

An analytical study of interrelation between media and power politics

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Abstract

In the present era of the media revolution, the media certainly has a deep impact on political engagement and power management. The media is being used as a tool to manage people's participation and the development of political perspectives. The media has an immense potential for influencing social elections, and the political parties are using the media for power management by providing information and convincing the voters to make government. The media has been an omnipresent and influential tool in the global world. The importance of mass media is not only static in the sense of information dissemination and communication but also affects a person's socio-political behaviour by sharing socio-political and cultural events. The present paper mainly explores the impact of media on power politics and the promotion of political participation. In the end, the media played a very important role in the development and change of people's perceptions in society and in the political sphere. The methodology used in the paper was triangulation methodology, and both primary and secondary research data have been taken into consideration.

1. Introduction

Human civilization can never work without using the advantage of power. And in social phenomenon the power is always making a great space as the power is an important factor in politics. People often use "all politics for power" (Heywood 2004). Power permeates politics in various forms, whether soft, hard, powerful, direct, or influential, which are due to individual intentions or general systems. Power plays a key role in shaping policy outcomes and in shaping the capacities, emergencies, limitations, and changes in the identity and behaviour of different participants, whether individuals or organisations (van Ham 2010). Power remains a chief concept for all realist thinkers in international politics (Morgenthau, 1948). In this multicultural global system, some socio-political actors wield power in many ways. The current political enlightenment is less concerned and does not foreshadow the impending anarchy. It is clear that the present social capitals are experiencing a great restructuring of the economic, political, and social maps on the world stage. Richard Haass argued that the world is entering a new era "governed not by one, two, or even more states, but by dozens of actors who have different powers and exercise different powers" (van Ham, 2010, p. 1). From all the provided statements, the mentioned factors and elements, the power of media activists that currently appear in the current political scenario which have played an important role in national and international situations. The influence of the media, from information to active

participation in political decision-making, agenda-setting, and the construction and reconstruction of individual opinions, preferences, and behavioural actions towards political participation, has played an important role in the debate on political communication.

The media's impact on Indian politics has been significant in recent years. With the development of digital media and social media, political campaigns and messages can now reach a wider audience than ever before. This increased the political awareness and participation of Indian citizens and increased the control and accountability of political leaders. Political media coverage, particularly on television news channels, plays an increasingly imperative role in shaping public opinion. In fact, the present digital media is certainly working and used as a very crucial role in shaping the public opinion. The wording of questions and the tone of the coverage of events can have a significant impact on how citizens perceive political leaders and their policies. The use of social media has also become a powerful tool in political campaigns in India. Political parties and leaders can use social media platforms such as Twitter, Facebook, and Instagram to focus on digital campaigns, seeking to harness the power of social media to reach younger, tech-savvy voters. But the media's impact on Indian politics is also comes with its socio-political problems. The media are often accused of bias, and some channels are often accused of bias against certain political parties or candidates. This can result in a lack of objectivity in coverage, which can ultimately undermine the credibility of the media

in general. There are also concerns about the spread of fake news and misinformation, particularly on social media, which can manipulate public opinion and cause divisions. This has led to calls for greater regulation of social media platforms and greater media literacy among the population. Overall, the media's impact on Indian politics is complex and multifaceted. Although media instruments are used to raise awareness and political engagement, on the other hand, they also express focus on concerns about bias, objectivity, and the spread of misinformation. The impact of media on Indian politics has been significant over the years, particularly with the rise of digital media and social media. Considering all the mentioned parameters and important factors, the research in this paper tries to explore the interrelation between media power and politics, as the media is the ultimate connecting link between politics and power, having deep implications for public mindset and opinion formation. In this way, the researcher mainly focuses on the correlation between power and politics from the perspective of modern media.

2. Literature Review

The media are the fourth pillar of democracy, and their role in shaping political debate cannot be underestimated. The basic role of media is to aware the society and social elements as the awareness is a most important for the socio-political development of any country and society, the media has the power to influence public opinion and can influence political decision-making. In recent years, the media landscape has changed with the advent of social media and the proliferation of digital platforms. This led to an increase in sources of information, and the impact of the media on politics became more complex. The influence of the media on Indian politics has been the subject of much discussion in academia and politics.

