

## Says

What have we heard them say? What can we imagine them saying?

Candidates express their policy promises, and vision for their

They communicate their qualifications ,experience, and dedication to public serrvice.

Candidates engage

in various campaign

activities, such as

rallies, door-to-door

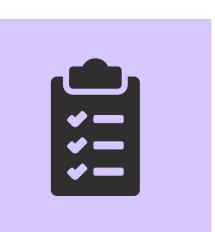
canvassing, and

public speeches.

canditates express their policy positions, campaign promises, and vision for their constituencies.

They participate in debates and discussions to articulate their views.

Candidates interact with constituents, seek endorsements, and try to build a supportive network.



## Does

What behavior have we observed? What can we imagine them doing? **Thinks** 

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Candidates may be thinking about the pressing issues facing their constituencies and the nation.

Candidates might be concerned about the competition and their chances of winning.

They could be strategizing on how to connect with voters and gain their trust.

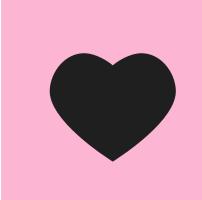
They may feel the weight of responsibility, knowing they're vying for public office.

Negative campaigning and criticism may elicit frustration disappointment.

Candidates likely experience a range of emotions, including excitement, anxiety, and determination.

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



positions, campaign constituencies.

2019

LOK SABHA **ELECTION**