



## Role of new media in political communication during election

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### Abstract

Each and every Political parties have realized the power of the New Media/ social media to reach out to a wider range of audience. These activities ranging from making online membership or joining social groups, posting their messages on web portal sites like Facebook, Twitter or by uploading motivational videos on YouTube by political parties. New media which includes social media has playing a vital role of communication which created new ways of political mobilizing for public opinion and encouraging voter to participating in political activities.

Traditional communication differs from the digital era new media communication for politicians which create more challenges to those who are not keep him or herself up-to-date with technology, because it changes the way of communication which impact more easily and effectively on society, youth and civilians. Electoral campaigns are extremely captured by new media techniques using the internet, which had never been done before when people communicated through traditional method of communication.

Recently everyone have seen the power of new media, social media communication in US presidential election where Mr. Barack Obama wins and in India, Aam Adami Party wins state election in Delhi twice in a year and got a historical majority and Mr. Narendra Modi wins Parliamentary election in 2014 by doing the high level digital campaigns through new media.

Subsequently, developments in technologies of communication like radio, television and film took place outside the control of political forces which enhance the reach ability to remote to remote area in very easily in less time. Therefore new media is a quick development into an important way to influence society is part of the advancement of information and communication technologies.

The traditional of voter behaviour were more or less built on social structure variables. Today all parties and politicians knew who their voters were and how they should be addressed to make strong electoral background. During the past couples of years, everyone noticed that the ties between parties and their voter have been weakening in most democratic countries.

Due to new techniques developments and modernization of society changes the mindset of voters and commercialization which boom up the media industry market has force politicians to adopt the new media techniques to communicate with citizens of area or country. Now new media make greater efforts to gain the attention of mass including youth brigade of developing society. And therefore ignoring the new media communication process could be dangerous for the leaders or political parties.

**Keywords:** political communication, new media, social media, technology

### Introduction

In the world's largest democracy, the freedom of speech and expression of personal is a fundamental right of common man guaranteed by the Indian constitution. Hence, or the Media as it is known today forms a very integral part of the four pillars of this democratic institution, or we can use the word "*fourth pillar*" of democracy in India.

At present time Political Communication is one of the most important trends or you can say its cover maximum area of Journalism and Mass Communication. Every democratic country has its own Political Communication methods for their leaders to communicate their citizens and electorate. It includes the use of media by the governments and political parties to obtain public support whether in the election time or other than the election times. The subject of Political communication followed by the two subjects that is Political Science and Mass Communication and both of these fields are closely interlinked with new media technologies. The different dimensions of political communication includes social media,

new media, print media and other resources which conveying the messages and political statements of the leaders to the citizen of the country as well as the prominent world leaders belonging to different countries. Now days different patterns of political communication in different parts of the world depending upon their own socio-cultural and economic situations. But one thing is very much clear that democratic societies, whether developed or developing, depend greatly on new media/social media for political communication.

### History of Communication

Communication process starts from beginning of the civilization on earth. In other aspect we can say it start with the origin of human being on earth, either at that time person convey his/her message in form of symbol or speech to another person. Anyhow we can say communication has been there with origin of earth or another planet in our solar system. After development of civilization communication process has been varies from different mode to different mode. From

symbol to speech, words, letter, development of printing technology, radio, television and in present electronic media is the processes which are used by human being for communication.

Communication can range from very suitable processes of exchange, to full conversations and mass communication. Human communication was revolutionized with speech approximately 500,000 years ago. Symbols were developed about 30,000 years ago and writing about 5000 years ago.

Mass communication is the study of how people and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate newspaper, magazine, and book publishing, as well as radio, television and film, as these mediums are used for disseminating information, news and advertising. Mass communication differs from the studies of other forms of communication, such as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large group of receivers.