A review of the literature on the subject shows a complex connection between Indian media and politics that has both positive and negative implications for the political system. In "Media and political process in India" by Prof. Raghvan, the media has become an integral player in Indian politics and has the power to form public opinion and influence political decisions. This book analyses the changing dynamics of the relationship between the media and the political class in India. "Media and Politics in India" by Anne Shefali, according to the authors, the media have a significant impact on the formation of public opinion and can influence the outcome of elections. The paper also examines the role of the media in promoting democratic values and encouraging public debate. Another essay by S. Gurumurthy "Media and Politics in India"—this paper analyses the relationship between media and politics in India. According to the author, the media have become an integral part of the political process and have the right to influence public opinion. The article also discusses the challenges the media face while maintaining their independence and objectivity. "Modern media and elections in India" by San K, the Scholar argues that the media play a crucial role in shaping public opinion and influencing voter behaviour. The documentary also addresses the challenges the media face in covering

elections and keeping them objective. Scholar Kanchan Chandra also examines the role of the media in promoting political participation in India. According to the author, the media can play a key role in raising political awareness and mobilising citizens to participate in the democratic process. The article also discusses the challenges the media face when addressing marginalised communities and promoting their political participation. The present literature clearly pointed out that the media is very important for the socio-political awareness and development of constructive mindset for the social mobilization and development of suitable scenario for the people's participation and political participation.

3. Concepts of 'Power' and Media

The concept of "power" is an integral part of political science. Power is usually defined as the ability to organise, shape, and influence the behaviour of other people or states. However, its connotations and explanations vary depending on the theoretical and cultural context. Max Weber serves as a starting point and describes "power as the ability to defend one's intentions in social relations even in the face of opposition" (Weber 1922). Robert Dahl, on the other hand, defines power as "an effective attempt by A to force B to participate in activities that he would otherwise refrain from" (Dahl 1957, p. 203). Thus, power is a concept that includes supremacy, control, and configuration and thus governs the actions of individuals and states.

As Altayd and Snow say, "The media has influence every social elements because people have adopted a media-oriented mentality. When people perceive, interpret, and act according to this established media perspective, it becomes a way of life" (Snow and Altheide 1979; Curran 2012). The importance of mass media goes beyond its static role in the dissemination and transmission of information; it extends to shaping people's socio-political behaviour through the exchange of socio-political and cultural events. Thus, global theories of "political power" must recognise that the role of the media in controlling and setting the agenda is inextricably linked to political power (Curran 2012). As Bachrach and Baratz later quote, "to the extent that an individual or a collective knowingly or unintentionally creates or reinforces obstacles to an open dialogue about political differences, he exercises power" (Bachrach and Baratz 1962). The political influence of the media depends on the social relationship. Even media thinker's influences do not inherently deny the media's ability to shape and convince. Many politicians who believe they are not influenced by the media and their coverage can expect consumers of other media to be vulnerable to media influence. Davison;1996 stated that the influence is based on the assumption that "the media influence others simply because people perceive them as influential", so, how do people interpret and understand the influence of the media? This means that people's beliefs about the power of the media shape their reactions and influence their thoughts and actions. Thus, hypotheses about the potential effects of communication are relevant and can be called the "observed effect of media influence" (Cohen, and Gunther 2011). Perception influences actual behaviour, which ultimately leads to media power due to the perception of power. Since

"perception is closely related to predictive behaviour", it is necessary to study individual perceptions in order to obtain a realistic assessment of the real impact of the media on politics. However, using individual assessments for analysis carries the risk that actors underestimate or exaggerate their power for strategic and self-defence reasons. As a result, journalists must minimise their influence. These find the ultimate inference that by virtue of its fundamental role, media has always attracted elites and almost all of political parties, facilitating the struggle for a proportional transfer of power.

4. Power politics, identity, and media

In the late 20th century, nationally, and internationally, the social system and political players adhered to the identity policy (Alcoff & Mohanty 2006). The collapse of the Soviet Union and the rise of globalisation created a new arena for world politics and also led to the transition of the power struggle from the military level to the fundamentals of economy and identity, including culture, linguistics, and religion (Bailis, Smith, and Owens 2020; Haywood 2011). The concept of globalisation and media awareness has deviated from every kind of diversity of identity and has built new approaches and dimensions based on a specific and general understanding of identity, individual behaviour, and agenda definition. The unique quality of media power continues to be used and extensively exploited by superpowers and the political elite as a means to end political power. The growing status of media, from print to digital and social media, has touched each person's emotions and feelings regarding their daily life experiences (Baim; 2015; Bakardjieva; 2003). A multicultural system consists of different identities, such as linguistic, religious, cultural, and others. Identity is a form of belonging in which people and groups distinguish between "us" and "them," as well as "themselves" and "others" (Lawler 2015; Harris 1989; Hussein and Ahmed 2022). However, the use of this identity by the government and political leaders for political purposes has led to debate about identity politics (Adamson 2012). Identity politics covers all forms of mobilisation related to politics, culture, and identity (Klandermans 2014). Academic assessments often combine political assessments of identity politics based on values as a political approach with sociological research into the relationship of identity and politics (Klandermans 2014; 2010; Bernstein 2005).

