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IMPACT OF SOCIAL MEDIA AND INDIAN POLITICS

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ABSTRACT

In the 21st Century, means of communication have risen to many platforms. Technology has created new templates of communications anywhere from person to person, person to mass media, and vice versa. In present circumstances immense concentration of wealth, widespread corruption, tight links between politicians and great corporation and the capture of public assets for private gain. There is competition for capturing mass media among corporate rather it has fallen in the hands of multimillions. Now new media is also expanding beyond the middle classes with smart phones many different corners of the country

KEYWORDS: *Technology, media, communication, Social network.*

INTRODUCTION :

Media took entry in world with invention of printing press and paper after Industrial revolution. Transformation of print media started in the early 1990s Print Media and radio are the earlier phase of media and latter television, different channels and now internet ,mobiles, social network sites arrived

The borders of countries and states have dissolved to the credit of the Internet and

social media. Through Facebook and Twitter, among others, companies are able to fabricate and build virtual personalities. Through history as the communication platforms evolved the method of communicating also had to adapt. Just as the telephone made distance relative, social media has made cultures and companies' relative.¹ Social networking sites are small virtual village, As computer technology increases, social media becomes more and more of a widely used source of communication. It has become so popular that it is completely changing the way people view and respond to society, and opening up new ways for people to interact with each other. Communication is the essential element that creates and maintains relationships. In this day and age, communication technology has developed to become both simple and fast². Along the decades, there have been many changes as to such as television, films, music, the internet, print, billboards, and other pictures are examples of ways we keep up with today's



world and its events; both important and unimportant how we receive our information and how it effects us. Outlets to people. As a political consultant particularly, in the late 70s and 80s as television became more and more used in campaigns -- an interesting thing happened. And that is that prior to that time, the decisions were really made in the smoke-filled back rooms. The political leaders chose the candidates and the lists and drove the process. And then all of a sudden, television came along, and it allowed these candidates to go directly into the living rooms of voters. And television is like an x-ray machine.³

Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web2.0, and that allow the creation and exchange of user-generated content."

Social Media and their EFFECTS- Social media have influenced many aspects of our life be it education, culture, administration, marketing, businesses or politics. Social media have been able to make profound impact by means of news, interaction, learning and marketing. Social media has become an important source of news.⁴ Everyone is recognizing this new and powerful medium to interact with the masses and make them participate and there by enabling better communication. Indian politicians, be it young or old have started experiencing the impact of social media in one form or the other. Now, almost every political party used the social media to get their message across the masses.

The 5 Impacts

News- Social media has become an important source of news. While the credibility of some sources can clearly be contested, news channels tweet or give updates on significant happenings all over the world. Their availability on social networks makes news more accessible.

Interaction- Social media has furthered interaction by such a massive scale that is hard not to notice it. It allows people to keep in touch in a more regularly, and sometimes, more intimately.

Political Landscapes- Social media has enabled greater political awareness and organization, which has in some cases rewritten entire political landscapes. It has particularly played a large part in the Indian elections.

Learning- Social media has also played a large part in fostering literacy. Children who start using the platforms develop early communication skills, and generally become more literate.

Marketing- The whole dynamics of marketing have been changed, and rather than investing in mass channels ads, companies are becoming more consumer-centered through interactions made over social media.⁵

Media of India : consist of several different types of Indian communications media: television, radio, cinema, newspapers, magazines, and Internet-based. India has more than 70,000 newspapers and over 690 satellite channels (more than 80 are news channels) and is the biggest newspaper market in the world - over 100 million copies sold each day post Nehruvian era, the thrust began to change ,visionary scientists like Vikram Sarabhai argued that Sarabhai argued on this premise that television be given special priority for accelerating national development. He believed that technology can help set a national agenda for "implementing schemes of economic and social development.....it is of particular significance for population living in isolated rural countries."⁶

after India adopted neo-liberal economic policies in early 1990s, the communication policies underwent a drastic change. The state-controlled media agencies, viz., All India Radio and Doordarshan (national television network), till then dedicated more to the objective of public welfare, were asked to generate their own revenue the meantime, India launched its coloured television in the 1980s. It resulted in a paradigmatic change in the whole communication process. Communication experts, Media Professionals and Practitioners started focusing towards this new attractive medium. Digital media strategies are now part of the overall campaign briefs, and parties are spending an increasing amount of time and resources to mobilize citizens. There is no estimate of the amount political parties are spending.⁷ Social Media is a public platform and since there are no regulatory guidelines or credible cross checking tactics, political parties are leaving no stone unturned while boosting the image of their own party.

