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Analysis the Role of Political Communication, Propaganda and Media On Indian Democratic Development

Sandeep Kumar[1], Dr. Meenakshi Sharma[2]

[1]Research Scholar political science
Gokul Das Hindu Girls College, Moradabad
Uttar Pradesh
[2]Professor & head of political Science Department
Gokul Das Hindu Girls College
Moradabad, Uttar Pradesh

Abstract

Political communication is A Process in which political Actors (party, leader, Government or political institute), citizen, Media (Traditional and New Media) get connected with one another. They do communicate among Themselves. Political Actors Try to Influence Public Through ideas, agendas, policies, party manifesto or they do influence the opinion of their targeted audiences in this political communication while citizen also do Active participation in politics through their involvement in Political Affairs, voting, political Movements. While Media plays a mediator but very significant role In political communication. this political communication or connection between political parties and public is set up by media vastly. If we talk about media there are two types of media which are traditional & Digital social media. Television, Radio, Newspaper, magazine are the example of traditional media. people mostly use this traditional media to get connected with political affairs. But in digital world social media also influencing people therefore political parties are using various social media platforms such as twitter, Facebook, WhatsApp, or Instagram for political communication. Now if we talk about propaganda which political parties or their leaders use to gain political support of the public or to gain public vote in favour of them. political parties or their leaders try to manipulate or influence the opinion of public by spreading false, half truth or twisted facts, exaggeration which is called propaganda. Through my research paper I want to explore the political communication, media and propaganda in Indian Democracy. How this affecting The Indian Democratic Development.

Kea Words

1. **Political communication**
2. **Propaganda**
3. **Traditional Media**
4. **Digital Media**

1. Introduction

India is a world's biggest democracy .this Indian democracy system has huge diversity. Many languages, Religions, cast , class, customs,. This diversity brought challenge to make unity in the diversity. Therefore it needs to analyse the impact or influence of political communication, propaganda and Mass Media on Indian democratic development. Political communication through mass media bring political awareness, political education, healthy political culture among citizens of Indian. Active participation of people gives strengthen to Indian democracy Development. Media which plays significant Role in this political education and political awareness of people . Media makes pressure upon government, political organizations by , Discussion, Opinion poll, Survey, Sting Operation, Criticising Government policies , Bring hidden truth before public . Media makes aware General people through this. But We also have to Analyse the negative influences of Political Communication When Political leaders or political parties Misuse the Media And facts are twisted, Data or information are manipulated, False Or Fake News , content is created to in form of Propoganda For influencing Targeted population . For their support, their vote . In this process if Media gets Biased And play role only for Spreading the propaganda of particular party or leaders . This type of influence is not good for Democracy particularly Democracy like India which having huge Diversity . This Propoganda And Misuse of Media bring threat to our Unity. In this Research paper Influence of Political communication, propaganda And Media upon Indian Democratic Development will be Analysed through qualitative Research Methodology.

1.1 political Communication:

The main elements of political communication shown by McNair's Model in his Book (, McNair ,An Introduction To Political Communication 2011). McNair Told there are three Elements in political communication. 1.**political Organization,** 2. **Media** and 3. **Citizen**.

The political actors often influence the decision making processes by staying under the purview of organisational and institutional means (McNair', An Introduction to political communication, 2011, page 5). Accord to McNair political organization and citizen as construct, there is third construct Media which is as important as the other two. It is through media political actors can disseminate their messages across the audience.

On this behalf we can understand political communication is the interdependence process where these three Elements influence one another for political purpose and democratic development.

Political communication is the processing, creation, sending, receiving, transmission of massages that have political impact or political significance among political Actors, Media and Citizens. In political communication All various participator influence one another. Political Actors (Political parties, political leaders, government, political institute) they do influence their Targeted population or public through their ideologies, policies, Manifesto, campaign, Etc. Public in political communication also play active Role through getting connected with political affairs, giving opinion or feedback on political policies or political events, Media also play a vital role because media plays a mediator role between political Actors and public. Media provides Platform for political actors to Influence Public opinion through their campaign, Manifesto, ideologies. Public also send their feedback or their opinion through these Media platforms. Media makes political parties and government more. Accountable to public. Media makes pressure upon

political parties or government through their Surveys, Sting Operations, Debate on policies, public opinion, Reporting. Media do educate people and make them aware about political affairs and issues. Media brings political participation of the public. Therefore, we see political communication is a political process in which these three elements political actors, Media and public influence one another for democratic development.

