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THE ELECTION AND THE VOTER

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The month of October 2014, the Brazilian electoral calendar was held election to President of the Republic, Governors of States and the Federal District, senators – 1/3 of the Senate — federal, State and district deputies, occurred in 05 and 26, first and second round, respectively

Election is the large and important opportunity that democratic societies have through the free manifestation of citizens, to realign the political, economic and social forces in the establishment or maintenance of inclusive institutions, "tool" important and indispensable to the development of the country.

Including institutions are those that allow the ever-wider participation, the population in the benefits of wealth and quality of life generated by economic development. They began with the glorious revolution of 1688 in England, when broadened the powers of Parliament and decreased the powers of the King.

One hundred years later, as a result of this policy change England had become the cradle of the Industrial Revolution. The existing inequality in the world today is due to the fact that, during the 19th and 20th centuries, certain countries managed to take advantage of the Industrial Revolution and of the technologies and methods of organization for that result, while others do not. This is because technological change is just one of the driving forces of prosperity, but perhaps the most critical; the other is the policy variable. The countries that do not take advantage of new technologies, such as no exercising the right to vote with a broad vision and personal development or not benefit from other engines of prosperity.

To date, after the democratization of the country, the election of 2014 entered the political history of Brazil as the most exciting and the most unpredictable since 1989. The difference of 3.28% (corresponding to 3,457,522 valid votes) for the candidate re-elected, Ms. Rousseff to the Presidency of the Republic, in the second

round of the election, confirms what the campaign has shown, i.e. the political stage in which the country is polarized between two parties PT and PSDB which represent two visions of development, with greater participation and involvement of the State, or with a lean State, watchdog and supporting market forces and societal development.

It should be a summary of what happened in the race for the Presidency of the Republic. On 13 August, shortly before the start of free electioneering, the candidate Eduardo Campos (PSB) died in a plane crash. Marina Silva, candidate for vice-president assumed the candidacy; the first survey published after the accident, she was already in front of the candidate Dilma Rousseff for re-election in voting intentions in the second round. Deconstructed in the electioneering charge and with disproportionate time to defend himself saw his fall happen until it was out of the second round of the election, which was disputed by candidates Dilma Rousseff (PT) and Aécio Neves (PSDB).

The Greek philosopher Aristotle (384-322 BC) marked in history to sentence: "*man is a political animal*". Made us understand that the policy is present in our lives, because all relations keep itself significant political elements, and complex societies of the 21st century, much more.

But who is the main character of the political process that flows in an election? The voter. But as he participates and decide your vote? Research shows that: a) 15% decide vote moments before the vote; b) percentage near this abstains from voting; c) the economic situation and well-being of the voter has decisive weight.

Checks the responses captured by the searches that are short-term aspects the most weigh in the decision of the voter at the time of the vote. This is because the society is still policy formation, mainly in developing countries, very little, not allowing the citizen-voter understands the importance of policy not only on maintaining your well-being in a short term, but in the progressive and continuous development of the country, and that this condition occurs it is vital that the economic ascension come *pari passu* with the political rise because the integration of these two variables strengthens and keeps democracy by promoting the development of the country.

The country will not reach a plateau of developed nation if the citizen-voter benefit from economic growth and social mobility if caught with a reductionist vision, that is, simply get the job, have become a consumer condition; and, the way conform as if it had reached heaven. Discussions relevant to development, involving issues such as: education; health; safety; moral; ethics; management of the Government and of the other institutions; foreign policy; environment and national policies for funding

and development of science and technology, need to be part of the analysis and awareness of the voters.

We must not forget that there is no democracy without the exercise of citizenship, and both are on a day-to-day basis, and must be understood as a cultural value and improved constantly by education. If only the economy and wellbeing work on a personal vision are just a country of consumers, but unable to opine and influence in national development. The market economy is one of the attributes of democracy, only a. Besides, the growth of the economy with the improvement of the social condition of the voter should not lead to an oversight with the existence and proper functioning of the institutions, mostly inclusive institutions that guarantee democracy and improvement of life conditions of the population, given that such carelessness can cost very expensive for society as a whole.

Morality and transparency of public management reforms that modernize the institutions and actions of society, freedom of the press, the merit promotion as a rule, the respect for human rights, the knowledge by promoting scientific and technological innovation are values that alongside economic growth a modern and democratic nation forge. All these values must weigh in time to vote.

Those voters who are earning a better income must observe understand and adhere to these values mentioned above, and not just to position themselves as mere consumers, for thus, contribute to the vision of a country averse to change. Those who consume too much, afraid to decrease consumption. Those who consume too little. With this unique posture of consumers, not citizens (those who exercise the civil, political and social rights) contribute to the "rusting" of the institutions, and with them, their own democracy, opening a corridor of opportunity for populist and anti-democratic regimes, in fact, situation experienced by Brazil between the end of the Decade of 1960 and the first half decade of 1970 When the military regime promoted an annual growth above 10% per year. China has the largest economic growth today, but has no democracy

Brazilian society after 29 years of democratization with elections every two years demonstrated in this election to what degree of maturity and understanding that has democracy and of importance to the development of the country. The end result of valid votes with 51.64% for Rousseff and 48.36% to Aécio Neves, shows the smallest difference since the first direct election after the democratization in 1989

This framework reminds the classic work of the French jurist, sociologist and demographer Jacques Lambert, "the two Brazils", published in 1957. In his work the author sees the archaic society and progressive society united by *"links in the same*

language, the same story, and the communion of the same nationalism" Extols the Brazil before the styling in Spanish America, Andean region and Platinum region, demonstrating that, from the point of view of their racial makeup, the Brazil is a third type of South America, merging elements in a homogeneous culture.

Even with his words: *"the Brazil is not a new country or an old colonial country; If the Andean America is given again an indigenous America and America's increasingly Silver a European America, Brazil is a Brazilian of European predominance America sharp, although original"*.

In 2014, the election for President indicates that attributes singled out by Lambert for Brazil not to constitute more in brick and mortar for the construction of the nation, but the emergence of hatred, resentment, separation of social classes and regions, which do not contribute to its permanent building, on the contrary, segregate it.

The quest? Is the voter who is driving the country to have this new face? For sure, totally not. They are conditioned and stimulated by political elites; These have great responsibility for this new framework of Division of the Brazilian nation, where the "poison" of the campaign came down to candidates until the soul of the electorate.

In 2014, again two Brazils, now in contexts other than those studied by Lambert. In one respect the country is less unequal in its social and economic framework, and regional infrastructure, but in another aspect the country is more distant and indifferent to each other in their structure and regional policy.

Will be arduous the task the President re-elected. Not to unite the country, because democracy is correlation of forces, but it's up to you to inspire tolerance, build convergence spaces and respect citizens, institutions and freedom. It's work for statesman! Brazil will have him?