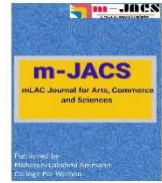




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A STUDY ON ROLE OF MEDIA IN POLITICS

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Abstract

The role of media in politics is crucial in today's information age, where communication between individuals and the dissemination of information are facilitated through various platforms. Both print and electronic media play a significant role in shaping the political landscape, particularly in the context of Indian politics. With the emergence of the internet, there has been a growing interest in understanding the impact of digital platforms, including social media, on the political sphere. In a political system, the media serves several important functions that are integral to the democratic process. These functions include reporting news, acting as an intermediary between the government and the people, influencing the agenda of public discourse, actively engaging with society and politics, and holding government officials accountable on behalf of the public. This research paper aims to explore the role of media in politics, with a focus on its impact on political behaviour and beliefs.

Keywords:Media, political sphere, information technology, digital platform, politics.

Media and Politics:

Media plays a significant role in shaping politics as it influences public opinion and highlights important issues. An independent media serves as an effective check on government power and its influence over citizens. It acts as a primary source of political information for most people and, therefore, plays a crucial role in democratic societies.

In the political system, media serves several important functions essential to the democratic process. Firstly, it reports news, providing citizens with vital information necessary for making informed voting choices. Secondly, media acts as an intermediary between the government and the people, facilitating two-way communication and allowing the government to understand public sentiment. Additionally, media helps determine which issues should be discussed, keeping people actively engaged in societal and political matters.

One of the primary roles of media in politics is that of a watchdog, monitoring the actions of the government and keeping the public informed about daily events. In a democratic country like India, the media has the

Introduction

Meaning of Media:

Media, derived from the Latin word 'Medium,' refers to the various communication channels used for disseminating news, music, movies, education, promotional messages, and other forms of data. It encompasses all means of communication employed in society.

Meaning of Politics:

Politics, derived from the words 'poly' meaning many and 'ticks' referring to blood-sucking parasites, is the process through which a group of individuals with initially divergent opinions or interests reach collective decisions binding on the group. It involves the activities associated with achieving and utilizing power in a country or society, particularly those associated with the government.

responsibility to provide unbiased information, broaden citizens' thinking by empowering them with knowledge, criticize actions contrary to justice or democratic principles, initiate proper procedures against individuals involved in antisocial activities irrespective of political connections, foster unity and brotherhood among the people, and instill faith in democracy and justice. Media can also promote scientific temper among students for the advancement of science.

The government can effectively utilize the media as an instrument for social change. Media has exposed corrupt practices and hidden deals, acting as a deterrent against corruption in society. Government policies and actions are communicated to the people through media, and public sentiment is expressed forcefully, making authorities aware of the public's feelings. During elections, media plays a vital role by publishing candidates' biodata, making the general public aware of their choices. In a democratic setup, media strengthens democratic norms and values while also accelerating development.

Objectives of the study:

- To understand the role of media in politics.
- To analyse the students perspectives and beliefs on media in politics.

Hypothesis of the study:

College students are having awareness on influence of media in politics.

Research Methodology:

The present study deals with the below research techniques.

Universe:

For this study “ROLE OF MEDIA IN POLITICS”, we selected students from Bangalore south. Questionnaire was sent to the students through virtual link using purposive sampling.

Sampling size:

30 College students were selected for the study.

Sources of Information:

This paper is based on both primary and secondary data.

Secondary sources:

Through secondary sources also data was collected in the books, articles, journal review were used for the study.

Primary sources:

The data was collected through primary sources with the help of online questionnaire.

Limitations:

This research study was subjected to some limitations.

- It has limited samples.
- The study area was limited only for college students in Bangalore south.
- The sampling used for the collection of data is purposive sampling.

Background of the study area:

Bangalore is the capital of Karnataka and hub for information technology in INDIA. It is considered as a rapid economic as well as technological development city in India. It has a population of more than 8 million. It is located on the Deccan plateau at the highest of over 900m(3000feet) above sea level, Bangalore has pleasant climate throughout the year.

Bangalore has literacy rate of around 88%. Education in Bangalore is offered by various schools, both either Government or private. While college are over 500 and more than 3,00,000 students get enrolled in any of the colleges.

