**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 massager, 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.

**CHAPTER – II**

**PROBLEM STATEMENT**

**PROBLEM STATEMENT**

Indian democracy has been subject to fractured political verdicts in 5 consecutive general elections and has witnessed a major turn-around in the general elections of 2014, which witnessed tremendous application of aggressive campaign and communication strategies based on multi-media environment and brought into reality a government under single party majority. Political communication in modern societies cannot be achieved entirely and successfully without an active role of the media. Politics needs media to convey its messages and daily activities to the public. Politics aims to achieve through media the support needed to attain the goals and mission it has assigned to itself in the society. On the other hand, the media becomes part of the political communication as the sender of the message, the intermediary, and the shaper of public opinion on the political realm. “In fact, it is unknown whether it is politics that uses and subjugates the media or whether it is the media industry that uses and consumes politicians.

**SIGNIFICANCE OF THE STUDY**

Media are platforms through which communication are passed from one person to another, or from one place to another. Media is an aspect of marketing management. It stimulates citizen engagement in politics; these include, political party’s membership registration, voters registration, elections and electoral campaigns, electorates management, are among the major political activities. There are four major types of media, namely; traditional media, print media, electronic media and social media. 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. The primary aim of this paper is to critically examine the importance of media in politics.

**OBJECTIVES OF THE STUDY**

* To study the communication models and initiatives adapted by political systems with reference to their respective audiences by using Print and Television media.
* To study the reflection of prominent political movements in Maharashtra in Print and Television media.
* To study the trends in peoples preferences in media consumption, changing lifestyles and their participation in these political movements.
* To study the actual impact and translation of mass media coverage into the political process in terms of trends of peoples voting and electorate turn-out

**RESEARCH METHODOLOGY**

The research subject focuses on impact. This impact needed to be studied with reference to the people (masses) and the print and television (media). In this context ‘Survey method’ was decided to be put to use. The data collected from the survey and its analysis needed to be closely studied in combination with all the secondary data collected.

**SOURCES OF DATA**

**PRIMARY DATA**

Primary data are collected from the inland fishermen in the area mainly through advocating questionnaires. Personal interviews and interactions with the officials, who has previously conducted in-depth studies based on the inland fisheries sector also constituted in the efficient conducting of the study.

**SECONDARY DATA**

Secondary data are collected through journals, magazines, articles in newspapers, websites and other published materials.

**POPULATION**

For the purpose of the study, the population consists of the entire fishermen in the Kannur District.

**SAMPLE SIZE**

Total of 50 adult citizens as a part of field survey and data collection.

**SAMPLING TECHNIQUE**

Convenience sampling method is employed for collecting the primary data.

**TOOLS FOR DATA COLLECTION**

A structured questionnaire was used to collect the required information.

**TOOLS FOR DATA ANLYSIS**

For the convenient analysis and interpretation purpose, statistical tools such as tables, graphs, diagrams & percentages (%)are used in the study.

**LIMITATIONS OF THE STUDY**

* The study is limited to the small geographical area, hence the findings cannot truly generalize.
* Reluctance from the respondents for providing the information about the topic affected the geniuses of the study.
* Detailed study is not possible due to the time constraint.

**REVIEW OF LITERATURE**

The research topic undertaken by this researcher has multiple facets to explore and understand the complexity of the principles and processes. The political thoughts and theories have been getting evolved and documented in many ways over centuries. As envisaged by this researcher, the study pertaining to political communication needed to take into consideration an elaborate and as much comprehensive overview of the widely available literature and study material as possible to define and fine-tune the frame of reference of the proposed study. In this context, survey of literature forms an integral part of the study to understand the existing literature in the field of political communication. The review of literature helps a researcher to determine the operational definition of the research study, its scope and limitation.

Subrata Mukherjee, Sushila Ramaswamy, “A History of Political Thought-Plato to Marx”, New Delhi, PHI Learning Pvt.Ltd, (2011). The authors of this book firmly believe that ‟Political Theory is one of core areas of Political Science‟. Alongside the western political theories, the authors of this book have acknowledged the growing relevance and recognition to Confucianism and Kautilya (Ancient Indian Political Tradition). Another important aspect of this book is the easy to relate approach which states „Political Theory is a personal endeavor to understand and experience the present political reality and also to evolve a mechanism in order to transcend the present imperfect society towards perfection and more just order. The authors have examined the political theory with reference to key theoretical concepts, Decline of Political Theory, Behaviouralism and Revival of Political Theory. In the process of an extensive analysis and comprehensive exploration of theory, the authors have meticulously scanned the concepts, content and context of the works of stalwarts like Plato, Aristotle, Machiavelli, Thomas Hobbes, Edmund Burke, George Wilhelm, Friedrich Hegel, John Stuart Mill and Karl Marx.

Shukla D.M., “Political Socialisation and Women Voters”, New Delhi, Anmol Publications, (1987). This book examines political socialization with a focused reference to political participation, political culture and political behaviour in modern democratic structure. According to the author, the significance of political socialization is evident from the fact that it maintains and transforms the existing political system and creates a new one. While the book has explored Political Socialisation and women voters with a case study of Kodarma Constituency of Bihar, the references and observations offer an extensive significance in terms of its applicability and scalability to the constituencies with similar characteristics. According to the author, the involvement of women in socio-political activities would largely depend on Educational Standards, Social Norms and Values, Religion and Cultural Context, Economic Condition. The author has observed that the elections have different meanings and different roles in different political systems. According to him, in democracies, the elections are a valid means of people‟s participation. In a Totalitarian state, the elections are mere rituals. Elections ensure the involvement of people in the process and ultimately provide the channels of interaction to the individuals and the system.

