ROLE OF MEDIA IN SOCIETY AND INDIAN POLITICS

Dr. Neerja Gupta

Assistant Professor, Department of Political Science
Shri Kund Kund Jain (P.G.) College
Khatauli, Muzaffarnagar
Email: jainartrichaji@gmail.com

Abstract

As per the media psychology, the effect of social media on the actions, manner, and contemplations of individuals and audiences is called mass media influence. This influence can be negative or positive.

The media and its influential effect on the masses have increased exponentially in the past five decades. Now Social media has drastically transformed the way of social media interaction among the general population; even illiterate people may simply access social media tools and application. Social media is considered the most readily overused means of communication between individuals and other social stakeholders.

People usually come across different pieces of information via direct or indirect sources, but in any case, the mass media influence is clearly visible in society.

Being a responsible citizen, make sure you cross verify any news coming across you before spreading that to others as it can create a serious impact on society.

Keywords

Mass media, Social media, Communication, stakeholders, Masses, population, Society, politics, broadcast, internet service, physiology, influence, legislation, Contemplation, Social issue.

Introduction

The modern media play a central role not only within the political processes of every type, ranging from coverage of major political events and institutions to effects on campaigns and elections but also in any individual's life, providing many necessary information services as well as offering possibilities for self   enlightenment and entertainment. We live in a society that depends on information and communication to keep us moving the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, travelling and anything else that we have to do. The media have a powerful role as people have come to treat television, radio, newspapers, magazines and internet as the basis on which to think and act in the world. Thus media have a potential power to influence peoples' attitude, opinion and behaviour around many sensitive issues, such as gender, ethnicity and age.

The social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies (social units, see differentiation). The term is used to describe a social structure determined by such interactions. The media and its influential effect on the masses have increased exponentially in the past five decades. Initially, the news and media channels were limited to the telegraph. The technological inventions then found many channels to spread the news to the masses such as the radio, newspapers, magazines, television, websites, and now mobile applications as well. The mass media have become an inseparable part of society and the lives of citizens and that's why it is necessary to understand the mass media influence on people. From economy to entertainment and from politics to beauty, everything is now impacted by mass media.

Mass communication plays an important role in our society. Its purpose is to inform the public about current and past events. Mass communication is defined in "Mass Media, Mass Culture" as the process whereby professional communicators use technological devices to share messages over great distances to influence large audiences. Within this process, the media (a newspaper, book, television program, etc.) takes control of the information we see or hear. The media then uses gatekeeping and agenda-setting to "control our access to news, information, and entertainment". Gatekeeping is a series of checkpoints that the news has to go through before it gets to the public. Through this process, many people have to decide whether or not the news is to be seen or heard. Some gatekeepers include reporters, writers and editors. Later in gatekeeping comes agenda   setting. One of the most critical aspects in the concept of an agenda   setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda   setting potential.

People usually come across different pieces of information via direct or indirect sources, but in any case, the mass media influence is clearly visible in society. From educated to illiterate people are part of this wave and that's why the responsibilities of the media people and controlling authorities increase. They have to be more careful about the timing and approach of conveying news. The positive or negative effects of mass media can be really crucial in some cases. This is one of the major reasons citizens face situations of news broadcast and internet service ban during some sensitive situations in the city or state.

