

www.ijpmonline.com  
ISSN: 2583-6021 (Online)

# INTERNATIONAL JOURNAL OF POLITICS AND MEDIA

VOLUME 4, ISSUE 2



Google Scholar  ROAD  Crossref

---

**ISSN: 2583-6021 (Online)**

**International Journal of Politics and Media**  
**Volume 4, Issue 2**



**Editorial Board:**

**Chief Advisor**

**Subir Bhaumik**

Author and former BBC Journalist  
Email: chiefadvisor@ijpmonline.com

**Editor-in-Chief**

**Debashis Chakrabarti**

Commonwealth Fellow, UK  
Former Professor & Dean, School of Information Sciences,  
Assam University, India  
Email: editorinchief@ijpmonline.com

**Editors**

**Amaresh Jha**

Associate Professor, School of Modern Media,  
UPES, Dehradun, India  
Email: amaresh.jha@ddn.upes.ac.in

**Stevenson Kohir**

Professor & Dean, Faculty of Social Sciences,  
Osmania University, Hyderabad, India  
Email: steve@osmania.ac.in

**Managing Editor**

**Krishna Shankar Kusuma**

Professor,  
AJK Mass Communication Research Centre,  
Jamia Milia Islamia, New Delhi, India.  
Email: Kkusuma@jamia.ac.in

**Political Affairs and Strategic Issues Editors**

**Preeti D Das**

Professor, Center for Russian and Central Asian studies,  
School of international Studies,  
Jawaharlal Nehru University, New Delhi  
Email Preetidd@mail.jnu.ac.in

**Sundeep Muppidi**

Associate Provost/ Director of Special Programs,  
University of Hartford, USA  
Email: muppidi@hartford.edu

**Vipul Mudgal**

Director and Chief Executive,  
Common Cause, New Delhi, India  
Email: vipul.mudgal@commoncause.in

**International Media Editors**

**Abhik Roy**

Professor Emeritus,  
Loyola Marymount University, LA, USA  
Email: Abhik.roy@lmu.edu

---

**Nagaraj Krishnapuram**

Former Professor, Dean & Pro Vice Chancellor,  
Assam University, Silchar, India  
Email: nagaraj.krishnapuram@ijpmonle.com

**Krishnamurthy Sriramesh**

Professor of Public Relations, College of Media,  
Communication and Information, University of Colorado, Boulder, USA  
Email: ksriramesh@colorado.edu

**Svitlana Bezchotnikova**

Professor & Dean of Philology and Mass Communication,  
Faculty of Mariupol State University, Ukraine  
Email sbezchotnikova@mdu.in.ua

**M.J.Warsi**

Professor & Chairman, Department of Linguistics,  
Aligarh Muslim University, Aligarh, India  
Email: warsimj.ln@amu.ac.in

**Central and South Asian Politics & Culture Editors****Biswarup Sen**

Associate Professor, School of Journalism & Communication,  
University of Oregon, USA  
Email: bsen@uoregon.edu

**Biswajit Das**

Professor & Founder Director, Centre for Culture, Media and Governance,  
Jamia Milia Islamia University, New Delhi  
Email: bdas@jmi.ac.in

**Abhijit Roy**

Professor, Department of Film Studies,  
Jadavpur University, Kolkata, India  
Email: abhijit.roy@jadavpuruniversity.in

**Manas Ghosh**

Assistant Professor,  
Department of Film Studies,  
Jadavpur University, Kolkata, India.  
Email: manask.ghosh@jadavpuruniversity.in

**Middle East and African Affairs Editors****Abdullah Baabood**

Visiting Professor, Faculty of International Research and Education,  
Waseda University, Japan & former Director, Gulf Research Center, Cambridge University, UK  
Email: a.baabood@aoni.waseda.jp

**Fedaa Mohamed**

Assistant Professor of Journalism,  
Faculty of Mass Communication, Ahram Canadian University, Egypt  
Email: fedaa.mohamed@acu.edu.eg

**Mulatu Alemayehu Moges**

Assistant Professor, Department of Journalism & Mass Communication,  
Addis Ababa University, Ethiopia  
Email: mulatu.alemayehu@aau.edu.et



As we present Volume 4, Issue 2 of the *International Journal of Politics and Media*, we stand at a pivotal crossroads where communication, technology, governance, and civic space intersect with the pulsating rhythms of political life. This issue's curated scholarship reflects a dynamic intellectual interrogation of how media and emerging technologies are reconfiguring the terrains of power, public opinion, and democratic practice around the world.

The opening article, "A Bibliometric Analysis of Language in Media and Politics: A Decade of Research" by Garima Dalal, sets a strong analytical foundation for the issue. By mapping the evolution of scholarly engagement with language as a political instrument, Dalal's study reveals how discourse shapes and is shaped by media frames, ideological contestation, and policy debates. The article underscores that language in media is not merely communicative, it is performative, constitutive of political realities and power relations. This bibliometric lens helps us understand not only what has been studied but also points to promising avenues for future inquiry.

