



ROLE OF SOCIAL MEDIA ON INDIAN POLITICS

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Abstract

The organized populace has more noteworthy admittance to data, more chances to participate in open discourse and a superior capacity to embrace joined activity. Social media entertainment has turned into an unavoidable truth for common society world over, including numerous entertainers - ordinary residents, activists, non-legislative associations, media communications firms, programming suppliers, and furthermore legislatures at large. Social media entertainment unrest in the Indian political scene is genuine, substantial and speeding up. Watching out for impending Lok Sabha decisions, the target of this article is to concentrate on the effect of virtual entertainment viz. Facebook, Twitter, Google+ and You Cylinder on Indian governmental issues. Presumably virtual entertainment is currently being truly viewed as by the Indian ideological groups as a mean to connect with the electorate, however will it impact the Lok Sabha Races similarly as in Obama's Official decisions? Web-based entertainment has acquired significance with the ascent in youth populace in India.

Keywords: *Social media, Digital Democracy, Social Media and Politics, E-Governance.*

Introduction

Social Media Entertainment reflects this present reality and is about discussions. Virtual entertainment work with the intuitive web by drawing in clients to partake in, remark on and make content as method for speaking with social diagram, different clients and people in general. Online entertainment has arisen as a significant device where residents can discuss the issues of everyday life and furthermore of public significance. In 21st 100 years, Facebook, Twitter and You tube are advancements in the social media world, however are quick arising as powerhouses and assessment makers. What is the effect of Social Media entertainment in legislative issues of a majority rule country like India? With so much 'buzz' being made about virtual entertainment and as additional youths are participating, the ideological groups have at long last awakened to its significance. Everybody is perceiving this new and strong medium to collaborate with the majority and cause them to take part and consequently empowering better correspondence. Indian legislators, be it youthful or old have begun encountering the effect of web-based entertainment in one structure or the other. Presently, pretty much every ideological group utilized the virtual entertainment to make themselves clear the majority. Political missions are not the slightest bit recently restricted to buttons and pennants for government officials to arrive at their constituents. The new political field is brimming with advertisements, blog entries, and many tweets. Through online entertainment, legislators are currently ready to continually show their message through vast plugs, see direct reactions to their activities by means of Facebook or Twitter, and interface with public. Social Media entertainment makes another political discourse. It removes the force of political informing from the broad communications model and places it solidly into distributed, public talk. The informal exchange publicizing — a suggestion from somebody you trust-is the most remarkable type of influence and virtual entertainment makes various degrees of trust in view of connections.

Initially, political parties used the internet as a one-way communication tool to inform the public through their websites. With the later emergence of social media and technology, communication patterns turned into a two-way path, making social media a more powerful political tool. In the present



scenario of the Indian political avenue, all the political parties and their candidates at various levels are active and involved in social media platforms like Facebook, Twitter, Instagram, YouTube, personal websites and blogs. Political parties have realized the importance of social media and are making use of it alongside on ground political activities. Political party pages, elected representatives, election commission, policy makers and the governments of different states keep showcasing their work on platforms like Twitter, Facebook and Instagram. Party members and elected representatives often engage in a satirical jibe or a serious criticism on opposite parties and their cadre. Even the current Prime Minister Narendra Modi's 'Mann ki Baat', where he shares his thoughts on the All India Radio and DD Channel, are streamed live in YouTube and Facebook. There is increased political activity on social media before elections. There are online campaigns, showcasing manifestos and promises on social media, entry and exit polls by various media outlets and third party organizations, the on-ground activities and telecasted live on social media and a lot of political discussion by the citizens.

Social Media and their Effects

Social media have influenced many aspects of our life be it education, culture, administration, marketing, businesses or politics. Social media have been able to make profound impact by means of news, interaction, learning and marketing. Social media has become an important source of news. Various news channels tweet or give updates on significant happenings all over the world and the news quickly gets passed around the networks in ways never experienced before. It allows people to keep in touch more regularly. People in different cities, countries and continents can keep in touch effortlessly and it creates an opportunity to experience different cultures and exchange opinions. Social media have also played a large part in fostering learning. Children who start using the social media platforms develop early communication skills, and generally become more literate. The whole dynamics of marketing have been changed. Companies are becoming more consumer-centered through interactions made over social media. They are able to understand the needs of the market from the market itself.

Social Media and C-Governance

Social media has led to the emergence of citizen led governance (C-governance) in India. Anti corruption movement by Anna Hazare and protests followed by Nirbhaya gang rape were channelized through the social media. These events garnered enormous national and global support by involving the common man.

Telangana Movement

The recent development on Telangana issue depicts a clear picture of how the social media is influencing administrative issues. On 30 July 2013, the Congress Working Committee approved recommending a motion for a separate Telangana to the central government accepting the 57 year old demand of people of region. The Telangana movement was bolstered with the active participation of students way back in 1969. Since then, students movement has been a backbone to spread the movement across the 10 districts of Telangana and making it a people's movement. Social Media has played a big role in student movement. Several facebook communities have been set up which helped bring the people together. Facebook status update or twitter update flared up the communication on the state hood issue. It also helped provide feedback on what is going right & what is wrong. You-tube also proved to be a great platform with videos of the protests & movements getting thousands of views. Social media has also enabled greater political awareness and organization, which has in some cases rewritten entire political landscapes. The impact has been seen both in Indian political scenario and



overseas. Before studying the impact of social media on Indian politics, we need to look at its impact in context of developed countries, where there is high literacy and higher prevalence of internet users.