Cobban Alfred , The Decline of Political Theory, Source: Political Science Quarterly, Vol. 68, No. 3 (Sep., 1953), pp. 321-337 Published by: The Academy of Political Science Alfred Cobban in his research article called „ The Decline of Political Theory‟, has examined the dynamics of political theory, practice, progressions, re-statement and review of the corrections and changes in the course of time with a comprehensive approach which takes into account the Context, Connect and Content of political ideas in the changing and evolving times. His observations and noting articulated in the referred research article offer words of wisdom and a clear vision, which has been shaped by deep introspection of facts and objectively critical approach towards the study. Century after century the political ideas of the Western World have undergone progressive modification. The interplay of idea with institution has changed now one and now the other, and the flow of ideas has been punctuated at intervals by the synthesis created by a great political thinker.

Ginsborg Paul, “Democracy: Crisis and Renewal”, London, Profile Books Ltd. (2008). This book can be acknowledged as an extremely brilliant metamorphosis of Context, Content and Connect in the field of social and political research. The author has commenced his narration with a prelude which is aptly titled as „A Meeting of Minds‟. This prelude has been crafted and written as an „Imaginary Meeting setup in 1873, which has brought three critical characters together over series of brain storming and intellectually stimulating interactions, debates and discussion sessions. These three characters are William Gladstone, the then Prime Minister, John Stuart Mill, acclaimed liberal thinker and Karl Marx.

Narang Ashok, “Civil Society and Political Governance”, New Delhi, Morarilal & Sons, (2006). The term “civil society” needs a close examination and clear understanding in order to explore its potential to politics, political systems and governance. It is observed that the term civil society gets equated or associated to nongovernmental organisations (NGOs) or citizens‟ movements. However it needs to me mentioned here that this term, civil society encompasses a wide range of critical and relevant aspects of inter-relation between people, governments and institutions. It also touches the aspect of civic culture. It involves voluntary participation by average citizens. Noted thinker Robert Putnam, in his path-breaking and though controversial book titled as „Bowling Alone‟ managed to provide an elaborate perspective about civil society as a practiced concept and very clearly distinguished between bonding and bridging social capital. He categorically observed that only bridging social capital strengthens democratization as process. According to him this process of bridging social capital can happen primarily in two categories. In one category an individual joins an organization which promotes some aspect of society and in the other category; an individual can act as an individual without any organizational commitments.

Eldersveld Samuel J., “Propaganda Techniques and Voting Behaviour”, The American Political Science Review, Volume 50 No.1 / (1956). Samuel J. Eldersveld refers to two different experiment designed and conducted in Ann Arbor in 1953 & 1954 to determine the comparative effectiveness of personalized and impersonalized propaganda techniques. There were multiple reasons which made this study relevant for the future researchers to refer and explore. He observes that during the period of the research in 1955-56, need for a calibrated study about the co-relation between the technological advancements in media and personalized contact programmes, propaganda was underlined. The efficacy of various techniques of canvassing used for propaganda was needed to be examined scientifically. This study has explored multiple dimensions of the propaganda models, methodology with reference to respondents from concerted group and conflict groups, analysis of impact on these groups, time and cost factors, implications of propaganda towards success of the party system and political system in democracy. The groups of respondents were also classified as „experimental and control groups. The readings and observation were recorded and compared for two consecutive years with reference to type of contact used for propaganda as personal contact, mail. This was further classified into the channel used for reach out and personal contact, such as students, party platforms and mail.

Narang Ashok, “Political Sociology”, New Delhi, Murarilal & Sons, (2006). This book explores the inter-relation between politics and media by taking into account aspects such as political process, communication, decision making, and also uses the five theories of political process as the much needed backdrop for the same. Politics has always been looked upon as a communicative occupation. When we examine politics as a phenomenon or concept, process of communicating becomes a central theme. This makes being a politician, an occupation which is intensely a social occupation where-in the players are involved in regulating social power relationship and making decisions which govern process of allocation and distribution of social resources. The political communication has multiple dimensions and forms. It ranges from speech, body-language, memoranda, media reports, political rallies, agitations etc. The politicians need to work relentlessly on this aspect with a result oriented communication initiatives which may be needed from case to case basis and appropriate to face the challenge and fulfill the task. Political Process is an extremely complex and multidimensional phenomenon to examine and explore. In simple terms, politics can be seen as a collective process involving - Decision Making Process, Struggle over getting in positions of power, Process of legitimating and / or enforcing decisions. The dimension of legitimating has a direct co-relation with the role and impact of media. There are five theories which attempt to interpret and decode this complex and interdependent process of politics.

Sarah Oats, “Introduction To Media And Politics”, New Delhi, Sage Publications India, (2008)... The Media and Politics being studied in the context of each other have multiple dimensions and areas of significance. Every passing year, every passing generation, every passing decade and century leaves behind imprints of images and incidents for reference in the time to come. This imprints quite often offers dots which helps in connecting and analyzing the contemporary narratives in the field of politics with comprehensive perspective.

**CHAPTER – III**

**THE STUDY**

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.

Communication:

Noted communication scholars Adler and Towne (1) have described communication as a process between at least two people that begins when one person wants to communicate with another. Communication originates as mental images within a person who desires to convey those images to another. Mental images can include ideas, thoughts, pictures, and emotions.