Identity politics refers to the phenomenon in which people associate themselves with certain social groups or identities and form their own political programmes and goals (Alcoff and Mohanti, 2006; Sampson, 1993). Garfield may also describe this form of political interaction as "with groups in which we consider ourselves part "(Garfield). In these groups, people share common beliefs and themes related to their identity. This trend is reinforced by a growing trend, especially on social media (Blackshire 2022), where people share aspects of their identity to join one or more specific groups. This view of the world often leads to an unwillingness to acknowledge different political views. Social media platforms tend to display content according to users' preferences, reinforcing existing beliefs

and limiting exposure to opposing ideas, so this can lead to a limited and biased view of certain narratives (Blackshire, 2022). The emergence of technology, especially social networks, has revolutionised access to information. Social media has become a hub of communication and community building, enabling political participation by bringing people together and offering direct interaction with companies and forums. This digital landscape also defends the principles of freedom of speech and expression, allowing people to express their opinions and participate in public debate online. The emergence of online communities and the availability of social networks brought the world closer (Baim, 2015; Dolan et al., 2016). But increasing political involvement on social media has made him vulnerable to identity politics, leading to further polarisation of the political debate. As identity politics become more prominent, the online world is becoming more fragmented than ever, and people gravitate towards like-minded people and limit access to different perspectives. This growing gap is the result of the intersection of technology and identity-based political activism.

5. Research Objective

The objectives of the study are as follows:

1. To understand the role of the media in establishing people's opinions on political participation.
2. To analyse the impact of new media technologies, such as social media, on the development of socio-political frameworks and power politics.

6. Research Gap

Although there is a considerable amount of media and political literature, there are also a number of research gaps that have yet to be filled. One area that receives relatively little attention is the influence of digital media platforms on political discourse and power establishment. With the advent of social media and other digital platforms, it is becoming more and more necessary to understand how these technologies shape political communication, shape public opinion, and promote political participation based on identity and socio-cultural background. Considering all these features, it is necessary to evaluate the factors to understand how the media can influence the present scenario and shape a new attitude towards political participation, which can play an important role in shaping public opinion and political outcomes.

7. Research Methodology

The population for the study comprised the selected samples from the Dehradun region of India. The methodologies used in the present research were triangulation methodologies, which are both primary and secondary in nature. The quality research papers and selected books were taken as a secondary source of information. The secondary data were mostly from springer-level journals and books. The primary data were taken based on selected questions of agreement or disagreement with each statement on a five-point Likert scale. The data used to analyse the objective is mainly

focused on the interrelationship between media and power politics. The researchers have identified the secondary data and content based on the various parameters, which point towards the gaps taken into consideration during the literature review. i.e. the media and its influence on shaping public opinion and power politics in the present scenario.

8. Discussion and Analysis

Based on the objective of the present research work, the researcher has identified some variables and conducted a pilot study to understand the influence of the media and power politics phenomenon. The researchers has identifies a group of 40 samples form university teaching fraternity and asked questions related to the Media's role in present society, the selection of samples were in support of the literature mentioned. The respondents were in age group of 35-45 years of age and all the respondents belong to the educational background of post graduate and above and all the respondents were from Dehradun region of India.

RQ1: Does exposure to political content and TV shows result in aggressive manipulation of people's minds and opinion formation?

-Yes 98% - No 2% - Sometime 0%

RQ2: Does political opinion lead to socio-political polarisation in society?

-Yes 98% - No 2% - Sometime 0%

RQ3: Is there a strong relationship between the media and power politics in the present scenario?

-Yes 98% - No 2% - Sometime 0%

RQ4: Does the media frame political issues, which further leads to public discourse in society?

-Yes 98% - No 2% - Sometime 0%

RQ5: Does social media contribute to the development of certain groups, which may limit its ability to influence world opinion?

-Yes 98% - No 2% - Sometime 0%

RQ6: Do you think media is used as a tool of public management that leads to government formation?

-Yes 98% - No 2% - Sometime 0%

RQ7: Does present-day digital media have a lot of influence and the ability to manage power politics?

-Yes 98% - No 2% - Sometime 0%

The mentioned pilot study clearly indicates the media and its interrelation with power politics. From the collected primary and secondary data, the media certainly have a enormous impact on power politics. It is worth mentioning that, as per the scholar's comments and the respondent's replies, it is very crucial to conclude here that present media are very capable of framing and sharing public opinion and certainly promoting political participation. The media ownership especially social media in the present era are used as tools to manage people's sentiments; political parties are chiefly using such media system to manage and control people's support. The collected data also pointed out the use of biased and distorted information by the political parties to manipulate people's support for and manage power politics. Therefore, it can also be mention here that such manipulations pose a serious challenge for

healthy democracy and social development.