1.2 Historical Background of the Political Communication

In the classical Antiquity or Classical era:

during this Era Rulers used to set up political communication through symbols and Monuments and public speeches. Through political communication rulers used to exhibit their power or authority and gain public support particularly for war efforts.

Ancient Greece Athens :

Ruler like 'pericles who used ' public speeches, public oratory which made huge impact in shaping political discourse and public support for war efforts.

Roman Empire : in the Roman Empire political communication was set up through informal conversation, Rumours or Gossip , social interactions, Propaganda, Rhetoric, Public spectacles . To shape Public opinion and set up political Discourse.

In the modern Time : After Gutenberg s printing invention And Modern printing press in Industrial Revolution. Brought Revolution in political communication. Modern printing press had Introduced Mass media Communication which led New and more Creative Forms of political Advertisement, Propaganda, campaign. Political speeches, manifesto, political reports. Etc.

During world war Political leaders like Franklin D. Roosevelt Or Churchill had utilized Radio Broadcasting to reach out to mass communication. After The Invention of Television . Television Totally changed way of communication. Gradually Television became most popular medium of communication . Television provide Audio and Video facilities for communication. Political Advertisement, political speeches , political campaign, political affairs. Political propaganda can be spread easily to mass level with more creativity.

In the Digital era:

in the Digitalization and Globalization Internet And. Social Media have brought more creative and convenient platforms for political communication between political leader and public there are so many social media platforms Such as Facebook, Twitter (Now X) , WhatsApp, Instagram, YouTube, Telegram, Linkdin and many more . These social media platforms are not limited to Entertainment or information sharing actually these social media platforms touching every aspect of human life. Political parties are using these digital media platforms for political communication, political campaign. World became witness how social Media playing vital role in politics. In 2008 and 2012 Presidential Election in USA.

Barak Obama got victory with the help of social media. In Indian democracy 2014 Election was considered Twitter Election. Pm Narender Modi Utilized these social Media platforms amazingly.

1.3 Propaganda

When political parties or their leaders try to influence public opinion or shaping public Discourse, public belief in favour of the party . They manipulate the data, information and massages . They represent False or fake data , massages in a way that would bring support of public for their ideology, or political Agenda and public would cast their vote in favour of the party. Often Media is also used as a tool by political parties for shaping public opinion in favour of the party . Media plays biased Role To support Ruling party. Data , information, massages, facts are deliberately manipulated, twisted, exaggerated for supporting the particular party's ideology.

1.4 Historical background of propaganda: Indian 20 century , The English term propaganda became part of manipulation approach but historically propaganda was meant for promotes certain options of ideologies (Wikipedia).

In the Ancient Times Behistun Inscription 515 BC was an early example of propaganda. In Roman Civil war Mark Antony and Octavian defamed each other through propaganda. Roman Emperor Maximillian was the first ruler who used the printing press for propaganda for building his image. In ancient time Indian Chankaya had discussed propaganda in detail in his book 'Arthashastra'.

in modern time: in around 1450 printing press machine was invented by Gutenberg then propaganda became more popular . During 'renaissance ' So many books were printed to welcome Modern Thinking. Martin Luther King used printing press to spread his views against Catholic Church. During French Revolution and Napoleon wars propaganda was utilised to gain public support .

in The 20TH Century

during First World War and Second World War mass media and propaganda were on High Peak .In Nazi Germany Joseph Goebbels minister of public enlightenment and propaganda. Who had used most of propaganda. Adolf Hitler had expounded his Theory of propaganda in his book (Mein Kampf1925). That propaganda brought his Rise in the power in 1933. In the early 20th century propaganda films were used to Glorify the particular ideologies. like Soviet government sponsored propaganda film like 1925 ' The Battleship Potemkin' about Communist ideology. German Nazi filmmaker made best known propaganda film,' TRIUMPH OF THE WILL'. During Cold war Both America And Soviet Leaders defamed each other through propaganda..

In the Digital And Globalization: After Internet Expansion. Various Social Media platforms such as Facebook, Twitter, WhatsApp, YouTube, Instagram, Etc. These network Sites Being Utilised for political Propaganda .