Communication can also be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony. The communication process is dynamic in nature rather than a static phenomenon.

**The Communication Model-**

The person who wants to communicate is called the ‘Sender’. To transfer an image to another person, the sender first must transpose or translate the images into symbols that receivers can understand. Symbols often are words but can be pictures, sounds, or sense information (e.g., touch or smell). Only through symbols can the mental images of a sender have meaning for others. The process of translating images into symbols is called encoding. Sender uses medium to communicate the message (content) to the receiver.

**Elements of Communication Process-**

There are broadly seven elements of communication process. These seven elements can be briefly described are as below:

1. Sender-

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator

2. Ideas-

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

3. Encoding-

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

4. Communication channel –

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

5. Receiver-

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives

6. Decoding-

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding

7. Feedback-

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

Today, communication systems have become increasingly sophisticated, dynamic, technologically driven and equally complicated. The term ‗Media‘, is thought of and used as a device for communication. However when we think of media in the context of a developing country like ours, wedded to the democratic political system, mass media is expected to play a very challenging role of being "an extension and reflection of the society".

The speed and scale of the media in today‘s world, is technologically upgraded and getting evolved continuously. The mass media works as eyes and ears which facilitates the flow of information between the communicators and receivers for enhancement of achievement of communication objectives.

Irrespective of various positions and point of views taken by different individuals and groups within the society, the mass media has become an element of extremely prime importance as a critical factor in the social and intellectual development of an individual as well as the society.

The proposed research work undertaken by this research student, has a canvas of possibilities and set of focused areas to attend to.

The basic premise of this study can be presented in the form of the following key elements:

1. The mass media, its scale and reach
2. The society and its growth in members as potential readers, viewers and audience for the content presented by the mass media, primarily because of increased literacy and access to these media platforms
3. The vibrant democracy and the prospective and existing political parties and players who aspire to explore as many communication possibilities as may be possible at any given point in time to reach out to their desired ‗public‘ to consolidate their position and proximity to power.
4. The impact and result getting created by this relentless process. The term Political communication needs to be studied closely and carefully without generalizing its essence with reference to context, concerns, content and connect. The term ‗MASS MEDIA‘ is referred to herein as a generic term which encompasses various communication mediums, both traditional – Print and new age-Digital.

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.

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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 attempt to understand the Political Communication from different perspectives which include the Communicators, Communication Media and People to whom the communication is addressed to.

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.

**Political Socialization:**

Political socialization is a lifelong process by which people form their ideas about politics and acquire political values. The family, educational system, peer groups, and the mass media all play a role. While family and school are important early in life, what our peers think and what we read in the newspaper and see on television have more influence on our political attitudes as adults. These elements are termed as the agents of socialization.

**Family:**

For every individual, the first political ideas are shaped within the family. It is observed that the parents seldom "talk politics" with their young children directly, but casual remarks made around the dinner table or while helping with homework can have an impact. Family tradition is particularly a factor in party identification. However, the family may be losing its power as an agent of socialization as institutions take over more of child care and parents perform less of it.

**Schools:**

Children are introduced to elections and voting when they choose class representatives and the more sophisticated elections in high school and college teach the rudiments of campaigning. Political facts are learned through curriculum and schools, at their best, encourage students to critically examine various government institutions. Schools themselves are involved in politics; issues such as curriculum reform, funding, and government support for private schools often spark a debate that involves students, teachers, parents, and the larger community.

**Peer groups:**

Although peer pressure certainly affects teenagers' lifestyles, it is less evident in developing their political values. Exceptions are issues that directly affect them, such as the social and student movements of large scale participation possibilities and aimed at achieving relatable changes in their life as students and their future prospects because of the issues they face. Later, if peers are defined in terms of occupation, then the group does exert an influence on how its members think politically. For example, professionals such as teachers or bankers often have similar political opinions, particularly on matters related to their careers.

**Mass media:**

Much of our political information comes from the mass media: newspapers, magazines, radio, television, and the Internet. The amount of time the average the individuals and families watch television makes it the dominant information source, particularly with the expansion of 24-hour all-news cable channels. Not only does television help shape public opinion by providing news and analysis, but its entertainment programming addresses important contemporary issues that are in the political arena and directly and indirectly affect or connect with the individuals. The news television content which is dominated by political under-currents, debates, opinion polls, viewer participatory talk shows bring the individuals and the groups more prominently face to face with the political scenario and its likely impact on the individuals and groups . The growth of the Internet is also significant; not only do essentially all-news outlets have their own Web-sites, but online bloggers present a broad range of political opinion, information, and analysis.

The study on ‗Media in India‘ with reference to its ‗Impact‘ on political communication and process in Indian context can be broadly divided into four time phases. These four phases are as below-

1. Pre-Independence Phase- ( Up to 1947)

2. Post-Independence Pre-Modernist phase-(1947-1960)

3. Post-Independence and Pre-Liberalisation Phase-(1960-1990)

4. Post-Independence and Post-Liberalisation Phase-(1991 Onwards)

Each of the above referred phases represents distinct media trends in terms of Number of media platforms available, Types of Media, Literacy Levels, Social, Political and Cultural systems and scenario of the nation, Profile and purpose of the people actively working in media, Aspirations and Orientation of people who consumed the media content, Exposure and Access of the population to these mediums.

The first two phases out of the above four were essentially dominated by Print media. While the first phase a historic mission to drive in the form of awakening and mobilizing of the masses towards achieving independence and social objectives to compliment the making of an independent country with harmony at the core of nation building.

