



POLITICAL COMMUNICATION IN THE ERA OF INFORMATION MANAGEMENT- A STUDY OF INDIAN PERSPECTIVE

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Abstract

Political communication refers to the interchange of ideas and opinions between citizens and political associations in order to influence politics and achieve political success. This paper mainly examined the relationship between information management and political communication. Political communication is becoming a very powerful tool for politicians to persuade people for political achievement because it is a planned and certainly active political activity in the current era of the media revolution. Managing information for political benefit is also now well accepted by almost all the political communities, as this is one of the most effective ways to reach people and other social agencies. Actually, political communication is a approach to interact with the voters and potential political shareholders so that there is more transparency in the political activities and with the shareholders, especially the audience, can get more involved in the decision-making process. As for any constructive development in society, the optimistic political interest is very much needed. Therefore, political interest grows if political communication is effective and well organized with clear socio-political objectives. Political communication is also very essential, as it gives everyone in any society a platform to act, react, and discuss matters of common interest and can contribute to political discussion. In fact, political communication is a tool to open networks of public communication on political issues and promote messages on various political patterns to activate political behavior in society. The present papers are mainly focused on the evaluation of information and the framing of messages for the development of perception, which ultimately shapes the people's mindset towards political concepts.

Political communication is mostly used by political leaders to attempt to influence social capital. Remarkably, the importance of information management conducted by political leaders is so great that it is necessary to accelerate political image building process. The present study is mainly intended to understand the relationship between political communication and information management. The methodologies used were mainly primary in nature, but some secondary data were also used.

Keywords: *Political communication, Information management, Image building, Political concept, Political success, citizens, Democracy.*

Introduction

Political communication is a management process in which political groups, for political reasons, through effective communication and actions, try to influence, build and maintain good relations and a good reputation among the target audience in order to support an operation and achieve political goals (Strömbäck, Kioussis, 2011, p. 8).



Political communication is actually a tool to connect people for the healthy transfer of political information and ideologies. Political communication is very crucial around the world, as politics depends on communication in the present scenario. Politics in every part of the world is solely based on the exchange of ideas between people and government. Political communication is basically an understanding of people and social challenges. The role of political communication is very wide and constructive, and policy making is also one of the key concepts and responsibilities of healthy political communication and policy making for social welfare, which must consider the public's opinion and their concerns. Political communication helps in the positive construction of interaction between common people and policymakers. Given the available literature on political communication, it can be stated that political communication has become a separate study because it has been recognized as something that directly influences the perception and interaction of ordinary people in a society. Political communication is the communication activity of those who participate in political activities and who influence and encourage others to participate in political activities, both at the level of the superstructure and in the relationship between the infrastructures. The influence of modern communication on the management of political orientation and the development of perception in a particular direction affects us in a completely different way and changes our attitudes and behaviors towards political development and social restructuring. Some scholars also pointed out that such specialized communication effectively influences political issues and our observation of the importance of political issues. Political communication actually leads to an increase in political views, effectiveness, support, and actions. It also provides content to cause discontent, political cynicism, and criticism. Political communication is closely related to the use of mass media, including various forms of politics in the media. Political communication also demonstrates the close connection between political activism and mass movements. The role of communication for political purposes is influenced by the interests of the mass media as a messenger of society. Political communication is at the center of all contemporary political systems, including democratic and dictatorial political processes. Political communication is becoming important in democracies in terms of the political participation of citizens in terms of public mobilization, voting, public opinion, democratic values, etc. Political communication in any democratic society depends not only on the political culture of the society but also actively shapes it in specific directions. In this context, the phenomenon of political communication is very important because it shapes public political beliefs and thoughts. Understanding political communications is essential to understanding the democratic values of human society. The present paper intends to analyze the value of political communication and its link with information management for contemporary social development and political success.

