

CHAPTER – I

EXECUTIVE SUMMARY

Communication is considered to be a basic instinct of human species as well as a social, economic, cultural and political need. The Human species has always been acknowledged as ‘social animal’ by social scientists and by anthropological perspective. The desire and inclination to be social is prominent in human species. Socialisation is a continuous process which makes an individual or group of individuals or societies evolve in terms their interdependent and interrelated existence, survival and quest for excellence. Political Socialisation is a process through which the individuals become aware of politics and also shape their political values. Media is considered as a key agent in the process of socialisation. The communication in this context acquires significance as very important subject of study since the mobilization, desired actions and results are achieved through effective use of communication among individuals, groups and societies. The process of communication has progressed through many stages such as speech, writing, symbols, art, music, printing, telegraph, telephone, wireless, electronic devices, etc.

Mediums like newspapers, magazines and periodicals, radio, cinema, television, internet, social networks, blogs, online communities, which are capable of reaching out, interact and influence to masses i.e. large numbers of readers, viewers. The ‘6E Effect Matrix of Media’ towards society also gets evolved as a continuous process. The 6Es can be listed as Explore, Educate, Entertain, Enlighten, Enrich, and Empower.

The term Political Process, has evolved a lot over last several decades. This process is a collective collaboration of a structured yet flexible system which consists of ideologies, principal custodians of the ideologies, strategists, political parties, followers, supporters, people and society at large. This political system is expected to represent the concerns and desires of the people and society to facilitate the results and changes through relentless delegation to executive system and judiciary, as may be needed. In a democratic country like India, common citizens look up to political

system to effectively interface with executive and judiciary on their behalf. To put it simply, for a common citizen the answers to his problems and issues are through political system. This makes the members of political system far more significant for the masses and for them mass media becomes their biggest tool to pursue and to build pressure on the executive system and simultaneously to underline their efforts and initiatives through mass media for their people. This makes the political process a continuous process and takes it much beyond elections as well as between any two elections.

India has been acknowledged as the largest democracy of the world. The population, the social and cultural diversity and the extensive possibilities of representation through elections from Gram-Panchayat level to Parliament have provided Indian political system with an un-paralleled magnitude. The complexity of public opinion and preferences at each of these levels is a unique feature of how the dreams and desire of people at large get reflected, echoed and translated into a democratic administrative infrastructure. It must be noted here as an extremely unique character of Indian Democracy that the same person practices his right to cast vote for different legislative offices at different points in time with different contexts, concerns and considerations. The process to explore the query as to —How does the Indian electorate and various representative social forums and platforms and the aspirants for these various legislative offices manage their interface amongst themselves brings to the table the fourth pillar of the Indian democracy, which is ‘Media’. While this holds very true in modern day context of a society exposed by an environment wherein media exists in everybody’s life almost on a 24x7 basis, the roots of media in India can be traced in a journey of over a century and half. The chapter on Media will attempt to chronicle this with the help of multiple references and statistical data.

It needs to be acknowledged in the basic premise of the introduction that the Indian mass media has successfully performed few critical functions and tasks during the last even decades. It has consistently and relentlessly supported the objectivity in the news and information being delivered to people to make ‘informed decisions’. It has evolved from within to provide multiple platforms and forums for the opinions and voices of the people. It facilitates better political participation as a result of effective

mobilisation. The media has a huge task of complex responsibilities ranging from carrying out its core function of propagating objective, unbiased and credible information to being accountable to the society and the nation on a self-proclaimed moral high ground of principles, values and promise of a better informed society.

This study will account for all the critical elements incorporated in the title statement in details and will attempt to present a collaborative picture of kaleidoscope of the political socialization, political process, political system, political participation, political communication and print and television media with reference to set of interpretation of the term impact in the context of Indian Democratic Structure and Society. This proposed study will try to examine the medium, masses and messages and explore how it is working with reference to the desired levels and will attempt to identify gaps, deviations and probable solutions in the form of a communication model and design which addresses these gaps in the long run and in the interest of the society.

The media has been of great importance in India history, since pre-independent. The Nationalists used the media in fighting the demons called colonial masters out of their territory. All the en-slavery activities of the colonial masters were exposed through the media; as well as reasons for independent struggle were made to the world through the media.

