

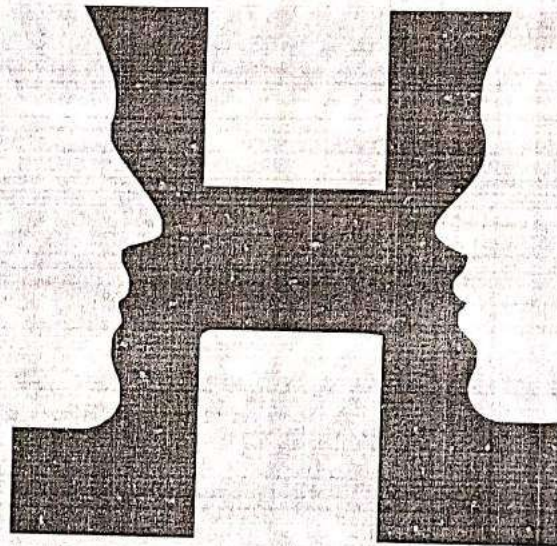
CHRONICLE OF HUMANITIES AND CULTURAL STUDIES

A Peer Reviewed Bimonthly International Journal

*Special Issue on the Occasion of ICSSR Sponsored Seminar on
Role of Media in Electioneering in India*

27th September, 2019

Organized by
Shri Panditguru Pardikar Mahavidyalaya, Sirsala, Dist. Beed and
NSSR's Arts and Commerce College, Parli (V), Dist. Beed



Chief Editor
Dr. R. S. Bangad

Associate Editor
Dr. R. T. Bedre

Editors
Dr. H. P. Kadam Dr. U. D. Wankhede

Assistant Editors
Dr. Kalyan Golekar Dr. Alka Deshmukh

CONTENTS

1. Political Marketing in India	Dr. Anurath M. Chandre	05
2. Social Media and Its Impacts on Youths and Politics	Miss Bhagyashri G. Somani	09
3. Social Media and Its Impacts on Politics	Miss.Sapna J. Navandar	11
4. Social Media and Its Impact on Indian Politics	Dr. Namanand G.Sathe	22
5. Social Media and Its Influence over Society	Milind V.Sonkamble	24
6. Role Of Social Media In Indian Democorey	Dr. Vandana Phatale	26
7. लोकमत निर्मितीत आधुनिक प्रसारमाध्यमांची भूमिका	प्राचार्य डॉ. वांगड आर. एस.	29
8. 'पॉलिटीकल मार्केटिंग' आणि माध्यमांची भूमिका : एक राजकीय अभ्यास	प्रा.डॉ.हरीभाऊ पां कदम	31
9. लोकमत निर्मितीमध्ये प्रसारमाध्यमांची भूमिका	प्रा.डॉ.वानखेडे उ. ज्ञानोबा	33
10. निवडणुकांवर पडणारा माध्यमांचा प्रभाव	प्रा. आलदे अमर आ.	35
11. भारतीय राष्ट्रीय चळवळीतील वृत्तपत्रांचा ऐतिहासिक मागोवा	प्रा.डॉ.प्रकाश फड	37
12. प्रसार माध्यमाचे प्रकार व जनमत परिवर्तनात त्याची भूमिका	डॉ. जयदीप रा. सोळंके	40
13. २१ व्या शतकातील माध्यमाचे नवनविन प्रकार	प्रा.डॉ.लोखंडे बी.बी.	44
14. निवडणूक प्रक्रियेतील माध्यमांची अपरिहार्यता: एक अभ्यास	प्रा.डॉ.नंदकुमार ना. कुंभारीकर	47
15. महाराष्ट्रातील निवडणूकीत माध्यमाकडून वापरलेल्या समाजिक मुद्यांचा अभ्यास	प्रा. डॉ. शाशिकांत द. परळकर	49
16. निवडणुकावर पडणारा माध्यमांचा प्रभाव	प्रा.डॉ. आचार्य आर.डी.	51
17. 21व्या शतकातील माध्यमाचे नविन प्रकार	प्रा.डॉ.भारत भो. राठोड	53
18. भारतातील प्रसारमाध्यमांचा विकास व उपयुक्तता	डॉ. तात्या बा पुरी	55
19. निवडणूक प्रक्रियेतील अत्याधुनिक तंत्रज्ञानाचा वापर : एक विश्लेषण	प्रा.डॉ.रणमाळ पां श्रीरग	57
20. मतदार संपर्क आणि माध्यमांचा वापर : एक अभ्यास"	प्रा. डॉ. सुरेश रा. खिरते.	59
21. प्रसारमाध्यमे व लोकशाही	प्रा. महेश शा. दाडगे	61
22. निवडणूकात, लोकमत निर्मितीमध्ये प्रसारमाध्यमांची भूमिका	डॉ.महादेव रा. मुंडे	64
23. महाराष्ट्र प्रशासनातील राज्य निवडणूक आयोगाची भूमिका	प्रा.डॉ.पी.एल.चव्हाण	67

4.

