

An Empirical Research on Media as a Political Power in India

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Abstract:

This Study is all about the Media as a political power in India. The main aim of the study is detail about the Media as a political power in India. to analyse the various aspects of the political power in India. to examine the constitutional validity of the political power in India. The media plays a major role in associate passing democracy. informing the final public regarding political issues and acting as a watchdog against abuses of power. throughout election campaign the media provides knowledge and analysis regarding the political parties ,programmes,policies, candidates and performance. the responsibility of the fourth pillar of the state,media is play acting as a result of the mover and changer from typical kind to newest and most updated formal politics . Media plays a dominant role in politics with shaping the final belief towards the state however parties. The total number of responses collected in the survey is around 1500. The figure demonstrates the issue is tremendous. The alternative hypothesis is proved since it is below 0.05. g. In this study it is concluded that .The older generation of the country continues to be fixated on tradition and culture, whereas the contemporary youth is a lot of curious about the fast-moving world of technology and social media. Thus, it becomes necessary for media to make sure that the data that they're broadcasting mustn't be a biased or tampered during a thanks to boost the channels TRP.

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I. INTRODUCTION

Media plays a very important role in politics because it influences belief and helps outline and take up the problems . It will keep the powerful in restraint by seeking transparency in their actions.the vital role given by the social media.The social media was a preferred world in Asian country parliament election .in ideological groups utilize web based life because of antiquated broad communications correspondence medium square measure very managed political decision commission of Asian country.for over 10 years government officials have taken the net in a shot to higher arrive at voters in our new media society . at first it totally was the

usage of static online page to push battle goals,promises and information .the internet based life or long range informal communication locales (SNS)began to ascend in quality wherever the planet .crusades started vigorously attempting to bridle their capacity to prevail in a ton of voters .India is believed to be the comparative government equitable republic any place something is practical inside the edge of early revelation .beginning from the 1780 until these days the Indian media were enriched with totally different|completely different} mode and approach and furthermore ignite with the request or bearings of different media goliaths anyway truth constantly thinks of flying diverse shade. in an expansive mind the media are regularly

of print and electronic nonetheless on the off chance that we will in general plunge profound the boundless.

beginning from newspaper,magazine,radio,television,cinema.mobile ,internet based for the most part wave locales (web based life and new media) The Indian media related to very surprising created nation media square measure advancing itself with time and condition of affairs.this tremendous business playing swimmingly its assignment and obligations on the mainstays of advertisements,subscriptions,and closeout of copyright materials.The **point of the investigation** is to break down the various parts of the Media as a political power Indian nation.

II. OBJECTIVE

- To study in detail about the Media as a political power in India
- To examine the constitutional validity of political power in India
- To analyse various aspects of the Media as a political power in India
- To understand about the impact of Media

III. LITERATURE REVIEW:

(Reilly 2011)Social media was a preferred word in Indian parliament election 2014. Political parties use social media as a result of ancient mass media communication medium area unit extremely regulated bye election commission of India(Yang and DeHart 2016)Social media was a preferred word in Indian parliament election 2014. Political parties use social media as a result of ancient mass media communication medium area unit extremely regulated bye election commission of India.(D. P. Singh 2017)the largest sections of social media users area unit youth voters. So, the political parties targeted these youth voters through these use of those media.The political parties kind their own social media groups and that they generate propagating content like cartoons and memes.(Boyle

2014)In the eon of data Technology the most tools of Indian politics is Media and it's thought to be the torch bearer. Media and politics area unit the 2 equal and opposite sides of constant coin and none will persist while not others.

(Macafee, McLaughlin, and Rodriguez 2019)New political media area unit types of communication that facilitate the assembly, dissemination, and exchange of political content on platforms and at intervals networks that accommodate interaction.(Jacobs and Spierings 2016)Social Media mirrors the 64000 world and is all concerning conversations. Social media facilitate the interactive net by partaking users to participate in, investigate and build content as a method of human activity with social graph, alternative users and also the public.

