



## THE ROLE OF MEDIA IN POLITICS

**Dr. Ashok  
Uttamrao Chothe**

Head of Dept. Political Science New Arts, Commerce And Science College, Shevgaon.  
Dist.- Ahmednagar-414502

**ABSTRACT** The media is very important in today's world politics as it influences public opinion and helps define and take up the use. Thus, an independent media is an effective over its citizens. Social media or more specifically new media plays an important role in democratic societies because they allow for participation among citizens. Therefore, which it comes to healthy democratic networks, to is crucial that news remains true so it doesn't affect citizen's level of trust.

**KEYWORDS** : Social media, Politics, Facebook, Twitter, YouTube, Opinion, Newspapers.

**INTRODUCTION:-**

Today media especially social media became an important tool in human life from providing informal communication to discussing issues to mobilize people. People can do what they want just by using social media every time for everywhere regardless of time or place. Moreover new media either Facebook, Twitter and YouTube used by everyone including politicians these days to share their agenda. 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 (ThankappanRanjith-2016). As a result, political figures and parties are particularly sensitive towards this media presence and the media coverage of their public appearances.

**The Used of Social Media during the Election:-**

In Indian general election 2014 BJP and Aam Aadmi Party (AAP) use widely social media for example. Twitter to associate and engage with a supporter during the campaign. Both political parties also shared campaign-related materials such as videos and memes in social media. As a result the BJP social media campaign became one of its causes winning the election, (Chadha and Guha -2016). The election stood as most prolific and historic elections in the whole democratic history in India. Resection parties use various social media like Twitter to create awareness about candidate profile, manifesto up to procedure of voting.

They are a different type of social media can be used, such as Facebook and LinkedIn, Twitter and YouTube. These days, social media gradually popular especially among young generation because it provides benefit, such as communicate share information and interact with each other without limitation. Moreover, social media growth as a device for political parties and political to reach people in a short time. Social media have become a premaster force in politics altering the communication dynamites between political leaders, journalists and the public. They have opened up wider avenger for instantaneous political discourse and debate (Sarah Oates-2008).

**Importance of New Media:-**

The rise of new media has complicated the political media system. Legacy media consisting of established mass media, institutions that predate the internet, such as heirs' papers, radio shows, and television news programs, coexist with new media that are the outgrowth of technological innovation. While legacy media maintain relatively stable formats, the titan of new media, which includes websites, blogs, video sharing platforms, digital apps and social media, are continually expanding in innovative ways. Mass media designed to deliver general interest news to broad audiences have been joined by niche sources that narrowcast to discrete users (Kaur.Mand Verma -2016).

New media can relay information directly to individuals without the intervention of editorial or institutional gatekeepers, which are intrinsic to legacy forms. Thus new media have introduced an increased level of instability and unpredictability into to political communication process. The relationship between legacy media and new media is symbiotic; legacy media have incorporated new media into their reporting strategies. They distribute material across an array of old and new communication (Katkar.A.S-2014).

**Social Media Changed Today's Life:-**

Social media is a digital platform that allows its users to create and share the content of their choice with people. Social media has command on wide range of websites and apposite has made its

importance in our lives in a very short period. It has become necessary daily activity for people. Social media enables its users to story in contact by making communication easier. Sharing pictures, videos, expressing thoughts, ideas, and documents are just one click away. Exchanging messages and data from one corner of world to other is made easiest with the help of social media (Kalkarni.D.A-2017).

Social media and internet has changed today's life. The role of social media can be observed in diverse fields such as communication, business, entertainment, food, lifestyle and welfare. Pave to covid-19, education system is disturbed. Classes are conducted virtually. Social media served the purpose of education as it allows students and teachers to follow them on networking sites. They can view each other's content, chat and clear all the misconceptions and doubts. Social media are playing vital role in political, social media is a big platform that plays a vital role in a modern world. Society is so influenced by social media in many ways mentioned above. Social media is removing the gap between high authority and public (Kaplan.A.Henlein.M-2010).

**Political Participants:-**

Prime minister of India, Narendra Modi, President of Indian National Congress, Rahul Gandhi and Member of Parliament Loksabha, Shashi Tharur was among politician in India used new Media. Most of the politicians and parties began to master and used media completely in an election campaign besides go on the field. Prime minister of India, Narendra Modi has proven that good internet and social media usage is able to influence victory in an election when he wins India general Election in 2014 (Rajput.H-2014).

**CONCLUSION:-**

The emergence of social media plays an important role in the political campaign and to build a good image. In order to do so, the problem such as network, internet access and poverty must be handled. Social media and internet freedom is required but on term and condition be platform. Hence a view from social media and journalist is significant to make sure that social media being used wisely.

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