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# Media Platforms and Political Communication

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**ABSTRACT:** A coherent political system must be built by effective political communication. There are several ways that politics are communicated. Mass media, electronic and print, which are in excessive use by public these days, go beyond mere communication. It's also believed that social media or social networking has a big influence on political communication. A few years ago, political communication in the internet era followed a completely different paradigm than it does now. Now days, people discuss politics in a wide variety of settings and media channels. These days, any type of political communication can be conducted through social media platforms. Social networking can help to lower a number of barriers. Increasing contact between political leaders and citizens is more practical and less expensive. However, the effectiveness of indirect communication in place of in-person or face-to-face connection may be diminished by the lack of a physical presence on social media/networking. In this context, it is important to examine how political communication can be facilitated more effectively by social media platforms? This study covers many important subjects for creating and assessing political communication between political leaders and the community, especially in light of the current social media, social networking and political communication situation.

**KEYWORDS:** Political communication, Social media, Indirect-communication, Political systems, Political structure, Social networks etc.

## I.INTRODUCTION

Political communication is an inherent function of all political systems, according to Gabriel Almond (1960). The political system, political socialization, recruitment, articulation of interests, aggregation of claims, policy formation, and application of policies produced in communication are all highly dependent on the political system, which in turn affects political communication. Jones (2018) asserts that there is a direct correlation between a nation's political structure and communication.

The mandate of the people is essential to democracy. In order to obtain the public's legitimacy for their existence and morality, all currently active politicians should uphold this. A political communication is one that aims to persuade the public that the issues being discussed can bind them through consequences set by political parties. Due to established political communication, the outcome is anticipated to be advantageous for all parties (Arifin, 2011).

According to Denton and Woodward (2013), political communication is defined as "... the allocation of public resources (revenues), official authority (who given the power to make legal, legislative and executive decisions) and official sanctions (what the state rewards or punishes)". This gives the impression that communication is formal and professional. Conversely, McNair (2017) characterizes political communication as follows: (1) all forms of communication utilized by politicians and other political actors to achieve specific



objectives; (2) communication aimed at political actors outside of politics, such as voters and newspaper columnists; and (3) communication about political actors and their actions as reported in news stories, editorials, and other political discourse.

## **SOCIAL NETWORKING**

These days, a lot of communication happens via digital media. Information is more readily available to the public than it was a few years ago (Dwyer & Martin, 2017). Since there is a wider range of media in the digital age, there is also a wider range of media acting as a bridge between society and political parties (Helberger, 2018). Therefore, social media fulfills the following functions: (1) Social networking refers to media that is designed to enhance human social interaction by utilizing web technologies and the internet; (2) transforming the way media organizations communicate indirectly, from one to many audiences, into an in-between-many, multi-viewer mode of discourse; (3) Converting people from being consumers of message content to creators of messages themselves; (4) Encourage the democratization of knowledge and information.

Apart from mass media, social media serves a purpose as well. McQuail (1992) asserts that the media's main social function is to disseminate information and foster innovation, adaptability, and advancement. In addition, to these uses, social media can be employed for a wide range of other objectives, such as reaching agreements, upholding customs and established authority, and offering analysis, interpretation, and clarification regarding the significance of information and events. It can also be used to support or improve moral principles (Pathak, 2019).

A social networking site provides an additional platform for conducting political communication. It is envisaged that social media, however virtual in nature, can still be formed despite the widespread abandonment of the direct dialogic communication approach. Social media provides a broad range of communication options together with practicality. The broad reach, concurrent implementation, and remarkable outcomes make the political communication approach more effective and influential. But, occasionally, this convenience of usage gets in the way of the media's objectivity as a middleman between the people and elected leaders.

Mass media, in Wibowo's opinion (2013), is the second reality. It has consequences for establishing a new reality, which is its effect on the audience, because the space established between actual reality and derivative reality preserves sociological, cultural, and technological processes. It is a known fact that, media messages are products of society.

According to Goryacheva and Kalinina (2019), the media's manipulative nature gives rise to political repercussions rather than being a product of its nature. The impartiality of the media as a source of political news is currently questioned. At the same time, most people recognize that the mainstream media is owned by party officials. The mainstream media makes a wide range of political information easily accessible to the public, but people should use caution while processing the material they are exposed to.