IV. MATERIALS AND METHODS:

The current study based on the empirical research. It is consisting of the scientific frame of research. It began with the finding of research problem based on the review of literature. The research design is exploratory and experimental. It explored the problem tested with hypothesis and provide the solution from the analysis. Convenience sampling method is used (Non probability sampling). The sample size is 1172. The data is refrained finally as 1348. Data is collected Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 17 version. The analysis is carried out for demographic statistics (Gender and Education qualification)is used.

Hypothesis:

(Ho) :There is no significance relationship between Media as a political power in India

(H1):There is significant relationship between Media as a political power in India

Analysis:

Frequency:

Table 1:

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	689	58.8	58.8	58.8
Female	342	29.2	29.2	88.0
Male	141	12.0	12.0	100.0
Total	1172	100.0	100.0	

Interpretation

With respect to the current survey results, the frequency table is created out of the survey responses received from several people. And the present frequency table is based on gender of persons who were taken as samples. Among the samples, the number of male responses are

comparatively high when compared to the number of responses by female samples. Where the sample response from Males is 689 and the response from female is 342 in number. Thus, on the whole there were about 1172 samples taken for the present survey.

Table 2:

EducationalQualification				
	Frequency	Percent	Valid Percent	Cumulative Percent
Government employee	206	17.6	17.6	17.6
Private employee	277	23.6	23.6	41.2
Self Employed	194	16.6	16.6	57.8
Daily wages	209	17.8	17.8	75.6
Business	171	14.6	14.6	90.2
Others	115	9.8	9.8	100.0
Total	1172	100.0	100.0	

Interpretation

With respect to the current survey results, the frequency table is created out of the survey responses received from several people. The present frequency table is based on educational qualification of persons. Among the persons with government employee, there were 206 sample responses taken and among those who have private employee, there were about 277 sample responses taken. Among those who have self employed there were 194 sample responses taken and among those who have a daily wages, there were 209 sample responses taken. among those who have Business, there were about 171 sample responses taken. among those who have Others, there were about 115 sample responses

for this survey. Thus, on the whole there were about 1172 samples taken for the present survey.

Null Hypothesis (Ho) : There is no significant Association between the Educational Qualification and Political ownership of media outlets obstructs neutral journalism and press freedom

Alternative Hypothesis (H1) There is a significant Association between the Educational Qualification and Political ownership of media outlets obstructs neutral journalism and press freedom

Educational Qualification :Political ownership of media outlets obstructs neutral journalism and press freedom

Table 3:

Count		24. Do you think that Political ownership of media outlets obstructs neutral journalism and press freedom			Total
		Yes	No	Maybe	
EducationalQualificat ion	Government	121	66	19	206
	Private	161	92	24	277
	Self	53	64	77	194
	Daily wages	106	78	25	209
	Business	62	88	21	171
	Others	88	4	23	115
Total		591	392	189	1172

Table 4

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	184.845 ^a	10	.000
Ratio	188.670	10	.000
Linear-by-Linear Association	1.777	1	.182
N of Valid	1172		

Result:

Using Chi square test, it was found that p value is less than 0.05, which shows that alternative hypothesis is accepted . Therefore, there is a significant association between the Political ownership of media outlets obstructs neutral journalism and press freedom of education qualification.

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Null Hypothesis (Ho) :There is no significance Association between the Educational Qualification and All statements given by the politicians in media

Alternative Hypothesis (H1)There is a significant Association between the Educational Qualification and All statements given by the politicians in media

Educational Qualification :All statements given by the politicians in media

Table 5

Count

		25. Do you accept what are all statements given by the politicians in media			Total
		Yes	No	Maybe	
EducationalQualificatio n	Government employee	64	80	62	206
	Private employee	78	146	53	277
	Self Employed	59	99	36	194
	Daily wages	67	86	56	209
	Buisness	49	49	73	171
	Others	46	14	55	115
Total		363	474	335	1172