Media are platforms through which communication are passed from one person to another, or from one place to another. Communication is the transfer of message, data, information or event from one person to another, or from one place to another place for the purpose of informing, awaking, creating awareness, cause change in attitude, stimulation, improve productivities, defending, etc. Media is an aspect of marketing management. Media platforms include Newspapers, Television, Radio, Hand-bills, Beam-board, and Pamphlet. Mass media is focus on reaching out to large numbers of people at the same time at different locations.

The history of mass media emanated from man struggle for liberty and freedom, which include freedom of expression, freedom to write and express oneself. This struggle was given consideration in 1700. Since then enriched Elite politicians invest

greatly in setting up media industry, in order in order to reach-out to their various target audience across the globe. This instrumental tool has both merits and demerits. Some used it develop their countries, while others used it to pulled down their political opponents and black listed them with all kinds of values aberrations. All organs of government-such as Executive, Legislature and Judiciary- turned public broadcast to an avenue to propagate their political agenda and dissemination of their parties interests.

Politics is the capacity for power acquisition and its application for governance of the state and influence the allocation of its both human and physical resources in the interest of state development. Power is with people, consequently, how much prepared are you or your capacity to project viable programed to solve the masses' problems and crises; this will make them to release such power. This is usually through democratic and electoral process. The electorates determine who represent them, and at what capacity, in political and democratic setting.

The importance of media is enormous for politics at different levels of its activities. It stimulates citizen engagement in politics; these include political parties' membership registration, voters' registration, elections and electoral campaigns, electorates' management, are among the major political activities. Journalists perform a duty in ensuring that masses are well informed about the truth state of issues in governance. To borrow a leaf from Jakande Lateef, a veteran journalist has argued that, "the Press is more important than the other functions of government for none of them has so ramifying an influence and great a power on the daily lives of millions of people".

There are four major types of media, namely; traditional media, print media, electronic media and social media. Traditional media of passing information and communication is an approach based on the use of traditional devices, such as talking drums, flutes, town criers, etc. to deliver information and communicate among the people of a particular locality. The print media are approach of dissemination of information and communication through hard-wares like; newspaper, hand-bills, beam-board, pamphlet, books, magazines, journals, newsletters, novel, etc., while electronic media are methods of disseminating information and communication

through electronic devices, such as television, radio, computers, microphone, megaphone, etc. from one person to another person, or from one place to another place. Social media is the newest approach in dissemination of information and communication through electronic social platform that make use of searching engine like internet, Twitter, You-tube, Google-Chrome, What app, Yahoo messenger, Nimbuzz, Facebook, Instagram, etc.

Personal communication through media brings politicians and parties closer to their potential voters. It makes parties management more effective and efficient. It enhances politicians communication and information collation faster and easier, and reach citizens in a more targeted manner and vice versa, without the needs of intermediate, like mass media. Reactions, feedback, political campaign, conversations and debates are generated online as well as support and participation for offline events. Information and messages are posted to personal networks are multiplied when shared, which allow new audiences to be reached.

The major challenge of media is that it lacks the principles of objective, fairness and impartial report. It also positively influence organizations and the political terrace and at best provide relatively biased coverage or at worse act like virtual propaganda machines for a particular political party. Certainly, some issues are subjective, hence there can be no universal line of thought, and requiring all news organizations to passively report only what they see and not include an analytical perspective, would to a certain degree, defeat the purpose of having a free press.

Further, the presence of media is rapidly spreading and the pattern used are changing, online political engagement is largely gaining ground, people are employed to host and manage websites for political activities for some politicians. The latter are restricted to people already active in politics and skillful in handling the Internet. Other audiences are less responsive. For example, television news together with print and online newspapers are still the most important sources of political information. It has re-engineered the structures and methods of contemporary political communication by influencing the way politicians interact with citizens and each

other. However, the role of this phenomenon in increasing political awareness, engagement and electoral participation is incomparable.

The primary aim of liberal democracies is the emergence of media empires, here some people have concentrated large amounts of media assets and use influence political activities. Thus, these individuals, from whichever point of the political sphere, can deliver a powerful political message on behalf or against a political establishment through their respective media empires. This is especially damaging if parts of the general public are more exposed to one particular media empire either due to its high popularity or the lack of alternative media sources.