The second phase revolved entirely around realizing the task of nation building through the propagation of ideology and principles. The media was largely on print platform and numerous learned and scholarly qualified journalists with credentials in field of social, economic and cultural fields dominated the content and message delivered by the media.

The third and the fourth phase have witnessed the evolution and emergence of technology driven electronic media which has transformed the world into a multi- media universe. This change has created more number of touch points for the media and its masses to interact and communicate. Quite interestingly this multi-media environment brings along more opportunities and challenges. The media, masses and message are changing at a phenomenal scale and speed. The editorial protocol, control and hierarchy of content prioritization and presentation which existed in traditional media is getting changed by more reader, viewer generated content.

Introduction of television in Urban India in September 1959 gave a major boost to the mass media in India and with deregulation of Indian Television network and introduction of cable satellite network in 1991 changed the media landscape and dynamics and created a paradigm shift in the manner in which masses, media and message have interface and impact on each other.

This researcher has focused on the fourth phase since it has witnessed the most dynamic transformation in the world of media. The scale and speed achieved by the media to generate, process and deliver information to the audience (readers and viewers) and the growth of literacy of Indian population in this phase have changed the entire communication matrix. This phase has also encompassed the ‗Information Explosion‘ age and an era of politics of alliance of multiple political parties which emerged as a result of fractured electoral verdicts handed over to major political parties by the Indian voters repeatedly since 1991 to 2010. This kaleidoscope of myths and realities make it a subject of study which needs to account for in the problem statement.

This study has attempted to create a holistic reference system which covers data on media, population, literacy, electoral behaviour, context and content offered by media to its audience, and correlate it with a sample data of adult citizens wherein various parameters like audiences consumption patterns, their preferences, their assessment of these elements and the influence quotient of these elements towards their thought process, ability to relate, impact on their decision making process through perception based communication initiated by the political players in the system. It also needs to be mentioned here that while the elections in India are looked and studied as the largest electoral exercise across the world, the political communication remains a continuous process due to the mammoth structure of India‘s multi-level democratically elected system ranging from Gram-Panchayats, Zilla Parishads, Municipal Councils, and Assemblies to Parliament.

The political communication has become extremely complex and competitive process due to social, cultural, economic, linguistic, religious diversity of India and requires proficiency to understand and interpret the evolving nature of this matrix. The growth of the multi-media universe which encompasses the audience further makes the study immensely interesting and challenging.

These parameters need to be taken into account when we study the aspect of impact. The term ‗impact‘ also needs to drilled down in the best possible manner to understand as to what does it amount to and how does it gets measured. The term ‗impact‘ can indicate different expressions at different points in time for different people.

The few important expressions of the term ‗impact‘ can be enlisted as below-

1. The levels of social sensitization achieved across various socio-cultural and economic strata of the society towards actions aimed at improving the conditions and solving problems and issues...
2. The levels of electoral participation and voters turn-out into general elections for parliament and assembly elections.
3. The levels of people‘s mobilization and participation into agitations and movements which encompass large scale issues which have relevance to larger number of people.
4. The actual results and actions in the form of rule and law making towards corrections and change derived out of these movements.

**Media Studies-Perspectives:**

The study undertaken by this research student focuses on the ‗Post-Independence-Post Liberalisation‘ phase of the mass media, with reference to Maharashtra. The Media Impact Study with reference to Political Communication and Process needed to be carried out with the following multiple perspectives, wherein each of these perspectives is equally important and significant.

The perspectives are-

1. The Media as a source of information and knowledge aimed at awareness and sensitization of people in power and people being governed,
2. The Media as a Platform and Catalyst for Political Participation,
3. The Media as a Tool for Agenda Setting,
4. The Media as a Facilitator for building an informed and opinionated civil society,
5. The Media as a reflection of peoples desires and aspirations.
6. The Media as a propaganda mechanism

**CHAPTER – IV**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO 4.1**

**GENDER WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Male | 30 | 60 |
| Female | 20 | 40 |
| **Total** | **50** | **100** |

**Source: primary data**

**INTERPRETATION**

The above table shows that 60% of the respondents are males and 40% of the respondents are females.

**TABLE NO 4.2**

**AGE WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Below 25 | 15 | 30 |
| 25 – 35 | 18 | 36 |
| 35 – 45 | 10 | 20 |
| Above 45 | 5 | 10 |
| **Total** | **50** | **100** |

**Source: primary data**

**INTERPRETATION**

The above table shows that 36% of the respondents comes under the age group of 25-35, 30% are comes under below 25, 20% are comes under 35-45 and 10% of them are comes under above 45.

**TABLE NO 4.3**

**EDUCATIONAL QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Matriculate | 6 | 12 |
| Higher secondary | 12 | 24 |
| Graduates | 15 | 30 |
| Post graduates | 17 | 34 |
| **Total** | **50** | **100** |

**Source: primary data**

**INTERPRETATION**

The above table shows that 34% of the respondents have an educational qualification of post graduation, 30% are graduates, 24% have higher secondary education and 12% of them are completed matriculation.

**TABLE NO 4.4**

**OCCUPATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Self employed | 14 | 28 |
| Govt/private employees | 15 | 30 |
| Professional | 11 | 22 |
| Others | 10 | 20 |
| **Total** | **50** | **100** |

**Source: primary data**

**INTERPRETATION**

The above table shows that 30% of the respondents are government/private employees, 28% are self employed, 22% are professionals and 20% of them are doing other jobs.