The emergence of social media gives voices to voiceless and fractured common people which are negligible in the orthodox and typecast media. Major growth of social media is due to the youth as they dedicate most of their time to social media, and everyone including Political parties is very well aware of the fact and try to influence the young generation. In the 2019 election, our country had 130 million first time voters, out of which more than 15 million voters between 18 to 19 years of age. The Political parties with the help of social media were able to get information regarding voter's likes and dislikes; and further manipulate them, especially the Swing Voters, whose views can be changed by manipulating information. The political parties and politicians started using Social Media for communication and campaigning purpose to influence voters, which in turn saved their time, money and resources, giving them a larger audience for interaction. Political campaigns are not just confined to buttons and banners for politicians to reach their voters. The new political showground is full of infomercials, advertisements, blog posts, and lakhs of tweets, Instagram posts, Facebook posts etc. Politicians are now able to continuously demonstrate their message through endless commercials and gauge their communication by viewing direct responses to their actions on Facebook or Twitter or Instagram. Soon the platform connecting professionals will also be used by the parties to propagate themselves. Social media creates an innovative political conversation. Power of political messaging is taken away from the mass media model and firmly placed into the peer-to-peer, public dialogue. The institution of social media has allowed unparalleled empowerment and arrangement of the 'aam aadmi' for expressing political opinions. The positive development of social media development has been that the youth is speaking about political issues. Formerly the political discussions were constrained only to those who read newspapers, viewed news channels or contributed in discussions at nukkad of a village or clubs. But now, social interaction has made the youth of India to discuss political issues. They employ time to analyse and discuss politics. They now have their views on the happenings of political events and also influence the administrative decision making. Social media evolution in the Indian political space is factual, perceptible and fast-tracking. Though it may not bring in mas-

270

sive changes instantaneously, still it plays a vital role in spreading political awareness in a developing country like India.

Social media is not only confined to you and me but to politicians as well. Through different activities politics and politicians in India have brought social media into the limelight. It is expected that social media will play a huge role and influence the coming general elections to a great extent. The study by IRIS Knowledge Foundation and supported by the Internet and Mobile Association of India (IAMAI) has indicated this fact. Social media will be real game changer with political leaders having millions of fans on Twitter and supporters on Facebook as well as Google+. In order to build a certain image, most of the politicians also have their own websites.

The relationship between politics and the mass media is closely related for the reason that media is a source in shaping public opinion and political beliefs. Media is at times referred to as the fourth branch of government in democratic countries. As a result, political figures and parties are particularly sensitive towards their media presence and the media coverage of their public appearances. Mass media also establish its influence among powerful institutions such as legislation. Through the proper consent in mediums to advocate, different social groups are able to influence the decision-making that involves child safety, gun control, etc.

Media has given political parties the tools to reach large numbers of people and can inform them on key issues ranging from policies to elections. In theory, media should be seen as an enabler for democracy, having better-educated voters would lead to a more legitimate government.

Social media is considered the most readily overused means of communication between individuals and other social stakeholders. Itsusage in politics has been increased drastically over the years. It has been excessively used in political campaigns, political protests, political talk shows both by the politicians and the general public. The general public become more conscious of their political rights, forcing established political organization to respond appropriately.

The most positive impact of social media is that politicians are bound to fulfil and follow their promises with their voters; otherwise they have to face criticism on social media. Many societal issues have been raised and addressed as a result of social media's effect.

Undoubtedly, social media has proven itself a very useful, cost effective way of communication particularly in the political spectrum.Being a responsible citizen, make sure you cross verify any news coming across you before spreading that to others as it can create a serious impact on society.

Dr. Neerja Gupta

The purpose of this research paper is that how the mass media is influencing and impacting on society and political aspects.

References

1. Jacobs, Norman. (1 Jan 1992). *Mass Media in Modern Society*. ISBN 978-1-4128-2818-5.

2. List of books and articles about Politics and Mass Media.

3. (2020). *Election Commission of India, Compendium of Instructions on Media Related Matters*, January, Document 14-Edition 3.

4. Wellman, Barry. (2012). N*etworked: The New Social Operating System.* MIT ISBN 978-0262017190.

5. *The Big Picture of Indian Politics*, Politician and Social Media.

6. *The Role of the Mass Media in Influencing Political Process*, By LINDA VUSKANE.

7. *Mass Media, Politics and Democracy* By JOHN STREET.

8. *Introduction to Media and Politics* By SARAH OATES.

9. Wikipedia/Online Articles and Research Paper