Social media has gained importance with the rise in youth population in India. As they are the one who use internet the most in India.

Social Media and Political Parties -The political parties have their own websites which was not seen some years back and some of them also use other social mediums to interact with people. With every party having and leaders being active on different media it makes the citizens feel that they are within their reach. Social Media gives politicians a larger than life image.

SOCIAL MEDIA: THE NEW ELECTION BATTLEGROUND

There are more than 200 million Internet users in India. Most of them are young and mobile urban dwellers. This demographic is also socially engaged, making for the highest Twitter and Facebook usage in the world Google is helping all political parties with their online strategy by organizing weekly hangouts with politicians. In the past, India's political class mostly interacted with the public only through campaign trails, mass rallies and media interviews.

Paranjy Guha Thakurta, New Delhi-based independent political analyst, says that Earlier, elections in India were governed by either the rich class or the rural poor," he said. "Now, even the middle class is interested, and social media is where they can express their opinion and talk."

Dr. Ranjit Nair, CEO of Germin8, a company that works on big data analysis, says, "If you see it broadly, the Aam Aadmi Party (AAP) had a fantastic outreach to people, but they failed in their messaging strategy, the BJP on the other hand did not have much of an outreach earlier on (it changed in the latter months) but their message was one that the people wanted to hear, whilst the Congress woke up to the impact of social media messaging just too late."⁸

EFFECTIVE POLITICAL COMMUNICATION

. In the recent assembly election in Gujarat, the chief minister Narendra Modi effectively used the social media to connect with online citizens. Besides being active on Twitter and Face book, Modi also went for a live chat on Google plus with natives Through his social media campaign, he was able to capture the first time voters, the youth, who certainly are more attuned to digital culture. At the same time, the middle classes are also quite active on social media. Modi has been projected as more forward-looking politician. He has also been able to connect with the youth because of his style of political campaigning and his social media skills⁹. Until recently, the campaign strategies of political parties centred on public rallies, and print, television and radio advertising. But the proliferation of Internet, computers and smartphones in the past few years has prompted politicians to look at the potential of the online medium. Going further he also mentions that the impact was felt more on the first-time voters, who wanted to hear a positive message. For instance the AAP, he mentions, spoke about corruption and the problems plaguing the country, but never offered any hope in the form of bringing about a change. "The BJP on the other hand offered the hope which people desperately wanted," Nair says. "The sad part with the Congress was that they really didn't have any story to tell or any message to give. This impacted the decision of the first time voter a lot."Rishi Jaitly, Twitter India Market Director says, "Similarly to the Obama campaign, everyone knew that this Lok Sabha election would also be influenced by social media, particularly with over 150 million first-time voters between the age of 18-23 years. Everyone could see Tweets from the main parties, politicians and voters on their mobile devices, on their TV screens or in their daily news reports, or follow key political and media accounts via a missed call to consume their tweets as text messages¹⁰

NEED FOR A MEDIA POLICY

1] A free media of communication is a pre-requisite of a democratic State. The media channelizes information between the citizen and government, communicates the governmental decisions and helps the citizen shape their reactions besides acting as the primary source of information for the government on the public reactions to contemporary issue

2] Being the channel of communication, it is important to determine whether the media is politically biased in its presentation of information. The government's decisions and actions, if presented with bias to the public and similarly the public opinion to the government, the very concept of democracy is distorted. The media, therefore, should be of a high standard of reliability.¹¹

CONCLUSION

Earlier the political discussions were restricted only to those who read newspapers, watched news channels or participated in discussions in nukkad of a village or clubs. But now, social networking has made the youth of India to sit up and discuss political issues. The new communication technologies being relatively expensive exacerbate inequalities in access to information between the information rich and information poor in a system, since it is only the socio-economic elite who can afford these new media. This widening of information chasm will continue unless strategies are explicitly followed to prevent it.

No media policy can succeed without defining political and economic goals explicitly and implicitly. Democratic planning under a parliamentary democracy has been defined as 'democratic persuasion to bring about the participation and co-operation of all' and should involve all groups from the villages to the National Government at all levels and has to use and strengthen democratic institutions to administer for a speedy development.

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