**TABLE NO 4.5**

**MODE OF MEDIUM USING FOR EXTRACT NEWS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| News papers | 10 | 20 |
| Television | 20 | 40 |
| Radio | 5 | 10 |
| Social media | 15 | 30 |
| **Total** | **50** | **100** |

**Source: primary data**

**INTERPRETATION**

The above table shows that 40% of the respondents using television as a medium for extract news, 30% using social media, 20% are using news papers and 10% of them using radio for extract news.

**TABLE NO 4.6**

**TYPE OF LANGUAGE NEWS PAPER READING REGULARLY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Malayalam | 22 | 44 |
| English | 15 | 30 |
| Hindi | 8 | 16 |
| Others | 5 | 10 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.1**

**TYPE OF LANGUAGE NEWS PAPER READING REGULARLY**

**INTERPRETATION**

The above table shows that 44% of the respondents reading Malayalam language news paper regularly, 30% are reading English news papers, 16% are reading Hindi news papers and 10% of them are reading other language news papers.

**TABLE NO 4.7**

**TIME SPARE FOR READING NEWS PAPER**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Up to 15 minutes | 17 | 34 |
| Up to 30 minutes | 21 | 42 |
| 45 minutes and more | 12 | 24 |
| **Total** | **50** | **100** |

**Source: primary data**

**CHART NO 4.2**

**TIME SPARE FOR READING NEWS PAPER**

**INTERPRETATION**

The above table shows that 42% of the respondents able to spare up to 30 minutes for reading news paper, 34% spares up to 15 minutes and 24% of them spares 45 minutes and more.

**TABLE NO 4.8**

**TYPE OF LANGUAGE NEWS CHANNEL WATCHING REGULARLY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Malayalam | 18 | 36 |
| English | 15 | 30 |
| Hindi | 10 | 20 |
| Others | 7 | 14 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.3**

**TYPE OF LANGUAGE NEWS CHANNEL WATCHING REGULARLY**

**INTERPRETATION**

The above table shows that 36% of the respondents are watching Malayalam news channel regularly, 30% watching English news channel, 20% watching Hindi news channel and 14% of them watching other language news channel.

**TABLE NO 4.9**

**TIME SPARE FOR WATCHING NEWS CHANNEL**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Up to 15 minutes | 8 | 16 |
| Up to 30 minutes | 24 | 48 |
| 45 minutes and more | 18 | 36 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.4**

**TIME SPARE FOR WATCHING NEWS CHANNEL**

**INTERPRETATION**

The above table shows that 48% of the respondents are able to spare up to 30 minutes for watching news channel, 26% are spares 45 minutes and more and 16% of them are spares up to 15 minutes.

**TABLE NO 4.10**

**TYPE OF NEWS PREFERS TO LISTEN**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Local | 6 | 12 |
| Regional/state | 13 | 26 |
| National | 18 | 36 |
| International | 9 | 18 |
| Headings | 4 | 8 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.5**

**TYPE OF NEWS PREFERS TO LISTEN**

**INTERPRETATION**

The above table shows that 36% of the respondents prefer national news to listen, 26% are prefers regional/state news, 18% are prefers international news, 12% are prefers local news and 8% of them are prefer to listen headings only.

**TABLE NO 4.11**

**READING OF ANALYSIS FROM EDITORIAL PAGE OF THE NEWS PAPER**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Always | 16 | 32 |
| Sometimes | 19 | 38 |
| Occasionally | 10 | 20 |
| Never | 5 | 10 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.6**

**READING OF ANALYSIS FROM EDITORIAL PAGE OF THE NEWS PAPER**

**INTERPRETATION**

The above table shows that 38% of the respondents sometimes reading the analysis from editorial page of the news paper, 32% are always reading the analysis, 20% are reading occasionally and 10% of them never reading the analysis from the editorial page.

**TABLE NO 4.12**

**SHARING OF OPINIONS AND FEEDBACK TO EDITORS THROUGH EMAIL OR LETTER**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Always | 10 | 20 |
| Sometimes | 12 | 24 |
| Occasionally | 20 | 40 |
| Never | 8 | 16 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.7**

**SHARING OF OPINIONS AND FEEDBACK TO EDITORS THROUGH EMAIL OR LETTER**

**INTERPRETATION**

The above table shows that 40% of the respondents said that they occasionally sharing their opinions and feedback to editors through email or letter, 24% are sharing sometimes, 20% are always sharing and 16% of them are never sharing their opinions and feedback.

**TABLE NO 4.13**

**FREQUENCY OF PARTICIPATING IN POLITICAL RALLY INITIATIVE BASED ON NEWS PAPER OR NEWS CHANNEL**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Always | 8 | 16 |
| Sometimes | 16 | 32 |
| Occasionally | 14 | 28 |
| Never | 12 | 24 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.8**

**FREQUENCY OF PARTICIPATING IN POLITICAL RALLY INITIATIVE BASED ON NEWS PAPER OR NEWS CHANNEL**

**INTERPRETATION**

The above table shows that 32% of the respondents are sometimes participating in political rally initiative based on news paper or news channel, 28% are participating occasionally, 24% are never participating and 16% of them are always participating in political rally.