SOCIAL MEDIA AND ITS IMPACT ON INDIAN POLITICS**Dr. Namanand Gautam Sathe**

Dept of Political Science,

Shikshan Maharshi Dnyandeo Mohekar College, Kallam, dist- Osmanabad.

Introduction: - Indian Politics has observed a whirl of change over the period of time and its dependency over social media to connect with people experiencing the fellow democracies and its effect. Over its diversified nature, 40% of its total population constitute of Indian youth and concerning to the popular culture, Indian political parties are holding to internet and social media to connect with youth for their agenda and political events. Observing the famous 2014 general elections of India, social media was the battleground of various political campaign and tremendous flow of varied political opinions.

Objective of Research:-

1. To Search the Types of Social Media.
2. To Search the Impact of Social Media on Young Generation.
3. To Search the Impact of Social Media on Indian Politics.
4. To Search the Use of Social Media in Indian Politics.
5. To Search How many Political Parties use The Social Media in Politics.

Use of Social Media in Politics:-

Since that time, use of social media in politics has significantly increased. There are various ways by which people connect, by commenting, creating memes and even trolling. Their news feed is the space which they own and feel more comfortable. They don't have to move out of their room to follow a certain political face or to be a part of campaign. The dependency over print media and electronic media has reduced as people can now be a part of news, express their views with others on this platform. Videos and pictures of sting operation are shared on Facebook, YouTube and other platforms showing the truth without any moderation. The common man participation in politics has increased.

The recent use of social media websites by Indian government has been much talked about. Mr. Suresh Prabhu, along with his team, very efficiently used Twitter for helping out the Indian Rail passengers in need. From sending food to school children by taking action on a tweet to helping women who tweeted that she is in distress due to harassment faced in her train journey, he has done everything right so far. Ministry of Railway's heartiest efforts were truly a sweet surprise for the people who got assistance when they needed it the most.

Social media has influenced politics and it has also increased interest of people in politics. The political parties have now taken social media as one of the most important channels for their public relations activities and almost every party has its official pages on Facebook and twitter where they post political updates, press releases and news about their campaigns. In recent times, social media has been an integral part of politics and its growth seems to be continuous.

Social Media- A road to reach out to youth:-

It's no hide truth, that youth of this generation is highly invested in politics and the round of ideas around it. Social media has become a platform of voiced opinions and charges and even though politicians for their campaigns still use posters, cut-outs, fliers and graffiti for their rally, but becoming

digital and being attentive over digital platform has changed the picture of urban India and politics. As per various surveys and reports, after 2014 elections, 2-5% of budget is set for every elections' political campaign on social media (which is roughly around 400-500 crores for major leading national parties).

From the very beginning, Bharatiya Janta Party (BJP) has strong social media presence, PM Narendra Modi (who was the prime minister candidate that time) achieved highest popularity gain in comparison to another parties. Even parties like AAP, actively started social media and has started to gain popularities over it.

Social Media Strategy to win elections :-

Twitter is a wonderful platform for the political organisation to broadcast information on a worldwide stream; be it debates or discussions. India is the third largest user of twitter with an estimation of 53.1 million active users (as per census of 2015). The number of masses using for this platform is on high and turns to be the great way of influencing the elections and campaigns. Lately many politicians have adapted to the norms and culture of social media, per se; Arvind Kejriwal, Suresh Prabh, Smriti Irani and Rahul Gandhi, Nitin Gadkari our Prime Minister Narendra Modi.

Conclusion :-

As India is also gradually becoming digital, social media is also becoming one of the powerful tools to reach millions of people with just one click. That it is why it is playing an important role and have a huge impact on Indian elections as well. Therefore, in coming elections, social media will be leveraged to most by political parties with the help of a team of social media experts. These politicians of India have adopted social media because they know where and how to find the youth of the country on majority. One has seen major difference of the power of youth, in the recent times of Gujarat elections 2017, where the voting demographics were torn between urban and rural categories of voting. Needless to say, one can majorly see the effect of social media on Indian politics

References:-

1. Austin, S. (2008). Information technology and the presidential election. Retrieved November 10, 2009, from www.seanaustin.com/IntroIT_ItElection.pdf
2. Baines, P.R. Lewis, B.R. and Ingham, B. (1999), 'Exploring the positioning process in political campaigning', *Journal of Communication Management*, 3 (4), 325-336.
3. Barnard, L. and Kreiss, D. (2013), *A Research Agenda for Online Political Advertising: Surveying Campaign Practices, 2000-2012*. *International Journal of Communication*, 7, 2047-2052.
4. Castells, M. (2011), *The power of identity: the information age: economy, society and culture*. London: Wiley Publishers.
5. <http://www.theguardian.com/world/2014/may/14/india-elections-what-young-people-want-from-a-new-government>. Last accessed 26/09/14
6. Ganz, M. (2019), 'Organizing Obama: Campaign, Organizing, Movement'. *American Sociological Association Annual Meeting* .2-12.
7. Gulati, G.J. and Williams, B.C. (2007). 'Closing the Gap, Raising the Bar Candidate Web Site Communication in the 2006 Campaigns for Congress' *Social Science Computer Review*, 25 (4), 443-451.

□□□