Global Political Communication

Political communications are mainly responsible for the construction and dissemination of information that directly or indirectly influence politics and political issues. Responsible political communication and its applications are critical to global development. Political communication has the potential to alter global attitudes. Besides, the political parties are the most significant elements of any political communication and decision-making procedure, but it's not limited to this. If we look at the present global scenario, political communication is certainly influenced by other socio-political and economic factors such as global relations, foreign policies, human rights, modernization, and religious perspectives. Political communication has become more significant as the new communication technologies provide extensive tools for disseminating information and reduce the gap between information management and people's access to information. Global political communication, in its most literal sense, is concerned with the creation of situations conducive to political expression and



dissenting viewpoints. Global political communication is required to impart information internationally, as nations must learn from the real situation and practical challenges happening in different social structures. In this context, the global perspective of political communication gives a clear idea of the situations in different countries and the roles of different governments and people's responses. Many countries are using all these factors to understand and anticipate the variables for constructive political growth and effective planning to reach out to citizens. Global political communication is also important in the present scenario as it gives ideas about cross-border and country-specific issues and sentiments. Political communication is also capable of filling the information gap among information-poor countries for better understanding of the value of democracy and human rights as the new direction on the political agenda, and its value for policy framing is very important for the constructive development of the global political framework.

Research Problem

The present research work is based chiefly on the impact of political communication and the significance of information management, as political communication is a kind of strategic communication, and in the present era of digital media globalization, political communication is a fully planned and sustainable effort to reach out to the target audience, which requires proper and very effective information management. The entire research work is based on the analysis to examine the political communication and its link with information management.

Research Objective

RO 1: To investigate the relationship between information management and political Communication for political success.

Research methodology

The population of the study is made up of expert academicians in the international relations discipline and digital media professionals. This population is an expert in their field and has a good understanding of the research topic.

Sample size taken for this study: a total of 76 forms of the questionnaire have been distributed online. Out of those, 52 were fit for the study. The research was based on convenience sampling, and experts were selected randomly. The survey was written entirely in English. Gender-wise, the samples were 27 male and 25 female taken for the survey.

Information Management and Political Communication- Indian Perspective

Communication is the basis for any constructive politics, and both are certainly influenced by the social factors and socio-political economic scenario of any country and society. Communication is crucial for the understanding of the political needs of citizens and social transformation. In other words, we can say that political communication is very important for the overall development of any country. The effective use of communication has led to more significant social, economic, and cultural changes, in particular the transition from a traditional society to a modern information-based society through the intensification of the processes of globalization, the replacement of the era of traditional political notions, and the exposure of centralized geopolitical issues. In the present scenario, information management is very much required for social trust and reliability. Effective communication and management are critical components of any communication process in order to reach the greatest number of people. In any healthy democratic process, political communication along with information



management is required; therefore, the concept of information management is equally crucial. In fact, information sharing in political communication is due to effective information management, which means proper and authentic information planning, collection, controlling, and governance.

In every democratic society, citizens and voters must have faith in the political parties and their agendas. It is a primary role of all political leaders to provide information to the public, but that certainly means they must try to control and plan the amount and type of information they provide. As such, information is a powerful political weapon, and its selective dissemination, restriction, and/or distortion by government or political parties is an important element of political communication management. Political communication in the political domain is normally monitored by the media department of political groups. Leaders of different political groups and their members can help in achieving their policy goals, if they properly manage political action and advice. In addition, with this advice, political members seek their right to form an effective agenda in order to protect social interests during communication with citizens and voters.

Besides, there is another important factor is image management in political communication. Image management can be seen as the personal image of an individual politician or the image of an entire political group, and effective political communication is somewhere directly or indirectly influenced by the good image of the political community or leaders, which is based on the trust factor, as this is a way in which political communication can fulfill the goals of political groups. Image management is also an important step in organizing and planning the future vision of political management in order to demonstrate political power and position in society. This tactics was intended to ensure that the government and political leaders delivered their message directly to the people using diverse media tools as efficiently as possible.

