The Influence of new media on Political Communication

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Abstract - The voter awareness techniques, new media and media enterprises that influence political parties in developing economies through their network partners are explored. As a rule, politicians in developing countries play a bigger role than those in the more industrialized western nations. A new media campaign was used to affect four major characteristics of the vote bank strategy in the 2014 Indian legislative elections by analyzing how political management issues were managed and controlled by new media collaborators. A political institution must constantly monitor, evaluate, synthesize, and display political information gathered through social media, Social media platforms to examine as well as an enormous amount of data to filter through.

Keywords - new media, political communication, social media, etc.

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INTRODUCTION

People's modes of communication have undergone radical transformations in the previous two decades as a result of technological progress and expansion. 78% of active internet users in India utilize social media, according to the Internet and Mobile Association of India and the Indian Research Market Bureau, it has been impossible for India [1] and as the world's largest democratic democracy, to detach itself from technological advancement. As we all know, the right to free speech and expression is enshrined in the constitution of India. The media in India has been nicknamed the "fourth pillar" of democracy because of its importance to the country's democracy. The successful exchange of information among political leaders, the general public, and members of the news media is facilitated by a system of communication that is both interactive and effective. This is usually a negative spiral, starting with the highest levels of authority and working all the way down to the average person. Feedback or opinion only works upwards if people have anything to say about it.

Political party leaders' use of social media to communicate with their constituents is one of the most significant media trends. Use of various media by governments and political parties during election campaigns or throughout the year is covered by this study. In order to influence public perceptions, views, knowledge, beliefs and actions on political problems leaders utilize political communication strategies. A wide range of political communication techniques were adopted by the representatives of every democratic nation, particularly during the election season. Many of these messages are already being widely disseminated via new media channels. When it comes to politics, there is a discipline of communication and political science known as political communication. For example, politicians' speeches, news reports, and everyday debates about who gets to decide how public resources are allocated and who gets to make choices are all examples of public discourse. There is also cultural meaning to consider, such as what constitutes an American. According to some authors, "it is not the medium through which a message is sent that makes it politically charged, but rather its content and aim [2]."

New Media

The notion of mass communication has been greatly influenced by computer-assisted digital technologies and the Internet. When used in conjunction with Digital Media Marketing, it provides interactivity to a medium that previously lacked it. Digital media uses digital technology to broaden its reach while allowing its audience to interact at their own pace. – Furthermore, it empowers people to take ownership of their own lives rather than to be dependent on others to provide for them.

There are many different types of new media on the market today. In light of the fact that communication channels are always evolving and introducing new

concepts, putting them all under one roof would be a daunting task. There are so many options available now that even those categorized under this category appear to be obsolete. It isn't simply restricted to websites, but has advanced significantly in the sector. In today's situation, there are a few varieties to choose from [3]:

- Websites

- Social Media Platforms

- OTT Platforms like Netflix

- Blogs

- Virtual and Augmented Reality

- Email

- Music Streaming like Spotify

Role of Social Media Platforms in Indian Politics:

Social media and politics is a much broader topic than first thought. The emphasis of this research is on the 2014 midterm elections. In the 2014 Lok Sabha election, the success of the BJP's internet campaign was outstanding. The same thing happened to other parties. Social media is a major element of the campaign budgets of both Democrats and Republicans. For the Maharashtra Assembly election, they wanted to broaden their mass contact campaign's reach. In India's 2014 legislative elections, they fell short of victory. During this election, Indian politics underwent a major shift. Maharashtra's political parties have now realized the importance of social media in their campaigns. This group has joined in the fun as well. India's 2014 Loksabha elections marked a major shift in the country's political landscape. Politics in India is now being fought on social media [4].

The political representative has become India's Barack Obama in the election. It was rare to witness the old-fashioned methods of delivering messages, making recorded phone calls, or holding public gatherings. Social media platforms have made it possible to connect with voters in ways that weren't possible before. Many of them had been dormant at one point or another. But now they've stepped up their game. It aids them in keeping up with the demands of their audience. Many political parties have made the use of social media by its workers mandatory. That social media has played a revolutionary role in politics is hardly associated with any dispute.