**TABLE NO 4.14**

**FREQUENCY OF WATCHING THE PRIME TIME TELEVISION DEBATES AND PANEL DISCUSSIONS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Always | 23 | 46 |
| Sometimes | 12 | 24 |
| Occasionally | 11 | 22 |
| Never | 4 | 8 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.9**

**FREQUENCY OF WATCHING THE PRIME TIME TELEVISION DEBATES AND PANEL DISCUSSIONS**

**INTERPRETATION**

The above table shows that 46% of the respondents are always watching the prime time television debates and panel discussions, 24% are sometimes watching, 22% are watching occasionally and 4% of them are not watching the prime time television debates and panel discussions.

**TABLE NO 4.15**

**READING OF ONLY NEWSPAPERS/WATCH NEWS CHANNELS WHICH ECHO THE POLITICAL BELIEFS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 14 | 28 |
| No | 26 | 52 |
| Can’t say | 10 | 20 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.10**

**READING OF ONLY NEWSPAPERS/WATCH NEWS CHANNELS WHICH ECHO THE POLITICAL BELIEFS**

**INTERPRETATION**

The above table shows that 52% of respondents said that they are not reading only news papers/watching news channel which echo their political beliefs, 28% are reading only news papers/watching news channel which echo their political beliefs and 20% are opined as they can’t say.

**TABLE NO 4.16**

**RESPONDS WITH THE CHOICE OF NEWSPAPER AND NEWS CHANNEL THAT INFLUENCE THE POLITICAL OPINION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 30 | 60 |
| No | 20 | 40 |
| **Total** | **50** | **100** |

**Source: Primary data**

**INTERPRETATION**

The above table shows that 60% of the respondents opined that the choice of newspaper and news channel influenced their political opinion and 40% are opined that the choice of newspaper and news channel do not influenced their political opinion.

**TABLE NO 4.17**

**RESPONDS WITH THE MOST IMPORTANT RESPONSIBILITY OF NEWSPAPERS AND NEWS CHANNELS TOWARDS SOCIETY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Authentic information | 18 | 36 |
| Comments and analysis | 6 | 12 |
| General knowledge | 10 | 20 |
| Current affairs | 12 | 24 |
| Entertainment | 4 | 8 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.11**

**PAYING SPECIAL ATTENTION ON BASIC AMENITIES**

**INTERPRETATION**

The above table shows that 36% of the respondents said that authentic information is the most responsibility of news paper and news channels towards society, 24% are opined as current affairs, 20% are opined as general knowledge, 12% are opined as comments and analysis and 8% of them are opined as entertainment is the most responsibility.

**TABLE NO 4.18**

**IMPACT ON SOCIETY BY THE NEWS PAPER AND NEWS CHANNEL**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Awareness | 20 | 40 |
| Sensitizing | 9 | 18 |
| Social mobility and participation | 10 | 20 |
| Sensationalizing | 6 | 12 |
| Confusion and chaos | 5 | 10 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.12**

**IMPACT ON SOCIETY BY THE NEWS PAPER AND NEWS CHANNEL**

**INTERPRETATION**

The above table shows that 40% of the respondents opined that awareness is the impact of news paper and news channel on society, 20% opined as social mobility and participation, 18% are opined as sensitizing, 12% are opined as sensationalizing and 10% of them opined as confusion and chaos.

**TABLE NO 4.19**

**RESPONDENT’S LEVEL OF AGREEMENT THAT NEWSPAPERS AND NEWS CHANNELS ARE OFTEN SAID TO BE USED FOR PROPAGANDA AND PUBLICITY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly agree | 12 | 24 |
| Agree | 15 | 30 |
| Neither agree nor disagree | 9 | 18 |
| Disagree | 8 | 16 |
| Strongly disagree | 6 | 12 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.13**

**RESPONDENT’S LEVEL OF AGREEMENT THAT NEWSPAPERS AND NEWS CHANNELS ARE OFTEN SAID TO BE USED FOR PROPAGANDA AND PUBLICITY**

**INTERPRETATION**

The above table shows that 30% of the respondents agreed that newspapers and news channels are often said to be used for propaganda and publicity, 24% are strongly agreed, 18% are neither agree nor disagree, 16% are disagreed and 12% of them are strongly disagreed.

**TABLE NO 4.20**

**RESPONDS WITH THAT THE NEWS PAPERS AND NEWS CHANNELS ARE UNBIASED**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly agree | 15 | 30 |
| Agree | 17 | 34 |
| Neither agree nor disagree | 8 | 16 |
| Disagree | 5 | 10 |
| Strongly disagree | 5 | 10 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.14**

**RESPONDS WITH THAT THE NEWS PAPERS AND NEWS CHANNELS ARE UNBIASED**

**INTERPRETATION**

The above table shows that 34% of the respondents are agreed that the news papers and news channels are unbiased, 30% are strongly agreed, 16% are neither agree nor disagree, 10% are disagreed and 10% of them are strongly disagreed.

**TABLE NO 4.21**

**LEVEL OF SIGNIFICANCE ACCORDING TO THE RESPONDENTS TOWARDS THE ROLE OF MEDIA IN MOBILIZING PEOPLE’S PARTICIPATION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Very high | 20 | 40 |
| High | 12 | 24 |
| Neither high nor low | 5 | 10 |
| Low | 9 | 18 |
| Very low | 4 | 8 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.15**

**LEVEL OF SIGNIFICANCE ACCORDING TO THE RESPONDENTS TOWARDS THE ROLE OF MEDIA IN MOBILIZING PEOPLE’S PARTICIPATION**

**INTERPRETATION**

The above table shows that 40% respondents opined as very high for level of significance according to them towards the role of media in mobilizing people’s participation, 24% are opined as high, 18% are opined as low, 10% are opined as neither high nor low and 8% of them are opined as very low.