Analysis of the study:

Data analysis is a very important method to draw conclusion about a problem or topic. In this background for this research 30 students were selected through purposive sampling method, with an online questionnaire sent through a link.

Table – 1

Age	16-30		Frequency		percentage
	-		30		100%
Gender	Male	Female	Male	Female	100%
	10	20	33.3	66.6%	

Educa tional qualifi cation	P	U	PG	P	UG	PG	100%
	U	G		U			
	01	16	13	3	53.3	43.	
				. 3 %	%	4%	

SL NO	Aspects of Media and Politics	Frequency/Percentage	
		Yes	No
1	Follows political party in social media.	28.1%	71.1%
2	Participating in political program organized by media.	6.3%	93.8%
3	Signing petition regarding media and politics.	16.1%	83.9%
4	Holding of voter ID.	65.6%	34.4%
5	Participation in voting.	59.4%	40.6%
6	Influence of media on politics.	96.9%	3.1%
7	Believe in news telecasted or spread given in media.	64.5%	35.5%
8	Media and politics have good relationship.	62.5%	37.5%
9	Media influence people notion on politics.	78.1%	21.9%
10	Habit of watching news daily.	53.1%	46.9%
11	Media effects on election	87.1%	12.9%

Table-2

The opinions regarding media and politics: 68.8% of respondents are reliable on electronic media and 31.2% of respondents are reliable on print media. 73.3% of respondents share political news through electronic media in their colleges, where as 26.7% shared through print media. 87.5% of respondents are not interested in politics. Whereas, 12.5% are interested.

Through the above mentioned table (Table.2), about the opinions regarding aspects of media and politics can be seen as follows;

- People in the society need to be aware about the political parties, especially the younger generation such as college students. According to the study 28.1% of them are following political parties in

social media, rest 71.9% students don't follow any of political parties.

- 6.3% of respondents have participated in the political programs organized by media, but 93.8% of respondents have not showed any interest.
- While signing the petition regarding politics and media 16.1% of them have signed, whereas 83.9% of respondents have neglected.
- 65.6% of respondents hold voter ID. 34.4% of respondents don't have it.
- 59.4% of respondents have opined that they have participated in voting. 40.6% of them have not participated.

- According to the opinion of 96.9% respondent's media has influence on politics, but 3.1% of respondents disagree with it.
- 64.5% of respondents believe in news telecasted or spread in media. 35.5% of them don't agree with it.
- 62.5% of respondents opines that media and politics have a good relationship. 37.5% of the respondents disagree with it.
- According to the respondents opinion 78.1% of them agree that media influences people notion on politics. 21.9% of respondents have no idea.
- 53.1% of respondents have the habit of watching news daily, 46.9% don't watch the news daily.
- 87.1% of respondents opines that media effects on election, 12.9% of respondents disagree with it.

Findings of the study:

- Students are not more interested either in media or politics.
- Students are technically advanced.
- Students are not actively participating in voting.
- Majority of students have the habit of watching news daily.
- Students think media influences politics.
- Most of the students don't follow political party in any media.
- Students also have not signed any petitions regarding media and politics.

Suggestions:

- Students should be encouraged to get more awareness about politics and political activities through media.
- Students should not be influenced by any political news, advertisements, and approaches given by any media on voting and voting behavior.

- Students must be encourage to be updated about any political changes occur in the political system.
- Students should develop the habit of reading newspapers and print media, which helps them to increase their knowledge..
- There is influence of Social media on Students these days which shows more interested in spreading news about political issues, which should be avoided.

Conclusion:

This study is focused about media and politics. College students should have awareness on media and politics, as it deals with economic and political stability of the society. Younger generations should have knowledge about the role of media in politics. To increase the political stability, the younger generation should be encouraged to participate in the political activities that are organized by media or any other organizations, only then the younger generation will come to know, what exactly the politics is.

Media and politics hold a good relationship. It helps in telecasting or providing information about the current political stability or any political changes in our country. So it is important to be updated in all issues that take place in our society, especially the younger generations because they are the tomorrow leaders of our country.

Most of them don't show their interest in politics because of their opinion about the same. They come across both positive and negative side. But take the negative aspect, so it is the duty of not only media, even the public, to speak, publish and telecast what is necessary. It helps the students to think ,what is right and also develop good opinion and them and to take part in the political activities respectively.

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