler and Leonard, 1991; Austin and Tjernsron, 2003). Parties tend to be deeply and durably entrenched in specific substructures of the specific society in a sustainable and well functioning democracy. They can link the governmental institutions to the elements of the civil society in a free and fair society and are regarded as necessary for any modern democratic system (Wägnerud, 2000; Norman, 2009).

Political parties have a big stake in elections management. Firstly, the roles of political parties are crucial since they are the once that play the game. Other elections stakeholders play a passive role. With political

parties their role is the key. Without political parties there will be no election. Secondly, political parties determine the smoothness of elections. Political parties are led by people just as any other institution. Hence, the behavior of the members and or followers of the parties depend to a large extent with the type of leaders and at times leadership style. Generally there are many functions of political parties. The functions of political parties include:

1. Aggregating and articulating needs and problems as identified by members and supporters
2. Socializing and educating voters and citizens in the functioning of the political and electoral system and the generation of general political values
3. Balancing opposing demands and converting them into general policies
4. Activating and mobilizing citizens into participating in political decisions and transforming their opinions into viable policy options
5. Channeling public opinion from citizens to government

6. Recruiting and training candidates for public office  
Political parties are often described as institutionalized mediators between civil society and those who decide and implement decisions. By this, they enable their members' and supporters' demands to be represented in parliament and in government. Even though parties fulfill many vital roles and perform several functions in a democratic society, the nomination and presentation of candidates in the electoral campaign is the most visible function to the electorate.

To perform the above mentioned tasks and functions, political parties and citizens need some rights and obligations guaranteed or ruled by constitution or law. These include

- Freedom of organization
- Freedom to stand for election
- Freedom of speech and assembly
- Provision of a fair and peaceful competition
- Mechanisms of plurality
- Inclusion in the electoral process and contacts with the EMB
- A level playing field and freedom from discrimination
- Media access and fair reporting
- Transparent and accountable political finance

The internal functioning of individual political parties is to some extent determined by forces that are external to political parties, such as the electoral system, political culture, legal regulations, etc. However, internal processes of political parties, such as the personality of leaders and staff, the ideological foundations, party history, and internal political culture are considered to be even more influential on the internal functioning. If a political party would like the democratic principles of electoral politics to be applied within the party, they may consider practices like internal information and consultation processes, internal (formal or informal) rules and structures for the organization and decision-making

within the party, and transparency in the party's functioning at all levels. Party members may also take on more formal roles in decision-making like participating in internal elections for leadership positions or in selecting the party's candidate(s) in the upcoming elections. Many parties also work actively to enhance the role of traditionally under-represented groups in their parties.

In some African countries and of course even in other continents, political parties have verged into signing what is considered as codes of conduct. These are dos and do not of the parties. In Tanzania for example all parties signed the elections code of conduct, which have now been party of the rules and regulations governing elections, and must be adhered to. The development of the named code of conduct has gone further to curter for all elections stakeholders. The elections stakeholders that signed the elections code of conduct include; the government, National Electoral Commission and political parties (Act No. 1 of 1985 s. 124A). In football, players are the key in ensuring that the game is attractive, even when an opponent has kept pace in scoring many goals. Certainly, it is the responsibility of political parties to assimilate the behavior of football players if peace and tranquility is of concern.

## CONCLUSION

Elections management is crucial for the attainment of development (Norman, 2003, 2005; Bird, 2004; Ballington, 2004). Nevertheless, thorough accomplishment of elections management depends on two parts of the players. Firstly, is the competence of the electoral management body. Secondly is the ability of elections stakeholders in articulating rules and regulations that govern elections and realizing the fact that one among the political parties must emerge a winner of the entire election. Every practice that is carried in the processes of elections must be weighed against its ability to bring about development. Parties involved in elections must realize the fact that the beauty of elections processes depends solely on the appropriation of the rules and regulations. Each party is good in its own. However, it is the amalgamation of the good practices of all the parties that bring forth peace and tranquility on the land to which an election is contested.

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