

# Media Effects On Politics

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## Abstract:

There is a widespread belief that there is a strong political bias in the media. Although this may be true to some extent. But it does not have any significant impact on voter sentiments. One area on which newspapers take a stance is editorial. This is largely determined by how people view certain publications. The purpose of this article is to highlight the specific stances various media outlets take that may have persisted over this period for some time.

Key Words- Media, Influence, Politics, Voters.

## 1- Introduction %&

Smartphone ownership and its use, and increasing access to the internet are clearly the key drivers of the growth of social media in the country. In our most recent survey conducted during the Lok Sabha election we found one third of the respondents to be owning a smartphone. This is much higher than the figure recorded in 2017 when Lokniti had found 24 percent voters nationally to be having a smartphone. Similarly, the proportion of those who have an internet connection on their mobile phones has gone up from 21 percent to 34 percent. The greater ownership of smartphones is clearly determining social media usage. We find that among those who own just a feature phone (41% of the electorate), the usage of social media platforms like Facebook and YouTube is merely about 10 percent. However among voters who own a smartphone, usage of these platforms shoots up to nearly 70 percent. In fact, smartphone ownership is seen to be determining social media usage far more than computer/laptop ownership or access to internet at home.

### **1. Review Of Literature**

Mahmud and Amin (2017) investigated the role of social media in political discussions and activities and reported that there is a relationship between online activity and offline political participation. On a similar note, Schmiemann (2015) studied the impact of social networking sites on political participation and found that political content on Facebook has a positive impact on political engagement and participation. Gibson and McAllister (2012) focused on online social ties and political discussions and engagement on social media platforms and concluded that social media platforms increase political interaction. Additionally, they found that online political interaction enhances real-life political participation. In the same research domain, Papagiannidis and Manika (2016) examined through different online and offline channels about the online engagement and political participation. The findings show that social media and different other online channels provide opportunity to individuals for involvement and expressing themselves freely. Like individual attitudes, digital media usage and offline political participation too varies. The internet and social media add to the knowledge of people with respect to politics and thereby enhance political engagement and participation. The study on the internet, political engagement and participation, and the impact of information, discussions, and political campaigning online revealed that "online campaigning directly connects and engages internet users before and after elections" (Cantijoch, Cutts, & Gibson, 2012). Similar findings have been observed in case of political attitudes and engagement in individuals of Spain and the results reveal a significant difference between cognitive and effective components of attitude (De Marco et al., 2017). Rainie, Smith, Schlozman, Brady, and Verba (2012) examined the relation between social media and political engagement and reported that "39% of adults in the United States used social media and one out of every eight adults used social media for civic and political purposes."

Social media brought in new trends of political communication that influenced real-life political participation. In addition to being used as a platform to build social relations, which is its primary purpose, social media is also used for political and other communication

(Siluveru, 2015). There exists a strong relationship between politicians and users of social media and due to social networking sites interaction between politicians and voters has improved (Stieglitz et al., 2012). Biswas, Ingle, and Roy (2014) studied the impact of social media in the Indian political scenario and on voting behaviour of the citizens and concluded that social media unites individuals within political parties. "Activists used social media for a collective action" (Storck, 2011). Voters response to politicians' personal content is higher than the response to their professional content, was revealed from the study of social media use to influence constituent perceptions (Hellweg, 2011). Kalsnes (2016) too spoke about Facebook being a facilitator for dialogue between political parties and voters which brought in enhanced political engagement. Social media is widely used for interaction between political candidates and voters, revealed from the study on social network systems as a tool for political change (Raoof et al., 2013). The political content and information on social media contribute to political education of its users and mobilize them in politics (Doris, 2014).

## **2- Media's Influence on Politics%&**

There is widespread recognition that there is a strong political force there. Although this may be true to some extent. It does not have any significant impact on the thoughts of voters. One area on which newspapers take their views is editorials which largely depends on how people view certain publication pages. There are specific procedures that different media outlets adopt. New political media are forms of communication that facilitate the production, dissemination, and exchange of political content on platforms and within networks that accommodate interaction and collaboration. They have evolved rapidly over the past three decades, and continue to develop in novel, sometimes unanticipated ways. New media have wide-ranging implications for democratic governance and political practices. They have radically altered the ways in which government institutions operate and political leaders communicate. They have transformed the political media system, and redefined the role of journalists. They have redefined the way elections are contested, and how citizens engage in politics.

## **3- Media as a Spot Light%&**

Social media has affected political campaigns because it allows information to be at our fingertips and the information. If a person wants to know what a candidate believes in, they can learn their entire biography in under two minutes, because of social media. This means that it is incredibly important in the political realm to have social media and stay up to date. Social media also allows people to become informed on issues incredibly quickly. If someone wants information about a specific issue, all they must do is look it up. Once a person has found an issue that they care about, they can choose to follow that issue on social media. However, this does create an environment of "news you can choose" meaning that only information that is targeted to your interests will show up, due to the liking feature on most social media platforms. It also helps facilitate immediate connection, which is when a political candidate makes a statement that is then seen immediately by their supporters. Also, the more likes and shares that a political post gets, the further that post will go, reaching and influencing more people. Social media also makes it very easy to support political campaigns and movements by making donating easier and just educating people on what it is that they would like to support, making people more willing to donate. Before we can get into interpreting mass media and economic decisions, we need to first understand how exactly information is being shared. Mass media is traditionally distributed in one of three ways. First is print media. Print media includes physical publications, from fliers to posters to pamphlets. Print media have been used very successfully across history to disseminate both information and propaganda.

#### **4- Media in Political Campaigns %&**

Political campaigns today are not the same as they were decades ago. In the early 1900's the only kind of media that could influence politics was newspapers. In the mid-1900s that was updated to the influence of radio media on politics. Later, television media began to influence politics in society, and now we are influenced by social media. Social media plays a major role in influencing not just political campaigns and elections, but also the general political mindset of society.

As individuals, people decide what they believe, what values they find important, and what their opinions are.

With a rise in media, people are being exposed to the beliefs, values, and opinions of people that are different from them. This exposure leads people to develop their political beliefs and ideals, and they can either choose to adapt to the differentness or they can choose to stay the same. A political decision is one that has to do with politics or government structure. Media just helps people see things that are different than what they would normally be exposed to. Because of the exposure, the media affects political attitudes and decisions. This, in turn, means that media plays a large role in our political campaigns and elections. The power that media has to influence elections comes from the power that individuals give it. During elections, people often use media to educate themselves on the current events and issues going on, and they educate themselves on the candidates to see if they feel like they agree with what that candidate stands for. The media's influence on politics also comes from being given the space to have political debates, which may cause people to learn new things or reiterate their own ideas.

## **5. Conclusion**

Media affects elections and campaigns by allowing all of the information, whether true or not, to be available at a person's finger tips. They are able to learn what they think is important about an election. The media plays a significant role in the development and shaping of political attitudes. Examine the media's influence on the public's political attitudes, and understand the effects of the newer forms of media, such as the Internet and social media. Findings are discussed in light of the role of the political system and the power of the media in politics. The results reveal that political social media activity has a significant relationship and positively effects both political efficacy and real-life political participation. Also, political efficacy and real-life political participation have a significant correlation with each other.

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