



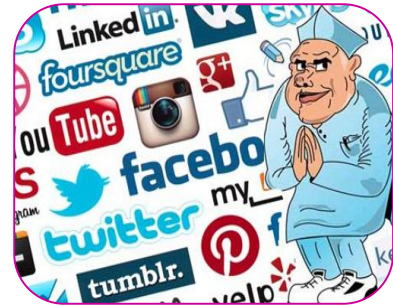
NEW MEDIA ROLE IN POLITICAL MOBILIZATION IN INDIA

Rakesh V. Talikoti

Lecturer , Department of Journalism & Mass Communication ,
Vijayanagara Sri Krishnadevaraya University, Ballari.
Karnatak.

ABSTRACT

Visual media is communication through a visual aid is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual media in part or whole relies on vision and is primarily presented or expressed with two dimensional images, it includes signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation color and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate or persuade a person or audience. The Indian activists used visual media networks such as face book, twitter, you tube and weblogs as tools for organizing and generating awareness of political mobilization. Visual media allows politicians and political parties a method to connect directly with people across the country at a reduced cost. In this paper it has been tried to bring out a clear status of role of visual media in political mobilization in India.



KEY WORDS : Media, Role, Politics, Public, Mobilization.

INTRODUCTION

The media plays a vital role in a democracy; informing the public about political issues and acting as a watchdog against abuses of power. During election campaigns the media provides information and analysis about the political parties' programmes, policies, candidates and performance. Electronic communication seems to make politicians seem more remote; there is still no connection between politics where power is brokered, and the network society itself. Politicians use social media to communicate with their audience and to call them either to protest, or to vote. So, the use of Web 2.0 technologies has made it incredibly easy for a wide range political parties, social activist, individual leaders are getting attention towards visual media. In addition to the impact that social media has for campaigns in the traditional sense of expanding the reach of their message to more voters and often younger voters. Social media activities can be either used to predict the outcome of elections. However, many companies have attempted to use the data which is available from the social media sites such as Face book, Twitter, Google Plus and other platforms to predict election outcomes. It is assumed that people visits these social media platforms with their ideas and thoughts regarding their political leaders during the election periods. While through careful content and structural network analysis these platforms will provide similar results to traditional election polling.

Paper Theme:

The Main objective of this paper how to media played major role in mobilization of Indian political system.

Hypotheses: Indian Media played vital role in political system. The Indian media have give the positive approach to the political system.

METHODOLOGY

To analyze the facts in a given timescale, a descriptive methodology is used. For the purpose of this study, the facts and goals decided at the time of framing the policy were taken into consideration. Hence, mainly secondary sources were used for the study.

Visual Media: Image and Analysis

Visual or ocular communication is a image, picture aspect. Images implies qualitative reflections. It has been given answer to primary and secondary factors of visual techniques. Analysis of communicated images from many perspectives can be seen as Six perspectives which is presented by Paul Martin Lester.

Individual perspective

When a viewer has an opinion about an image based on their personal thoughts. Personal response depends on the viewer's thoughts and values individually. This might be sometimes in conflict with cultural values. Also when a viewer has viewed an image with a personal perspective, it is hard to change the view of the image on the viewer, and the image can even be seen in other ways.

Chronological perspective

Media usage have changed over certain period of time. With the emergence of various form of new media. Image editing technique absolutely changed as we can conceive many software's which are similar in the part of editing.

Scientific perspective

In creating or capturing images lights play a vital role. Usage of reliable light sources is much influenced on images. Presentation of the image can change the view of the particular images. Representation of quality image always leads to image looks more practical than original.

Moral perspective

In this perspective, creator of the image and audience and picture itself should responsible moral qualities as well as calculated manner. Moral perspective is categorized in various forms. Mainly categorical imperative, utilitarianism, hedonism, golden mean, golden rule and veil of ignorance.

Educational perspective

Identity of symbols involves cultural perspectives. Perfect caption writing for image and utilizing celebrity for the images are the symbolization of the image. Some of the cultural perspectives relating to sings or indications are seen as the semiotic perspective.

Significant perspective

Critical perspectives can be seen when viewers criticize the image. It will only consider when it is become public or society interest. In some cases critics can be seen in individual dimensions. In this regard personal perspective stands as a measure of concept.

Media role in India

Social media is playing a considerable new role in Indian democracy. With the changing politics of India political parties and politicians have found a new ways of reaching out to a younger and aspiration population. However, all of these are still in trend, but increasingly in urban India, political parties are

becoming tech savvy as this is the only way to reach out eloquent youths. Among major political parties in India, BJP has the biggest charisma in social media. Some politicians have been accused of boosting their apparent popularity on social media with legions of followers who don't exist and of using social media to smear their opponents. Worse, social media have been used to fan violence against religious and ethnic groups.

Functions of social media as a new instrument in Indian general election 2014

In the context of relationship between politicians, social media and public, identifies number of functions that Internet have as follows: Politicians promote their controlled speech and present their point of view without being interrupted by journalists or by media format limitation. Social media has given privilege for politicians to post a presumptive political agenda. By means of social media, political parties or politicians can mobilize public and invites them to participate in discussion on some issues of public interest. By using the social media tools, politicians and political parties interacts apparently with more efficiently with their supporters, beyond institutional and bureaucratic rigors.

Criticisms of media

Social media is playing vital role in media now a days. Some of the specific platform providing media to indicate its individual information. Reliability and trustworthiness with the information presented such as social media individual users concept. Although some visual media platforms offer users the opportunity to cross-post simultaneously. The ability to exchange and use of information between social media and criticism pockets of data contained in one visual media arbitrary platform.

Outsource Media Research Services

Every day, millions of words, pictures and videos are produced and distributed through established and new media channels. These channels represent gold mines of information for businesses and brands intent on staying ahead of the curve in their industry. However, while there is a mountain of information out there waiting to be mined, the process of divesting key data from that mountain isn't always easy.

CONCLUSION

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends. We can analyze business problems with both quantitative and qualitative research techniques and provide actionable insights. The purpose of this study is to understand to what extent social media use for political activities influences political efficacy, political knowledge. The study shows that, for those who discussed the election on Twitter, the role of the web in this regard is significantly stronger than that of the mass media. Twitter attracts a very peculiar subset of citizens, who differ from the population writ large in terms of demographic characteristics.

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