**TABLE NO 4.22**

**LEVEL OF SIGNIFICANCE ACCORDING TO THE RESPONDENTS TO THE MANIFESTO OF POLITICAL PARTIES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Very high | 14 | 28 |
| High | 16 | 32 |
| Neither high nor low | 9 | 18 |
| Low | 6 | 12 |
| Very low | 5 | 10 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.16**

**LEVEL OF SIGNIFICANCE ACCORDING TO THE RESPONDENTS TO THE MANIFESTO OF POLITICAL PARTIES**

**INTERPRETATION**

The above table shows that 32% of the respondents opined as high for the level of significance according to them to the manifesto of political parties, 28% are opined as very high, 18% are opined as neither high nor low, 12% are opined as low and 10% of them opined as very low.

**TABLE NO 4.23**

**OPINION WITH THAT THE MEDIA HAVE TO PLAY THE ROLE OF ALERT WATCH DOG**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly agree | 19 | 38 |
| Agree | 13 | 26 |
| Neither agree nor disagree | 7 | 14 |
| Disagree | 6 | 12 |
| Strongly disagree | 5 | 10 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.17**

**OPINION WITH THAT THE MEDIA HAVE TO PLAY THE ROLE OF ALERT WATCH DOG**

**INTERPRETATION**

The above table shows that 38% of the respondents are strongly agreed the media have to play the role of alert watch dog, 26% are agreed, 14% are neither agree nor disagree, 12% are disagreed and 10% of them are strongly disagreed.

**TABLE NO 4.24**

**OPINION WITH THE SOCIAL MOVEMENTS WHICH WAS SUCCESSFUL BECAUSE OF ACTIVE MEDIA SUPPORT DURING LAST TWO DECADES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Right to information | 32 | 64 |
| Lokpal | 8 | 16 |
| Right to Education | 10 | 20 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.18**

**OPINION WITH THE SOCIAL MOVEMENTS WHICH WAS SUCCESSFUL BECAUSE OF ACTIVE MEDIA SUPPORT DURING LAST TWO DECADES**

**INTERPRETATION**

The above table shows that 64% of the respondents opined that right to information is become the successful social movement because of active media support during last two decades, 20% are opined as right to education and 16% of them opined as lokpal.

**TABLE NO 4.25**

**RESPONDS WITH THAT THE RIGHT TO VOTE IS VERY IMPORTANT RESPONSIBILITY AND THE RESPONDENTS EXERCISE IT REGULARLY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly agree | 16 | 32 |
| Agree | 13 | 26 |
| Neither agree nor disagree | 10 | 20 |
| Disagree | 7 | 14 |
| Strongly disagree | 4 | 8 |
| **Total** | **50** | **100** |

**Source: Primary data**

**CHART NO 4.19**

**RESPONDS WITH THAT THE RIGHT TO VOTE IS VERY IMPORTANT RESPONSIBILITY AND THE RESPONDENTS EXERCISE IT REGULARLY**

**INTERPRETATION**

The above table shows that 32% of the respondents strongly agreed that the right to vote is very important responsibility and they exercise it regularly, 26% are agreed, 20% are neither agree nor disagree, 14% are disagreed and 8% of them strongly disagreed.

**CHAPTER V**

**FINDINGS, SUGGESTIONS & CONCLUSION**

**5.1 FINDINGS**

1. 60% of the respondents are males.
2. 36% of the respondents are comes under the age group of 25-35.
3. 34% of the respondents have an educational qualification of post graduation.
4. 30% of the respondents are government/private employees.
5. 40% of the respondents using television as a medium for extract news.
6. 44% of the respondents reading Malayalam language news paper regularly.
7. 42% of the respondents able to spare up to 30 minutes for reading news paper.
8. 36% of the respondents are watching Malayalam news channel regularly.
9. 48% of the respondents are able to spare up to 30 minutes for watching news channel.
10. 36% of the respondents prefer national news to listen.
11. 38% of the respondents sometimes reading the analysis from editorial page of the news paper.
12. 40% of the respondents said that they occasionally sharing their opinions and feedback to editors through email or letter.
13. 32% of the respondents are sometimes participating in political rally initiative based on news paper or news channel.
14. 46% of the respondents are always watching the prime time television debates and panel discussions.
15. 52% of respondents said that they are not reading only news papers/watching news channel which echo their political beliefs.
16. % of the respondents opined that the choice of newspaper and news channel influenced their political opinion.
17. 36% of the respondents said that authentic information is the most responsibility of news paper and news channels towards society.
18. 40% of the respondents opined that awareness is the impact of news paper and news channel on society.
19. 30% of the respondents agreed that newspapers and news channels are often said to be used for propaganda and publicity.
20. 34% of the respondents are agreed that the news papers and news channels are unbiased.
21. 40% respondents opined as very high for level of significance according to them towards the role of media in mobilizing people’s participation.
22. 32% of the respondents opined as high for the level of significance according to them to the manifesto of political parties.
23. 38% of the respondents are strongly agreed the media have to play the role of alert watch dog.
24. 64% of the respondents opined that right to information is become the successful social movement because of active media support during last two decades.
25. 32% of the respondents strongly agreed that the right to vote is very important responsibility and they exercise it regularly.