Media and democracy

With the first general election conducted over a four-month period in India in 1951-52, democracy made a big stride forward. These elections were the largest democratic experiment ever attempted anyplace on the planet. The elections were conducted on the basis of universal adult franchise, with anybody over the age of twenty-one being eligible to vote. Nearly 173 million people cast their ballots, the majority of them were low-income, illiterate, and living in rural areas; many of them had never cast a ballot before. People's reactions to this prospect were the primary worry at the time [5]. It was widely questioned whether such a citizenry would be able to exercise its right to vote in a mature and responsible manner. A benevolent dictatorship, it was said, which is the only option for a country like India with its complex mix of caste, creed, language, religion, and other kinds of diversity including varying educational levels; a democracy, thus can be argued, was out of place. It's been described as "a leap into the unknown" and "a leap of faith" by some, while others have termed it "amazing." [6].

Media and Society

One cannot deny the impact of mass media on society and government, from rural town criers' gongs to anti-colonial leaf writing to cable television networks' crystal clear news footage and internet blogs, even in emerging democracies. Every democratic society relies heavily on the media. Everywhere we look, the media is with us. In everything from the programmes we watch on television, the music we listen to on the radio, and the books and magazines we read each day.

Cultures would be shut off from their governments, lawmakers, and other adjacent towns and cities if they didn't have media to communicate with, using the media to disseminate knowledge aids in the growth of communities. This vast breadth of information is necessary for people's comprehension of their surroundings. A "global village," or single, homogenous information for society, is continuously being sold to us by multinational media firms. When the term "global village" was developed in the 1960s, media flow was unquestionably greater and faster than before popular broadcasting. [7].

History of Mass Media in India

Indian mass media includes newspapers, television, radio, cinema, magazines, and internet-based websites. When Auguste and Louis Lumière first shown their pictures in Bombay in July of 1895, Indian media was already become one of the world oldest and largest media enterprises. The Bengal Gazette was originally published in 1780 by James Augustus Hicky. The Gazette, a two-sheet daily, focused on the Sahibs' personal lives. "The late printer to the honourable Company" quickly found himself in hot water for scurrilous assaults on the Governor-wife [8], General's Warren Hastings. This punishment did little to dissuade Hicky, who was given four months in jail and a fine of Rs.500. Hicky was condemned to one year in jail and fined Rs.5,000 after a savage attack on the Governor-General and the Chief Justice. Journalism in India was just beginning to take its initial steps at this

Nabendu Bhattacharya[1]*, Dr. Bhaskar Bhosale[2]

point. Richard Johnson, a government printer in southern India, published the inaugural edition of The Madras Courier in 1785 [9]. Since its founding in 1878, The Hindu has served as a powerful advocate for Indian freedom from the burden of colonial rule. Today, this newspaper has the greatest readership in South India and is ranked in the top five in the country overall. Compared to Calcutta (now Kolkata) and Madras, Bombay was a late adopter (now Chennai). In 1789, the Bombay Herald was established. A year later, an English-language newspaper named the Courier began publishing ads in Gujarati.

During the latter decade of the twentieth century, India saw the rise of 24-hour news stations on television. But Doordarshan had news, but it wasn't available 24 hours a day, seven days a week and it was also owned by the government. There has been a dramatic shift in journalism in India with the introduction of private television news networks. There has been a dramatic shift in Indian satellite television during the 1990s. It happened at the same time that the government's privatisation strategy allowed global corporations to enter the Indian market. CNN's coverage of the Gulf War in 1991 was the catalyst for the introduction of international satellite television in India. As the first satellite station to broadcast across the Indian subcontinent, Star Plus was established by Richard Li in August of that year. In October 1992, Zee TV was launched by Subhash Chandra. It is the first Hindi channel in India owned by a private individual or company. Prior to this change, Doordarshan had a defined mandate to contribute in social and economic development. With international stations like BBC and CNN, Doordarshan had to contend with fierce competition. Doordarshan and a few international news networks, like the BBC or CNN, were the only options for getting the latest breaking news on television. With Zee Television's 1995 debut of Zee News, it entered the fray in the competition to give more news and information [10].