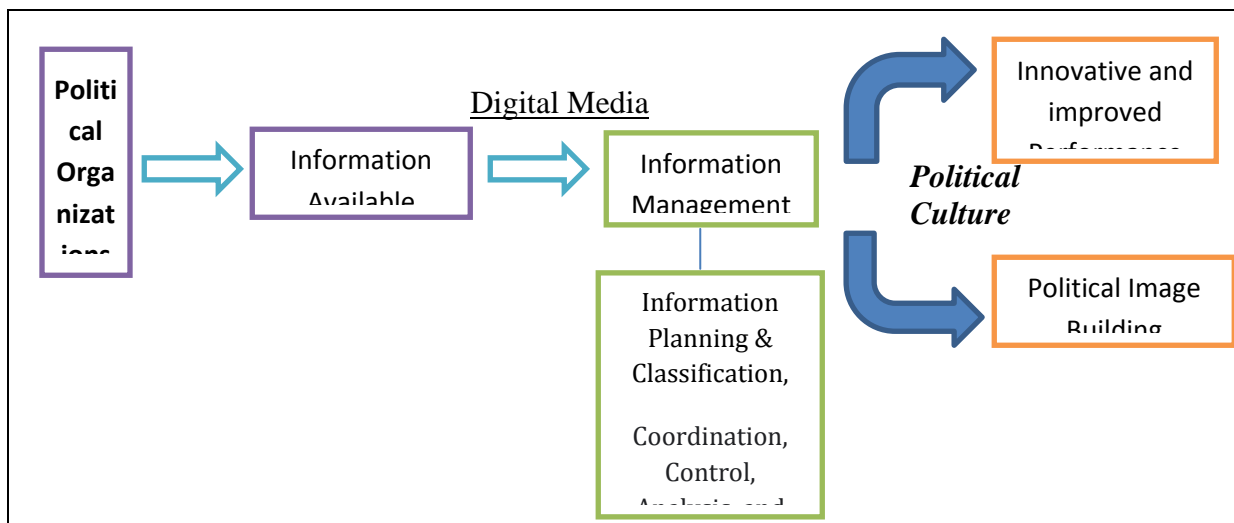


Fig.1: Flow of Political Communication and its Impact

India's political parties use the different formats of media to increase people's participation in the decision making process, as political messages in the form of information are always used to motivate citizens of any country and influence their activism in political gatherings for voting, creating larger volunteer groups, collecting donations, and providing political support. The main transformation came into existence in Indian politics mainly in 2014, when the political parties understood the value of



media, especially digital media, to convey information or a message very easily to large numbers of people. The political parties worked very intensively on their websites, used strategy to first update their websites, and created new systems and tactics to use the digital media effectively to achieve political success. Political parties had traditionally used other media contents and tools to develop strategies for reaching out to society, but with the advent of new media, political parties became very actively involved in the development of digital strategies because the potential of new media, particularly social media, was truly limitless. Surprisingly, most people in society use social media, and smartphone culture has given rise to a new concept of political communication.

Ex American President Barack Obama used social media for political communication during the 2008 presidential election in the United States. The Netherlands' elections were also used as an example of the use of digital media for effective political communication; many European countries also used the strategy for political campaigns. All of these examples were widely cited and used by Indian political groups too, and digital political communication has been widely used to persuade political activists since 2014. The CM of Odisha, Naveen Patnaik, was no exception, and he recognized the potential of digital media. The elections were a huge success for the BJD, which received more than 40% more votes than ever before. Another milestone was the election in Delhi in 2015; as per the data mentioned in the World Economic Forum indicated that out of Delhi's 13 million voters, more than 12 million were digital media users. It clearly indicates the value of digital media for political communication, and political parties consider this a most profitable mode of communication. Political groups managed digital media and information for effective political communication; Aam Aadmi Party (AAP) was the most prominent example, which used effective media to disseminate honest and correct information to create socio-political awareness among Delhi voters. The AAP party really used political communication correctly to understand social issues and share their socio-political agenda for the overall development of society. Another example of how the Delhi government, led by the Aam Aadmi Party, used political communication effectively was to disseminate information about the Delhi government's education model, which was recognized internationally, and even the Singapore government praised and accepted the Honourable Kejriwal's government for its honest and honest efforts.