**5.2 SUGGESTIONS**

The media professionals need to integrate the multi-media environment into the content planning, content creation, content presentation and content delivery. The readers and viewers have simultaneous access to multiple media platforms and hence along-with the efficiency in news and content delivery, the objectivity and authenticity is needed to be enhanced by the entire news media.

The process and practice of exploiting the media for propaganda, publicity and promotions need to be done with lots of restraint. The readers and viewers have developed strong reservations about this aspect of media. This is needed to be corrected at the earliest to restore the faith and trust associated with media.

The political parties and political system also need to inculcate a culture of objectivity and credibility and incorporate value driven professionalism while using the technologically advanced media platforms. The restraint and responsibility needs to be practiced more prominently by the political communicators. This restraint and responsibility will enhance the harmony in the political communication. The harmony will certainly have lasting and sustainable results in the interest of people and society, which the political parties primarily exist to represent.

The new age digital media needs to evolve from within in terms of defining their content prioritization matrix. The emphasis on „breaking news‟ has been existing in television media out of market driven compulsions, such as audience ratings and revenue share has started affecting their core of credible and objective content. The television media need to focus on content styling and detailing which print cannot do because of the space constraint and social media does not do because of absence of content editing and processing acumen before it is delivered to the viewers. The market pressures and compulsions need to be addressed with a re-worked strategic communication with the advertising professionals and advertisers.

**5.3 CONCLUSION**

This research was undertaken with a specific objective of examining the impact of television and print media on political communication and process. . The media impacts started as dated back as pre-independent era in India. It is an aspect of marketing management. The history of mass media emanated from man struggle for liberty and freedom. 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. Media stimulates citizen engagement in politics. It can be concluded that the importance of media in political communication is very enormous; beneficial to all with developmental impacts on politics.

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**APPENDIX**

**QUESTIONNAIRE**

Name:

1. Gender:
2. Male[ ]
3. Female[ ]
4. Age:
5. Below 25[]
6. 25 – 35[]
7. 35 – 45[]
8. Above[]
9. Educational qualification
10. Matriculate[]
11. Higher secondary[]
12. Graduates[]
13. Post graduates[]
14. Employment status:
15. Self employed[]
16. Govt/private employees[]
17. Professional[]
18. Others[]
19. What medium do you use to extract news?
20. News papers[]
21. Television[]
22. Radio[]
23. Social media[]
24. Which language news paper do you read regularly?
25. Malayalam[]
26. English[]
27. Hindi[]
28. Others[]
29. How much time are you ale to spare for reading newspaper?
30. Upto 15 inutes[]
31. Upto 30 minutes[]
32. 45 minutes and more[]
33. Which langague news channel do you watch regularly?
34. Malayalam[]
35. English[]
36. Hindi[]
37. Others[]
38. How much time are you able to spare for watching news channels?
39. Upto 15minutes[]
40. Upto 30 minutes[]
41. 45 minutes and more[]
42. Which type of news do you prefer to listen?
43. Local[]
44. Regional/state[]
45. National[]
46. International[]
47. Headings[]
48. Do you read the analysis from editorial page of the newspaper?
49. Always[]
50. Sometimes[]
51. Occasionally[]
52. Never[]
53. Do you share your opinions and feedback to editors through email or letter?
54. Always[]
55. Sometimes[]
56. Occasionally[]
57. Never[]
58. How often do you participate in any political rally social initiative, based of newspaper news channel reports?
59. Always[]
60. Sometimes[]
61. Occasionally[]
62. Never[]
63. How often do you watch the prime time television debates and panel discussions?
64. Always[]
65. Sometimes[]
66. Occasionally[]
67. Never[]
68. Do you read the only newspapers/watch news channels which echo your political belifes?
69. Yes[]
70. No[]
71. Can’t say[]
72. Do the choice of newspaper and news channel influence you political opinion?
73. Yes []
74. No[]
75. What according to you is the most important responsibility of newspapers and news channels towards society?
76. Authentic information[]
77. Comments and analysis[]
78. General knowledge[]
79. Current affairs[]
80. Entertainment[]
81. What according to you is the impact on society by newspapers and newschannels?
82. Awareness[]
83. Sensitizing[]
84. Social mobility and participation[]
85. Sensationalizing[]
86. Confusion and chaos[]
87. What is your level of agreement that newspapers and news channels are often said to be used for propaganda and publicity?
88. Strongly agree[]
89. Agree[]
90. Neither agree nor disagree[]
91. Disagree[]
92. Strongly disagree[]
93. You believe that news papers and news channels are unbiased?
94. Strongly agree[]
95. Agree[]
96. Neither agree nor disagree[]
97. Disagree[]
98. Strongly disagree[]
99. What is the level of significance according to you towards the role of media in mobilizing peoples participation?
100. Very high[]
101. High[]
102. Neither high nor low[]
103. Low[]
104. Very low[]
105. What is the level of significance according to ou to the manifesto of political parties?
106. Very high[]
107. High[]
108. Neither high nor low[]
109. Low[]
110. Very low[]
111. The media have to play role of alert watch dog?
112. Strongly agree[]
113. Agree[]
114. Neither agree nor disagree[]
115. Disagree[]
116. Strongly disagree[]
117. According to you which of the following social movemnets was successful because of active media support during last two decades?
118. Right to information[]
119. Lokpal[]
120. Right to Education[]
121. Your right to vote is very important responsibility and you exercise it regularly?
122. Strongly agree[]
123. Agree[]
124. Neither agree nor disagree[]
125. Disagree[]
126. Strongly disagree[]