Beyond the media, there are other variables that enhance political communication. Actors, constituents, messages, mediums, and reactions are some of the elements that go into communication. Political communication consists of a number of different elements, according to Wibowo (2013), p. 240. They consist of: (1) The players in political communication are activists, professionals, and politicians. (2) Politicians aspire to hold positions in government, including those of minister, lawmaker, political party representative, and so on; In political communication, the message is the issue that has to be expressed; (3) The media is a vehicle for



getting messages from the sender to the audience. There are various forms of media for communication, including mass media, group media, and personal channels; (4) Community and Constituents: There are differing views on what constitutes constituents, such as voters within the electoral district, party supporters, mandated parties that need to be held accountable, represented communities, or target groups that lawmakers or political parties need to serve; (5) Constituents' response or the public's opinion of political communication actors.

**SOCIAL MEDIA:** Face book, YouTube, LinkedIn, Instagram, Pinterest, Tiktok, micro-blogging ads like “X” etc are the social media platforms used by politicians to promote their political communication all over the world. Social media political communication can be personalized depending on the demographic, geographic, psychographic details of the viewer. As market is segmented, similar communication cannot be same for everyone. Categorized political communication will be more effective as it will be tailor made for them specifically and influence them as desired by the politicians.

**MEDIA PLATFORMS AVAILABLE FOR POLITICAL COMMUNICATION:** Mass media: Newspapers, Magazines, Cinema, Television, Digital media. Little media: Banners, Posters, Pamphlets. Public meetings and seminars are also used for political communication. Advertising is an effective media promotional tool to reach masses, as it is paid form of communication with an identified sponsor. Sponsor of the advertisement will have total control over the content and media platform of advertisement. There are many advertising platforms used by politicians for political communication. They are Still ads, Pop-up ads, Web banner, Floating ads, Expanding ads, Search engine optimization, Email, mobile ads, Pay per click, Google ads, Bing ads, Podcast ads, Native ads, Guerrilla ads, Public service ads, Display ads, Paid service ads, Radio ads, Jingle ads, Sponsorship ads, Outdoor ads, OOH ads, Vehicle ads, Bill board ads, Wall writing ads, Building wraps, Bus shelter ads, Vinyl wraps ads, Direct mail ads, Classified ads and Mobile ads etc. Public relations can also be used to promote a candidate or political communication. Public relations has more credibility than other forms of promotional tools.

Each media platform has advantages and disadvantages. Depending on targeted viewers or readers and media budget, media planning is done for political communication. Awareness can be brought among targeted viewers or readers, but how far they are effective in converting them into voters cannot be told. Multi-media campaign is more effective than using few media platforms for political communication.

## THE ACHIEVABILITY OF POLITICAL COMMUNICATION

Effectiveness in political communication has many facets. Effectiveness is determined by how well tasks are performed and how well the results live up to expectations. This means that if a process follows the plan, goals and yields the desired results, it is deemed effective.

Receiving messages from political communicators and distributing them to the community in a standard manner is what determines your political communication efficacy. When political communication serves the fundamental goal of communication—namely, perception—it can be successful. In communication, perception is everything. Just as the encoding that underlies communication is the essence of perception, so too is interpretation. Whether a message is received and ignored depends on one's perception (Wibowo, 2013, p. 134).

The following components decide the effective communication (1) Credibility: A political communicator's credibility is based on how much people perceive them to be knowledgeable and reliable. This is the first factor that determines how effective a political communicator is. The meaning of the communication



will increase with the expertise and reliability of the information source. The politicians' credibility stems from both the original source's reliability and competence. (2) Attractiveness: Physical appearance, speech pattern, character attributes, closeness, interaction, behavior, and communication abilities can all contribute to a communicator's appeal. Personality cannot exist without physical attractiveness; (3) Likeness: this term describes similarity in terms of desires, emotions, and anticipations. The audience finds the source entertaining, which suggests that people have a positive opinion of the information source. Petty and Cacioppo (1981), pp. 107–108, state that pleasant sources are those that make people feel good about information sources.

The aforementioned components are necessary for public authorities or political communicators to actualize the impact and efficiency of political communication. Five components provide a framework for accomplishing the objective of political communication, as may be deduced from the previous explanation. These components are listed in this order:

1. Physical and non-physical beauty, likeness, and social responsiveness are the three main attributes of a public leaders and political communicator.
2. Content, or the way in which information is communicated in the communication forum: (a) Drawing more attention from the public; (b) Encouraging the public to understand the terminology used; (c) How to express ideas in clear, concise sentences that are backed up by facts.
3. Media/communication channels include: (a) ferocious communication; (b) emotional strategy; and (c) personal branding.
4. Society: A greater level of public involvement in governmental decisions.
5. Reaction: Perception and comprehension within the community.