Analysis and Discussion

In the present research-based study, the factors taken into consideration were based on the issues and effects of political communication. While the political leadership and groups of concerns are mainly associated with reaching out to the audience, the fact remains that the motive of political communication is not only to influence and impress the target audience but also to inform the rest of the people and convert them into loyal audiences or voters.

Considering the study of literature on political communication and information management, factors associated with modern political agendas, and the impact of global politics, the research has pointed out the following points to understand political communication and its association with information management:

For the points of discussion mentioned above, the present research has considered the objectives of political communication, which is normally used by political groups and leaders to influence citizens and voters for image building and social credibility.



| Statement/s | Target points of Political Communication through Information Management | Percentage of Responses |
|-------------------------------|---|-------------------------|
| Objective | Control and influence public opinion for political benefits | 71 % |
| Nature of Information | Historical facts, social philosophy, religious sentiments economic and human management | 62 % |
| Trust and Reputation Building | Effective and loyal relation between politicians and common people | 34 % |
| Role of Political Leaders | Welfare policy making and Nationalism | 45 % |
| Use of Digital Media | Political mobilization and influence activism | 79 % |

Table1: Motives Responsible for Political Communication

As cited in the table, the responses from the respondents were very clear: information management and political communication are very much related to and associated with each other. Through the given target points, the research aimed to understand the objective and nature of political communication, as well as its relationship with information management. As it's very objective and trust-based too, the researcher pointed out that the respondents agreed with the fact that the role of leaders and digital media is very crucial. The respondents stated that the importance of information management is very deep and very much required in political communication because the choice of format, language, style, and nationalism touch is very well accepted by the audience. Political mobilization was voted on the most in the survey, 79%. The trust factor is also very important, for instance, in the leadership and position of the leader in the political arena. In this contest, loyalty and public image are also very important for effective political communication. The human management factor was the overall outlook of the entire research. The experts expressed their deep concerns and opinions, pointing out that entire information management and political communication are manually planned and organized on the basis of the human management factor. The present study also mentioned that, in the entire process of political communication, media revolution and digital media also plays a very important role as the selection of the right media is very much required to reach target people, and political groups are using it for this to convert people into potential voters. Considering all the factors, the study concluded that political communication is in desperate need, as the entire political system is based on political messaging, which fosters public trust. The study also claimed that political communication enhances political awareness and broadens the public's opinion of the government and also for the government.

Conclusion

Based on our study of political communication, we conclude that communication plays a key role in the political process. Access to people, as well as information representation for people and public development, are critical components of any political communication. The most important aspect of political communication is that people are kept informed about current political events, plans, policies, and all aspects of social welfare. The communication of agendas makes the political group's stand clear and presents a trustworthy image of political leaders and their vision for national development.



Information management is another very significant variable in political communication. Information management shows the importance of the need for information and the quality of an effective manner to enhance people's decision-making abilities. Information management is a very important method to enhance citizens' participation in effective governance and the political process. The study mainly pointed out the Indian perspective of political communication, the present political parties understood very well that their honest work and actual efforts for socio-political development are very important, but such efforts must reach the common people in the right way at the right time. This study also showed that political communication and constructive information management certainly have the potential to achieve positive goals and can fight against political conflicts.

Lastly, the study effectively supported the objective taken into consideration for this research that information management certainly has a close association with political communication and, in any democratic country, is an effective weapon used by the political communities to achieve all political success.

Recommendation

Taking into account all of the factors and respondents' opinions, the current study discovered that information is at the core of any social development and politics is a tool to support such development. The future of any country certainly depends on effective information sharing in politics. Therefore, the study recommends that fact analysis be performed prior to any political communication because quality information is essential for a country's holistic socio-political development.

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