Impact of Social Media on Indian Politics:

A nine-phase general election that took place in April and May of this year, One of the most eagerly anticipated elections in recent memory. It was a result of the shifting political landscape in India. To a large extent, social media helped to determine which party would win the most seats in the House of Representatives. In April 2013, the Internet and Mobile Association of India released an intriguing study (IAMAI). IAMAI received assistance from the Mumbai-based Iris Knowledge Foundation throughout this investigation as well. Election outcomes are heavily influenced by Facebook users in 160 of India's 543 seats, according to researchers. India's youth is a major contributor to this. According to the data, fifty percent of the population is under the age of 25, and sixty-five percent is under the age of 35. Those in this age bracket are either in college or working in a variety of corporate positions. Companies like IT

firms, BPOs, research institutes, and start-ups are examples of corporate entities. Television and radio have become a distant memory due to their hectic schedules. When it comes to gathering or disseminating knowledge, this is especially true. The younger generation is well-versed in technology and enjoys being up of the latest news and trends. Such connectivity can be achieved through laptops, desktops, or the most popular network-enabled mobile devices [11].

In their book Political Communication in America, Robert E. Denton and Gary C. Woodward, two pioneers in the area, describe it as "the means and purposes by which message senders seek to affect the political environment." Examples of public discourse that debate who has jurisdiction to condemn, how public resources are distributed, and how choices are made are found in political speeches, media coverage, and ordinary people's conversations. A message's content and goal, rather than its origins, are what constitute communication "political," according to this group.

The New Media Concept

As technology advances and communication methods change, new media emerges as well, making it easier and faster to get information through. As a result, it's impossible to sum up modern media in a single, standardized method. The internet is now the most popular and fastest means of communication, and it is this factor that sets new media apart from older media. A new media communication technique cannot be regarded in the absence of online connectivity (such as through a computer or smart phone). New media apps like social networking, micro-blogging, and internet-based multiuser capabilities make up a large portion of this list. There are many different types of social networking services out there, but the most common are those that allow users to connect with others who have similar interests or hobbies.

A list of users who know each other and can view each other's friends in the system or group is called a social media network, which is a web-based programme that allows users to build a social profile inside an exclusive group. In the new media world, this is simply the model to follow. They include YouTube, Facebook, Twitter, MySpace, and blogs [12].

Examples of New Media

There have been a slew of new online platforms created to cater to specific types of people. Facebook, YouTube, and Twitter are the most popular and user-friendly social media platforms because they allow users to instantly communicate with their loved ones. Hundreds of platforms are available, each with a unique set of capabilities. Only a select few of them-

Nabendu Bhattacharya[1]*, Dr. Bhaskar Bhosale[2]

Campaigning Strategies in India

Politicians utilize coordinated campaigns to sway people, especially those who are likely to vote for them in upcoming elections. A campaigning team might consist of a small group of motivated individuals or a huge number of people who have access to high-quality materials. Conventional political campaigning relies on how many volunteers are on the campaign team, as well as where the election is taking place. There was just one type of popular campaigning in the 1980s and 1990s: door-knocking. This involved political officials going door-to-door, holding public meetings in small towns and villages, or addressing a large rally attended by thousands. Printed materials such as posters, banners, flyers, printed T-shirts, badges, and wrist bands were distributed by political parties to support their candidates.

All political parties rely on the media to spread the word about their platforms, viewpoints, and plans for the future of the country. Even paid media, such as newspapers, television, and radio, may be used to impact voters' decision-making abilities. Those days are long gone when politicians employed oral communication, such as presenting public speeches, speeches on radio and television, and textual communication, such as newspaper, poster, pamphlets, and others, to spread their message.. Later, they begin using television in a more sophisticated manner for the same reason. Political campaigning has been given a new dimension by the development of technology in the communication system like new media technologies. To disseminate their policies and ideologies, political parties in today's technologically advanced society have established party websites, blogs, Facebook pages, and Twitter feeds, as well as accounts on a slew of other social media sites, such as dashboards and forums [13].