Proficiency in public speaking is a critical skill for public leaders to establish as political communicators. Speaking is a necessary component of effective communication. This has an impact on a political communicator's credibility. When responding to the goals of the community, public leaders need to be intellectually capable. The manner in which public leaders address any issue that the community faces determines how credible they are. The amount of intellect being discussed here is the extent to which this public person is knowledgeable while also being aware of the subject matter. The capacity of public leaders to address every query and community goal can reveal their communication style. Effective communication abilities can boost public trust in political leaders (Argyle & Collett, 2019).

It is essential to respond to any inquiries and grievances made by the community. A political leader's physical attributes have an impact on how the public perceives them. A neat, simple, and modest appearance could provide the community a pleasant impression, claims Mohan (2019).

Political leaders must win the hearts and minds of the public. They should work for the welfare of the public and win their trust. Public must feel that political leader is dependable in the time of need. Inter-personal communication is more effective than other forms of communication as it builds complete trust between the public and the political leader. Social media and social networking platforms cannot give personal touch to the public. They can convey the message, but how far they will be effective in converting public to voters cannot be relied on blindly. Political communication is only a tool through which political parties communicate about their work done or work to be accomplished, if they are voted to power.

Political communication, through social media or social network repeatedly can influence the viewers and might trigger the message in the time of need by keeping the message at the top of the mind. There is intense



competition among politicians to grab the attention of the viewers. Political parties have to work for the welfare and development of the public and at the same time must communicate about the work to the public repeatedly to win their patronage. Humility, non-corruption, welfare and development work for the public etc will only being voters to the political parties. Despite doing commendable work to the public, political communication is indispensable for the politicians to stay in touch with the public at large. So, idea on communication platforms usage is a must.

Simultaneously, people's ability to interact and build a trusting relationship with public leaders is influenced by intangible attributes like charm and courteous behavior. An individual's favorable opinion of public leader can also be influenced by word choice and familiarity. The policies that are put into place to achieve community goals are greatly influenced by public servants who continually maintain a healthy balance between the demands and expectations of the public.

In a democratic society, political communication effectiveness is vital. The democratic system should be the model for the ideal political communication system. Two-way communication is necessary in a democracy when the people have the power. Both from the community to public leaders and from public leaders to the community. Linking the interests and authority of political office holders, elites, and the community is hoped to be the purpose of political communication.

Achieving the objective of successful political communication requires meeting multiple requirements of the political contact point. The parts themselves begin with communicators who convey messages that are similar, believable, and appealing, along with the responses that follow. If political communication is serving the goals of political communication, then it can be considered effective. The practicality and the expectations correspond with each other. The response is the fundamental component of communication. The awareness and perception of the public about the current political process forms the basis of the response.

One measure of successful communication is the response. Public confidence in political actors in particular as well as in government officials generally indicates this. The community's response depends on how well political communication is continuing; if the effect is more it refers that the people are more favorable to the government. The contemporary phenomenon of political communication channels and containers has been greatly influenced by social media and mass media. Dialogical face-to-face communication has been mostly abandoned. Political leaders use the media's practical, quick, and wide-ranging character to communicate politics. Nonetheless, there are shortcomings with the resources provided by social media and mainstream media. People are becoming more disengaged from the facts as a result of the media's manipulation tactics.

## **II.CONCLUSION**

Face-to-face political communication is still very effective because of in-person meetings, even though dialogical face-to-face political communication has been replaced by mass media. The social networking platforms these days can help with virtual dialogue conversations; however, it cannot replace face-to-face political contact. This face-to-face political communication is inefficiently expensive because not all regions are easily accessible. It is undeniable that media consumption has a significant influence, particularly in light of social media's recent growth and additional advantages. The ability of the media to manipulate events has been increased; however, it can also affect the effectiveness of political messaging. Now-a-days, face-to-face communication and discourse are dwindling due to expensiveness. Politicians are taking up social media and social networking to promote their cause as it is inexpensive and accessible any number of times. How far people change their preferences depending on the political communication through social media and social



network is still questionable. Social media and social networking political communication is more popular among the public, as public are spending more time on it. Advantages of social networking political communication are many, so political parties are resorting to it all over the world. Algorithms can be efficiently used to target viewers, whom politicians want to. Social media political communication can be shot and broadcasted very fast compared to other forms of communication. Social networking can be effectively used to promote political communication of political parties. Politicians are using social media and social network effectively to reach out to public.

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