### **Politicians' connection with media**

There is no any doubt that our lives are being heavily influenced by the politician and their policies which running on television and radio round the clock. The influence of new media technology is a matter of great concern for user of the society at large. In present scenario the world going to be a Global Village due to the rapid growth of new media influence. People sitting in different parts of the country/world are closely connected with each other through internet by using their computer and mobile phones. Before a decade politicians used only traditional print and electronic media like television and radio for convey their message to society. They try to reach personally door to door at the time of election in his electoral areas. And obviously it was a time taken process to connect each and every electorate for him or her. Politician uses poster, pamphlets, hording to advertise their candidature in election, they conduct rally in a rainy season, in cold and even in 46<sup>o</sup> C temperature also. Some time they travel one place to another place by driving car or bus for rally or to attend party workers meeting. And finally they were unknown from the impact of rally on common man or citizens of their electoral area.

### **New digital world for political communication**

Today, we are living in new era digital world where technology developed in media industry has changed the world. Here everyone has been heavily influenced by new media and social media platforms digitally. These all technology adopted by politicians' now a days. They all use internet for information and convey their message to their electorate. The invention of internet has dramatically changed politician life styles and political communication system. Web sites like twitter and You Tube are playing a big role for global connections between political parties, politician and individuals or other communities. They can upload our poster, victory slogans, speeches and videos on different websites and share them with others. Even use of mobile phone has become very much popular in their lives. Facebook is one of the most important platforms for making social interaction between

politicians and electorate. The geographical distances are calculated digitally with new media interactions. This is all because of the revolution of new digital technology where almost all kinds of people can equally be a part of the global communication.

The election campaign of the American President Barrack Obama was mostly based upon the use of new media technology. It was designed in such a way that maximum possible benefits were obtained through use of new media.

### **New media communication**

New media term showing a medium this introduced earlier and commonly exist in several devices which are based on new technology. New media require latest devices like computer, smart phones and internet. These systems and devices can be instructed to customize, individualize information for each user. The idea of such type of *mass* media is challenged in an environment where different kinds of messages are crafted for each member of an audience. Another important point of new media is the democratizations of the publication, distribution, consumption and creativity of media content. The matter of study is what distinguishes new media from traditional media is the digitization of content into bits.

“Rikke Frank Jorgensen” defines the new media in his book “Framing the Net” New Media is a 21<sup>st</sup> Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. In fact, the definition of new media changes daily, and will continue to do so.

New media has many shapes and platform which used by everyone today. Nobody knows what could be the new version of new media will be tomorrow, it is virtually unpredictable thing which can not be conceptualize, but we do know that it will always grow to evolve in fast speed and furious ways with the help of technology development. However, in order to understand an extremely complex and amorphous concept we need a base line.

The tradition in India has been to fight elections with dignity. Mass communication strategies for political and electoral battles may see a more diverse and imaginative application of campaigns to attract the voters in the future.

By writing this article, I will try to say that the part of the problem faced by traditional political communication which require to change the way of communication system where they fit into present digital era communication processes actually. Because new communication system changing socio-technological circumstances, what they mean, and what their broader consequences are, arises from the way of their destiny.

India, the largest and most diverse democracy is the world, conducts elections every five years. Political communication during these elections is fierce and fervent. This paper will study the use of technology in past elections and examine its success and failure in India's diverse landscape. The paper will conclude with suggestions to enhance the use of digital technology as a potent political communication tool in India.

However we daily discuss about the role of new media and social media that has been changing our lives or our communication system speedily. Political communication has

also been changed with this effect but till now few author or you can say few political reviewer have keep different mind set about new media technology. American essayist Malcolm Gladwell helpfully reminds us about the limited role of new media /social media.

Mr. Arim Auvimen wrote in his article that “Traditional media, with their television broadcasts, newspapers and magazines, are in active interaction with social media: traditional media follows the lead of social media, but aspects of the latter can also be found in the former. It is premature to claim that traditional media would stand aside and be replaced only by social media services.”