The connective tissue between technology and political communication takes centre stage in the co-authored article by Amaresh Jha and Sanjeev Ratna Singh, "Artificial Intelligence in Political Communication: Algorithmic Governance, Sentiment Analysis, and Ethical Challenges in Digital Democracy". Here, the authors chart the rapidly expanding influence of AI tools in shaping political messaging, citizen engagement, and democratic discourse. Their work provocatively raises questions about algorithmic transparency, ethical safeguards, and the potential for AI to both enhance and erode public trust. At a time when digital platforms mediate much of our political experience, this article is essential reading for scholars and practitioners alike.

In Akanksha Khaiba's "Digital Financial Surveillance and the Shrinking Civic Space: Tracing the FCRA–Social Media Nexus in India's NGO Crackdown (2020–2025)", we are confronted with the sobering reality of how regulatory regimes and digital surveillance intersect to constrain civil society. This rigorous examination of the Foreign Contribution Regulation Act's implications amplified through social media dynamics—raises critical questions about the balance between national sovereignty and civic freedom. Khaiba's analysis demonstrates that technological mediation of civic activities can be leveraged to both enable and suppress political participation, depending on the broader politico-legal context.

The next pair of articles shift our focus squarely onto the Indian political landscape, where artificial intelligence is rapidly becoming an influence multiplier. In "AI and Electoral Politics in India", Vishal Dahiya interrogates how predictive analytics, targeted campaigning, and digital profiling are affecting electoral behaviour and democratic outcomes. Dahiya's insights are timely: as political actors harness machine learning for micro-targeting and message optimization, citizens are left to navigate an information environment structured by opaque computational logic.

Complementing this, Mohit Sharma's "AI and Digital Governance in India: Prospects and Problems" provides a critical examination of the promise and pitfalls of algorithm-driven governance initiatives. While AI offers the potential for administrative efficiency and enhanced public services, Sharma's article highlights how algorithmic biases, accountability deficits, and infrastructural inequities can exacerbate existing societal cleavages. This piece invites us to consider governance not merely as technological implementation, but as a socio-political process that must be evaluated through democratic values.

Concluding this issue, Sonu Kumar's book review, "Reviewing The Online Effect and the Promise of Platform-Based Electoral Prediction," critically engages with Sanjeev Singh's exploration of how digital platforms shape contemporary electoral dynamics. The review synthesizes the book's key arguments on platform effects, data-driven predictive models, and the evolving role of algorithmic mediation in elections, while also interrogating the limits of technological determinism. By situating *The Online Effect* within broader debates on political communication and computational politics, Kumar challenges overly deterministic readings of digital

---

media's electoral influence and underscores the need for robust empirical and contextual analysis in assessing platform-based political prediction.

Together, these articles weave a multifaceted tapestry of contemporary political media scholarship. What emerges from this issue is a clear thematic throughline: the entanglement of technology, media, and politics is not merely empirical, it is epistemic and ethical. Each contribution compels us to rethink established frameworks and to recognize that digital technologies are not neutral infrastructures but politically freighted architectures that shape civic life, state power, and democratic possibilities.

I am grateful to the authors for their diligent research and to our readers for their continued engagement with pressing questions at the intersection of politics and media. We hope this issue not only informs your scholarship but also inspires ongoing critical inquiry into the shaping forces of our media-mediated political world.

**Dr. Debashis Chakrabarti**  
**Commonwealth Fellow, UK**  
**Editor-in-Chief**  
**International Journal of Politics and Media**



---

**Disclaimer:**

The opinions expressed in the articles are those of the author(s) and do not purport to reflect the views of the publisher. The author has the full moral and legal responsibility for the text, graphs and charts in the articles.

## Table of Contents

S.No	Title	Page No
1	<b>A Bibliometric Analysis of Language in Media and Politics: A Decade of Research</b> <i>Garima Dalal</i>	1-10
2	<b>Artificial Intelligence in Political Communication: Algorithmic Governance, Sentiment Analysis, and Ethical Challenges in Digital Democracy</b> <i>Amaresh Jha &amp; Sanjeev Ratna Singh</i>	11-17
3	<b>Artificial Intelligence and Electoral Politics in India: Democratic Innovation, Risks and Regulatory Challenges</b> <i>Vishal Dahiya</i>	18-22
4	<b>AI and Digital Governance in India: Prospects and Problems</b> <i>Mohit Sharma</i>	23-29
5	<b>Digital Financial Surveillance and the Shrinking Civic Space: Tracing the FCRA (Foreign Contribution Regulation Act)–Social Media Nexus in India’s NGO Crackdown (2020–2025)</b> <i>Akanksha Khaiba</i>	30-36
6	<b>Reviewing the Online Effect and the Promise of Platform-Based Electoral Prediction</b> <i>Sonu Kumar</i>	37-40
7	<b>Soft Power from the East Coast : A Thoughtful Glance Towards Odisha’s Cultural Engagement Worldwide and the Role of Global Media Platforms for its Widespread Recognition</b> <i>Priyanka Mohapatra</i>	41-49