The Rise of Digital Democracy

Digital Revolution: In recent years, India has witnessed an exponential growth in internet penetration and smartphone usage, catapulting millions of citizens onto various social media platforms. **Democratization of Political Discourse:** This digital revolution has democratized political discourse, providing individuals from diverse socio-economic backgrounds with a virtual platform to voice their opinions, connect with like-minded individuals, and hold elected representatives accountable.

Social Media and Indian Politics

What is the impact of social media in politics of a democratic country like India? With so much ‘buzz’ being created about social media and as more youngsters are joining in, the political parties have finally woken up to its importance. Everyone is recognizing this new and powerful medium to interact with the masses and make them participate and thereby enabling better communication. Indian politicians, be it young or old have started experiencing the impact of social media in one form or the other. Now, almost every political party used the social media to get their message across the masses. Political campaigns are in no way just limited to buttons and banners for politicians to reach their constituents. The new political arena is full of commercials, blog posts, and hundreds of tweets. Through social media, politicians are now able to constantly display their message through endless commercials, see direct responses to their actions via Facebook or Twitter, and connect with public. Social media creates a new political dialogue. It takes the power of political messaging away from the mass media model and places it firmly into peer-to-peer, public discourse.

Social Media and Political Parties

In recent times, Indian political scene hosts seen two significant public gatherings, Indian Public Congress and Bhartiya Janta Party taking on an internet based political conflict. Online publicity is forcefully utilized against one another. Every single medium is utilized to take up arms of words. The ideological groups have their own sites which were not seen a few years back and some of them likewise utilize other social mediums to connect with individuals. With each party having its own site and pioneers being dynamic on various media it causes the residents to feel that they are inside their range. The need to take arrangements or sit tight for them to talk is not generally needed. The pioneers are open at the snap of a button. The Congress party's new VP, Rahul Gandhi who is one of the symbols of youth in India has utilized pretty much every social medium separated from genuine correspondence to collaborate with individuals and particularly the young people. He has utilized informal communication sites like Face book to converse with individuals and noticeable individuals as well as everyday person interfaces simultaneously. He likewise composes web journals to impart his perspectives to individuals. Mr. L. K. Advani of Bharitya Janta Party has his own blog. Mr. Shashi Tharoor of Congress Party, was perhaps the earliest lawmaker to begin tweeting. Mr. Narendra Modi, boss priest of Gujarat, has utilized all media to connect with individuals. He has been actually utilizing online entertainment to disperse data and stay in contact with the youthful populace of India. He has frequently cited that force of web-based entertainment ought to be saddled to include youth in just cycle. The effect of his methodology is apparent in Gujarat decisions.



Role of Social Media in Indian Politics

The role of social media in Indian politics became particularly pronounced during electoral campaigns, where political parties and candidates leveraged digital technologies, data analytics, and targeted advertising to reach voters. Social media platforms served as virtual campaign arenas, allowing candidates to connect with voters, solicit feedback, and mobilize support around key policy issues and campaign themes. The use of multimedia content, viral campaigns, and social media influencers helped political parties to engage with tech-savvy youth, urban voters, and first-time voters, expanding their electoral base and securing electoral victories. Social media platforms have facilitated citizen engagement, participatory governance, and grassroots activism in India. Initiatives such as Twitter town halls, Facebook Live sessions, and online petitions enable policymakers to solicit inputs, address citizen grievances, and enhance transparency in decision-making processes. Grassroots activists, civil society organizations, and advocacy groups utilize social media to organize campaigns, mobilize support, and advocate for policy reforms on issues ranging from social justice and environmental conservation to gender equality and human rights.

Impact of Social Media on Indian Politics

Direct Engagement and Personalized Outreach: These social media platforms have facilitated direct and unfiltered communication, enabling politicians to share their policies, perspectives, and visions instantaneously.

Democratization of Information and Participation: Social media empowers citizens with diverse sources of information, fostering political awareness and enabling individuals to form opinions beyond the confines of mainstream media.

Revolutionizing Election Campaigns: Hashtags, live sessions and group chats became indispensable for political parties, enabling them to interact directly with constituents, address concerns, and showcase achievements.

Empowering Grassroots Activism: Social media's impact transcends traditional politics and extends to the realm of social movements and grassroots activism.

Conclusion

The symbiotic relationship between social media and Indian politics is a double-edged sword, replete with opportunities and challenges. As technology evolves, it is imperative for policymakers, tech companies, and society at large to collaboratively navigate this terrain, harnessing the benefits of social media while mitigating its potential pitfalls. The advent of social media has enabled an unprecedented empowerment and engagement of the 'aam aadmi' for expressing political opinions. A positive development of social media emergence has been that the youth is talking about the political issues. Earlier the political discussions were restricted only to those who read newspapers, watched news channels or participated in discussions in nukkad of a village or clubs. But now, social networking has made the youth of India to sit up and discuss political issues. They spend time to analyze and discuss politics. They now have views on the happenings of political events and they also influence the administrative decision making. But getting the youngsters together to vote in elections and using social media as a platform to help political parties is still a pipeline dream. It may take decades in India to replicate USA in the use of social media campaigning and to influence the voters. So we should always participate in all electoral programmes for awakening our rights and values also. As India continues to navigate the opportunities and challenges presented by social media, fostering digital literacy, promoting responsible citizenship, and upholding democratic values will be crucial. By harnessing the potential of social media while mitigating its risks, India can pave the way for a more



informed, inclusive, and vibrant political discourse in the digital age. The BJP's approach serves as a testament to the evolving dynamics of political communication and engagement, marking a new era in Indian politics shaped by the digital revolution.

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