

## Abstract

The political landscape of Pakistan has always been tumultuous but in recent years the political landscape is changing drastically with new parties coming into the political arena of Pakistan.

Keeping in mind the changing landscape of political arena of Pakistan, the study aims to find the determinants of the popularity of political parties. The study consisted of two phases. Data from

300 participants was gathered by using an open-ended questionnaire made after thorough literature review and focus group interviews. Content analysis was applied to the data collected and major categories emerged were social media, manifesto etc. In phase II, questionnaire was used to conduct semi-structured interviews from workers of political parties holding or had previously public offices. Thematic analysis was applied to the interviews and sub-ordinate themes emerged. The results indicated that social media is a powerful tool which affects the popularity of the political party. Along with that political slogans, mottos and profile of the party leader are important factors as well. Party songs were found to attract public attention and in keeping them engaged. The study has wide implications in the political landscape of Pakistan.

**Keywords:** *Politics, Pakistani Political System, Popularity, Political Slogans, Determinants*