Table 6

	Value	df	Asymptotic Significance
Pearson Chi-Square	91.245 ^a	10	.000
Likelihood Ratio	97.060	10	.000
Linear-by-Linear Association	5.383	1	.020
N of Valid Cases	1172		

Result:

Using Chi square test, it was found that p value is less than 0.05, which shows that alternative hypothesis is accepted . Therefore, there is a significant association between the all statements given by the politicians in media

Null Hypothesis (Ho) :There is no significance Association between the gender and Political

ownership of media outlets obstructs neutral journalism and press freedom

Alternative Hypothesis (H1)There is a significant Association between gender and Political ownership of media outlets obstructs neutral journalism and press freedom

Gender: Political ownership of media outlets obstructs neutral journalism and press freedom

Table 7

Count		24. Do you think that Political ownership of media outlets obstructs neutral journalism and press freedom			Total
		Yes	No	Maybe	
Gender	Male	403	171	115	689
	Female	128	149	65	342
	Male	60	72	9	141
Total		591	392	189	1172

Table 8

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	71.167 ^a	4	.000
Likelihood Ratio	73.123	4	.000
Linear-by-Linear Association	7.642	1	.006
N of Valid Cases	1172		

Result:

Using Chi square test, it was found that p value is less than 0.05, which shows that alternative hypothesis is accepted . Therefore, there is a significant association between the Political ownership of media outlets obstructs neutral journalism and press freedom

Null Hypothesis (Ho) :There is no significance Association between the gender and All statements given by the politicians in media

Alternative Hypothesis (H1)There is a significant Association between gender and All statements given by the politicians in media

Gender: All statements given by the politicians in media

Table 9

Count		25. Do you accept what are all statements given by the politicians in media			Total
		Yes	No	Maybe	
Gender	Male	189	315	185	689
	Female	121	132	89	342
	Male	53	27	61	141
Total		363	474	335	1172

Table 9

	Value	df	Asymptotic Significance
Pearson Chi-Square	39.903 ^a	4	.000
Likelihood Ratio	42.051	4	.000
Linear-by-Linear Association	.003	1	.953
N of Valid Cases	1172		

Result:

Using Chi square test, it was found that p value is less than 0.05, which shows that alternative hypothesis is accepted. Therefore, there is a significant association between the all statements given by the politicians in media

V. DISCUSSION& RESULTS

Indian media has traveled an extended approach, from the times of newspaper and radio to contemporary age of TV and Social Media. The alleviation of Indian economy within the Nineties saw Associate in Nursing flow of investment within the media homes, as giant company homes, business tycoons, political elites, and industrialists saw this as a chance to enhance their whole image. The news channels were currently concerned within the showbiz business, as TRPs became a reason behind group action amongst news homes. News that was seen as a medium to coach the folks on problems that were of utmost necessary for the society, became a supply of biased viewpoints. The role of media is to create a society responsive to their democratic rights and fight the 3 establishments of democracy. It acts because the voice of a lot of voters, once government establishments become corrupt and authoritarian or once they flip a blind-eye towards the problems regarding the society. In

today's Asian country, the media has become a mouthpiece for varied political organizations and business teams, they act as shorthand typist for such powerful figures, as their business depends on support from such organizations.

VI. CONCLUSION

Media is that the fourth estate of democracy and it plays a very important role in ensuring justice and blessings of the govt. .policies reach within sections of the society. They act as a series between the govt. and therefore the voters of the country, folks have religion in the media because it has a sway on the audience. The ever-changing dynamics of Indian politics has enlarged people's expectation from media as during this part of transition, it's pretty straightforward to believe a selected belief. The older generation of the country continues to be fixated on tradition and culture, whereas the contemporary youth is a lot of curiosity about the fast-moving world of technology and social media. Thus, it becomes necessary for media to make sure that the data that they're broadcasting mustn't be a biased or tampered during a thanks to boost the channels TRP.

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