They're always on the lookout for new web material and audience input. This year's legislative and assembly elections have seen an unprecedented use of new media in their campaigns, compared to the previous elections. A wide variety of communication technologies were employed in the most recent election cycle, including interactive voice response systems (IVRS), short message services (SMS), email messages, internet banners and websites.

Emergence of Television News Channel in India

Two separate periods exist for Indian television: before and after the satellite era. To summaries the storey of pre-satellite period, we may say that television was a cultural and political weapon of the state that also helped develop a middle-class consumer society. It has a long history of competent chroniclers, ranging from former broadcasters to critical intellectuals like Arvind Rajagopal and Purnima Mankekar. Mankekar's ethnographic and textual work illustrates this idea by demonstrating how television is utilized in India to construct a "modern" nation and support family values and the role of the female. His investigation also demonstrates how television is intimately tied to middle-class development. It was partly due to the need to package the 1982 Asian Games in New Delhi as India's international show-window that television became a mass medium in the 1980s as a result of political/developmental strategy. Even though Doordarshan was originally a state-run communist broadcaster, it began airing commercials in the late 1970s, allowing Indian capitalism to grow steadily. In the 1980s, as a result of the proliferation of national television networks and television advertising, a new consumer class emerged, which served as the foundation for a new conception of the middle class.

Media Coverage's of the Elections

Indira Gandhi's rise to power in 1966 marked a major shift in the relationship between the government and television in India. That she was ahead of her political peers in this way at this period is universally accepted. Nehru was a visionary, Lal Bahadur Shashtri a revisionist, and Indira Gandhi a televisionary, according to historian Sevanti Ninan in India. Indira Gandhi opened up television to the masses, ushering in a new age for the medium. By beginning an Indian satellite programme and bringing ads on television, he built the foundation of Indian TV networks.

In light of the fact that television may be used for political goals, she implemented policy reforms. "Mrs. Gandhi didn't give it much attention... until she discovered what a fantastic weapon it would be both for attack and defence," a critic noted. This viewpoint is strengthened by Indira Gandhi's policies. She saw the potential of television as the state's visual message with the insertion of socialism into the constitution and a new style of populist politics that effectively undermined the authority of the legislative hierarchy. The hypodermic needle approach was a popular choice among Soviet-style planners. Television was originally envisioned as a syringe that would inject medication into the population without anybody questioning what was being provided. When it comes to television, the Indian state's expertise of the medium was based solely on what it had been taught in the seventies and eighties. Indira Gandhi conducted India's first formal investigation into the condition of Indian broadcasting while serving as minister of information and broadcasting. Even though she was prime minister at the time, Chanda committee recommendations were made. Insufficient information, low desire, and a lack of public participation in the country's progress were blamed on the lack of funding for mass media. When this occurred, she was in command of the situation [14].

CONCLUSION

Political candidates are using social networking websites to appeal to young people by creating material that people share and use to judge where

Nabendu Bhattacharya[1]*, Dr. Bhaskar Bhosale[2]

their candidates are in the race. This demonstrates how technological advancements have influenced political campaigns and democratic procedure in general. As a result, the results of this study aid in determining if there is a causal relationship between online techniques and votes. Furthermore, the data gathered on this site is useful to academics, particularly those with an interest in new media, political events, applicants, and campaign strategists. Politicians and political parties are using social media to interact with their target audiences, but not all of them are obtaining a competitive advantage. Developing a social media strategy for use during political elections has become an essential component of every candidate's campaign strategy. With social media websites receiving more traffic than a legitimate campaign website, it's critical for politicians to connect. Politicians need to make sure that their social media initiatives are balanced with ground-based campaigns to guarantee that they reach as many people as possible.

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