### **Tools of new media/social media**

Most of us know new media from its different tools and communities. Facebook, My Space, You Tube, Flickr and Wikipedia are the most famous. “Web 2.0” is one of powerful social media platform or tools – which developed quickly content and spread with fast speed. Few of these new media tools that used by political parties for their communication are-

- The most popular and important Blogs are websites where they have regular updates and typically write text, images, and links to other Web links.
- Mobile is a way of viewing, receiving, and/or sending text SMS information to and from smart phones and other wi-fi devices. By using mobile they can connect with people and easily access in internet facility and other mobile applicable.
- Flickr is one of the most popular Photo sharing sites which allow you to literally “share photos” online with your friends, family, and colleagues.
- Similarly web cast system of new media is a way of broadcasting over the Internet. This is used by politicians to hold an online web based seminar that is known as webinar.
- Video sharing sites allow them to upload and share their promotional videos and inspirational videos online which are similar to photo sharing sites. You Tube is the best example of these types of sites.

You are aware about Twitter which have used by most of celebrities and political leaders as a “micro-blogs.” There are a lot of fans are directly connected with these personalities who share their views on each and every related issue. You use your computer or mobile phone to broadcast short messages, or “tweets,” that are limited to 140 characters. People can sign up on Twitter to follow your tweets.

The term “wiki” comes from the Hawaiian word for “fast.” Wiki technology creates a webpage that anyone with access to it can modify-quickly and easily, a webpage with an edit button.

### **The factors who force political parties to adopt new media communication**

Social media has changed the way people communicate. This section deals with few facts which change it speedily. Engaging with social media is a communal activity, so it’s important to understand that influencing social media is a much more diverse and difficult task than working with

traditional media.

- First is that the new media/Social media is the anonymity of its agents of particular personality, which provides an opportunity to comment on delicate issues.
- The second one is the change the richness and diversity of information which provided by new media. Users are not depending on a single source for any type of news or for other data, but they can flexibly access several different media side by side.
- The third is omnipresence that means – there are no longer any isolated places or hiding places for politicians. There is no any privacy for those people because a politician has had to face the fact that a phrase taken out of context or a joke they told during a private conversation even at a close boundary that has been recorded by some closer and quickly made public on the Internet.
- The fourth change of new media is speed. News and information are spread more quickly than every before, and the demand for speed can also lead to reports without any confirmation.
- The fifth change of new communication technology is the ability to combine different kinds of recorded audio or video information in very flexible ways. Social media isn’t just text, pictures, audio, video, and animation, but it is a mix juice of all of this content. In present scenario sound recorders, video cameras, laptop, high configured computers and other mobile devices are used for combined with affordable audio/video editing software, which can easily create and edit impressive presentations.
- The sixth and last change is the near absence of traditional methods of regulatory authorities. A government can attempt to restrict the content of social media, but traditional censorship cannot keep up with ever-changing web pages. China and Saudi Arabia, for example, tightly control their citizens’ use of the Internet and social media. On the other hand, it is technically difficult to interfere in even in the most radical web-distributed propaganda.

### **Summary**

The political communication systems have been highly influenced by the new media communication technology in the whole world. Its effects are more reliable in the developed parts of the world where new media technology is easily available and accessible. Moreover, it has totally changed the process of political communication for all political parties in the developing countries. In the same manner these developed and developing countries are focus and make more concentration to the spread of modern technologies like internet and smart mobile phones etc by which everything could be accessible very easily.

New media is now a new tools for Political Communication over traditional forms such as holding of mass rallies and door-to-door campaigning in remote and rural areas of country especially like in India, where more than 60% of the population lives in rural areas and they don’t have the basic facilities like access to electricity, radio and television, even they don’t have good road connectivity. Good education, healthcare and other technology based development is a dream

for those people. In such kind of scenario, the idea of logging into the internet or smart phones and following political developments can reflect the reality of phrases like “Dur ke dhol suhawane hote hain”. However, it is not impossible. But still hopes are there and there is a slow and growing awareness towards this new technology of communication and it is empowering the people to participate in the process of world largest democracy.

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