9. The correlation between the media and power politics

The media has become an important tool for politicians to form public perceptions and political achievements. Politicians and governments use different media platforms to communicate their messages directly to the public, allowing them to control the narrative and formulate problems according to their interests (Comstock and Charrer, 2005). This has implications for defining a programme in which the media not only report on political events but also actively participate in determining the importance of these events. The ability of the media to form public opinion is very great. The presentation of News reports, the choice of content mentioned and framed and editorial perspective can certainly have an intense influence on public opinion which further influences political debate and socio-political participations. The ability of the media to amplify some moments and diminish others contributes to creating an agenda that influences issues highlighted in the public debate (Harvey 2013). The emergence of social media and digital platforms has revolutionised the links between media and politics. Political figures are currently using the power of social media to reach large audiences immediately, but this also presents challenges such as spreading misinformation, filter bubbles, and possible manipulation of algorithms. The interaction between power politics and media is undeniable in the global world order. Modern media platforms have a significant impact on public opinion and political processes and can empower and manipulate them. Identifying the complex dynamics between media and power politics is essential to ensuring transparency, media literacy, and knowledge-based civic activity (Figure 1). As technology evolves further, these relationships will need to move while maintaining democratic principles and the responsible use of media for political purposes (Comstock & Charrer, 2005; Harvey, 2013). These biases can influence the presentation and interpretation of information, leading to different descriptions of political events. Considering these parameters, the public can consume information that matches its beliefs, amplifying "echo chambers" and potentially polarising society. Influential politicians can use the media for propaganda and manipulation. In this way, governments and administrations use modern media, especially social media, to manipulate audiences by providing propaganda-based information, which may be based on distorted or false information, to control the narrative, suppress dissent, and hold power. These information's certainly influence the people's mindset, further lead to the masses, and create social settings of power and identity politics. Such manipulation of public perception can undermine democratic processes and limit the public's ability to make informed decisions. The regulatory framework often affects relations between media and government policy. Governments of any political parties may attempt to regulate media content to maintain public order, prevent misinformation, or protect national security. It is important to balance media freedom and responsible information in order to preserve democratic values and prevent the spread of malicious content.

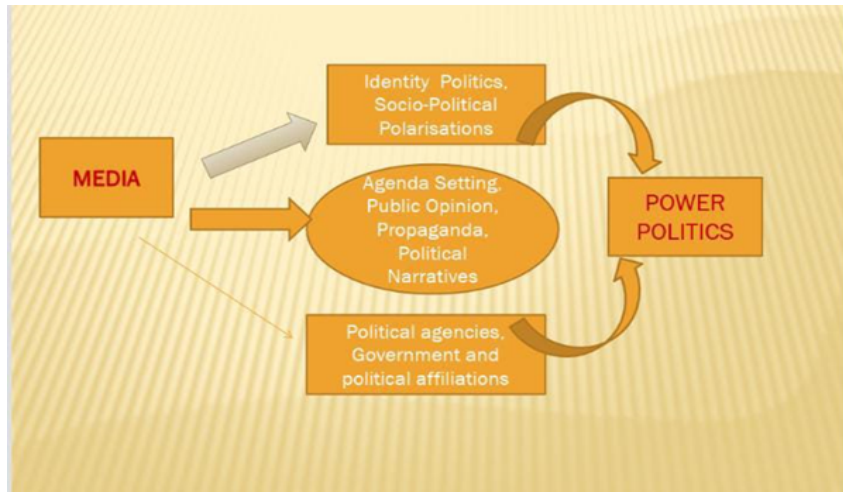


Fig.1 The correlation between the media and power politics

Conclusion

Power is and remains a fundamental element of social life and political and sociological planning. Power does not work in a vacuum. It works in a relative sense and is always used to influence someone. That is why, in this context, the media have always been one of the main actors not only in the dissemination of information but also in the change and control of individuals' behaviours and their choices in political matters. The media have become indispensable tools for political manipulation and power management of all kinds. It also serves as a platform to reach people and shape socio-political perceptions and policy outcomes. Instagram Facebook, YouTube, blogs, Twitter, and more play an important role in changing political agendas and the polarisation of individual identities and beliefs among groups, and they create a sense of threat to the security of the majority identity for the minority. Through this digital medium, identity always influences the other social and political norms of a particular political system, which are an important attribute of power. Therefore, the researchers have concluded that both objectives mentioned in the research papers have been achieved, as it is very clear that media is considered a managerial tool to manage power politics by shaping public opinion, which ultimately leads to government formation. Lastly, all political parties, state and press groups, and other political organisations have used the media to show the interest of all these organisations to the masses. In addition, the media play a positive role in the development and maintenance of political norms by raising the level of individual rights in democratic countries through strong pressure on the government. That is why, in recent times, an important power has been able to observe its positive and negative actions in the political system and in public opinion.

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