1.5 Mass Media:

Media (Traditional and Digital Media) Media is a medium of communication . People use Media for sending and receiving information, knowledge, data etc. in brief we can say Media is used as a means of communication between sender and recipient to transmission the information. Media is considered fourth pillar in democracy. Because Media has strong power to make people aware , if government or any political power misuse it's power ,media brought Revolution through its communication power. Many revolution happend in the world of history because of help of media. Media is very powerful weapon for mass communication and mass arisen . But many times Media is used in wrong way , political parties and leaders used media as a tool of Propaganda. Media gets Biased when it promotes particular ideologies or party , when it twisted the facts , manipulate information, bring unchecked data or fake information to glorify particular ideologies . The fore Media is very powerful Median for any democratic country. If media plays it's role unbiased then it's incredible for democratic development for the country but when media is used as a tool for political gain . Then Media became threat for democratic development of the country.

1.6 Historical Evaluation of Media :

Ancient times: early forms of communication we can see through Cave paintings, Dramas , plays etc.

Print Invention: the first printed book was " Diamond Sutra' printed in china in 868AD (Wikipedia) But Mass printing production came after the in1453 when Johannes Gutenberg invented Printing machine. This printing invention brought mass production of books in printed form. This printing invention led the Renaissance in Europe . After the Industrialization Revolution in England Printing press got advance form and now printing production became possible on mass level. Print Media Got Named mass media because Print Media can reach mass communication through Books, Newspaper, Magazine. Posters,)

Cinema, Radio And Television Mass media form : in the 20th century Cinema , Radio And television became popular medium of mass media. In these forms of communication . Audio and video communication brought more convenient and more creative form of mass media Communication. Cinema became popular about 1900 . In early stage Silent movies or films were produced but in 1920s the development of electronic sound recoding technology made sound films . Films were part of communication.

Radio broadcasting: in 1896 Guglielmo Marconi developed first wireless Radio system. Before it in 1886 Heinrich Hertz proved the Existence of radio wave . In 1906 first Radio Broadcasting . In 1936 All India Radio (AIR) was established. Radio broadcasting became popular medium of mass media . During world war leaders like Franklin D Roosevelt, Churchill used to utilise Radio Broadcasting for mass communication. In 1942 Quit India Movement radio broadcasting was used for communication.

Television: television is a telecommunication medium for transmitting Moving images and sound . Television is a very powerful and popular ass media for Advertisement, News, Movie , entertainment, Sports etc. first Mechanical television was invented by Scottish John Logie Baird in 1925 .

In 1927 Philo Farnsworth designed Electronic Television. Television became popular medium for mass media Communication and entertainment.

Digital Media. In the Early 1800s Charles Babbage Who is called the father of computer. He was the first who conceptualized about Machine which would be based upon Coding . But the First Modern Digital computer invented in 1948 to 1949. These Digital Computers were based upon Binary Code and Boolean logic.(Data from Wikipedia).

Internet brought digital Revolution in communication. Internet in its early stage started as Research project By U.S Defence Department as ARPANET. In 1991 Tim Berners Lee created World wide Web for making internet access easy for public.

Social Media networks Such as Twitter, Facebook, YouTube, instagram, whatsapp Etc. made huge impact on political communication .

2. Conclusion

India is a world's biggest democracy .this Indian democracy system has huge diversity. Many languages, Religions, cast , class, customs,. This diversity brought challenge to make unity in the diversity. Therefore it needs to analyse the impact or influence of political communication, propoganda and Mass Media on Indian democratic development. Political communication through mass media bring political awareness, political education, healthy political culture among citizens of Indian. Active participation of people gives strengthen to Indian democracy Development. Media which plays significant Role in this political education and political awareness of people . Media makes pressure upon government, political organizations by , Discussion, Opinion poll, Survey, Sting Operation, Criticising Government policies , Bring hidden truth before public . Media makes aware General people through this. But We also have to Analyse the negative influences of Political Communication When Political leaders or political parties Misuse the Media And facts are twisted, Data or information are manipulated, False Or Fake News , content is created to in form of Propoganda For influencing Targeted population . For their support, their vote . In this process if Media gets Biased And play role only for Spreading the propaganda of particular party or leaders . This type of influence is not good for Democracy particularly Democracy like India which having Diversity. of other hand misuse of Media and propaganda might raise question on unity and democratic development of India.

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