

# Traditional Media Vs New (Social) Media: A comparative Analysis of Usage with reference to Political Communication in India

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## Abstract

India is known to be one of the largest democracies in the world. In democratic system of government people have all the right to elect representatives from among themselves to form a governing body or government. Media is one of the important aspects of democracy and in India it is known to be the fourth pillar of democracy after Legislature, Executive and Judiciary. Political Parties and Political actors are totally dependent upon media to inform people about them and also about their ideas, manifestos, agendas, programs and policies in their political campaigns.

In earlier time, Political Parties and political actors were mostly dependent upon traditional media especially Television and Radio for broadcast of their messages and convey their ideas among the masses but with the advent of new media everything changed. New Media especially New (Social) Media that includes- Facebook, YouTube, LinkedIn, Instagram, Whatsapp etc. have provided a great opportunity to political actors and political parties to communicate and connect directly with people across the country at a lesser cost with wider reach than traditional media.

The study aims to examine the use of media i.e. **Traditional Media and New (Social) Media** by the political parties and political actors to portray their image and promote their ideas, among their supporters and peoples in society during general elections. Through this paper we also examine the usage of New (Social) Media by Political Parties/Political Actors and their impact on public.

**Keywords:** Democracy, Political Campaign, New Media, Media Usage

## Introduction

American humorist Rogers during his ironic political commentary once said. “All I know is from the newspapers.” Lieberman once wrote in his book “Public Media” that there are three countries in world especially Great Britain, France, and Germany who had long fought. “The people living in these three countries on an island learned in the newspaper six weeks later. The news, shockingly, was that for the period of the six weeks they also got along like their friends. In fact, they have become the enemy of each other without knowing the situation.” This example vividly explains that mass media has a crucial stand in societal communication. Media had always played a important role in nourishing and strengthening of the democracy around the globe. Since its inception, the media has been instrumental in equipping the masses with the information, especially in the course of the well-known French Revolution and American Independence movement. Media or press is also known as “Fourth Pillar” of democracy along with three other major pillar that are Legislature, Executive, and Judiciary. Media is always expected to play a substantial role in ensuring the justice. It always being used to enrich policies by getting feedback from the different parts of the society. Media key role is to work as a bridge among the government and its masses. Humans have belief in media. And it has an effect on the masses. The changing dynamics of politics in India has enhanced the expectations from media. It is highly easy to believe in a specific belief. During colonial time, Media was the main source of information for the humans as they grew to be conscious of the atrocities of the British colonial rule in India. Which, have given the new energy to Indian freedom movement and thousands and thousands of Indians had joined the political agitators and freedom movement. It enhanced movement against the British colonial rule. The position of media in Indian democracy has gone via large changes, from press censorship throughout Natioanl Emergency in 1975-77 to being most influential in the 2014 parliamentary elections. “The older era of the country is nonetheless fixated on tradition and culture, while currently formative years is greater interested in the fast-moving world of technology and new media.”

## Traditional Media

The electronic as well non-electronic mediums which works as vehicles for transmission of information and traditions. It refers to the mediums that were part of our culture for over a half century. This include the Newspaper, Radio, Television, Advertisements, Traditional art forms etc. This media has been in existence in India for long and have been used as a major medium/tool of communication particularly in the rural areas. Before the advent of Newspapers, Magazines, Television or Radio the Folk Media was the one of the major tools of communication. The traditional media had played a crucial role in the process of development and communication. The advent of newspapers the communication became easier. And the invention of Radio and Television have revolutionized the whole communication process. The transmission of information now can be done smoothly, with low costs and which had a widest range. It has opened the new gates for

development of the nation. The commercial use of these mediums also provided great opportunities to the business.

### **New (Social) Media**

“People want to interact with one another. We are a social species. Solitary confinement is, after all, a punishment”. (Building Social Web Applications, Gavin Bell, 2009). Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web2.0 and that allow the creation and exchange of user-generated content." The new media networking carrier is a platform to found social networks. These social networking services are net based and these provide capability for customers to have interaction over the Internet. Social networking websites enable customers to share ideas, pictures, posts, activities, events, and hobbies with human beings in their network. New media is a bilateral venture that not simply gives information, but also interact and provides you opportunities to learn whilst giving you that data and allows interplay with other site visitors also. This interaction can be in many for like seeking feedback or providing you the opportunity to vote on any topic or issue. Recommending content of your taste based on your search criteria. Films to you based totally on the scores of different human beings with comparable interests. New media additionally approves records and opinion to go across different platforms, encouraging ideas and permitting each individual to participate as an idea and opinion maker via content production and distribution. The passive consumption is a history now.

### **New Media and Politics**

New (Social) Media platforms are presently used by every single organization, in the world. Politics is also now not an exception. Social media has been increasingly more embraced through political parties' political actors to inform human beings about them and also about their ideas, manifestos, agendas, programs and insurance policies in their political campaign. Social moves as a new medium to talk and attain citizens, that they ought to no longer have interaction with. “Personal communication using New Media brings political parties and politicians closer to public who might be their potential voters. New media enable politicians to rapidly interact with their voters and also to reach them within a more focused manner and vice versa, except the intermediary position of mass and new media. Now, the reactions, feedback, conversations and discussions are taking place on line as nicely as like in offline events. These messages sent to peoples & their networks got multiplied when shared, it helps new people to be reached”. (Epthinktank.eu, 2014). The most necessary networks involved are generally Facebook, Twitter, LinkedIn, Google + and WhatsApp. Out of which Face e book is the prime channel the where individuals speak with every other, family, friends, whereas Twitter and YouTube is more about attaining people that you favor to discuss and receives updates from.

“In existing scenario, Social media websites especially Twitter and FB commonly known as Face Book are typically used a lot, whether it's about instantaneous messaging or to organizing political activists, even while

the greater digitally savvy candidates are trying to influence widely-read pop subculture web sites like Buzzfeed to create viral content material that offers a level publicity that was once unthinkable. (Minnpost.com, 2014)” In current era, “Internet is seen as an advance in communication between citizens and elected politicians, with the growing access to information, the chance for feedback, and transparency”. As Dahlgren (2009, 190) explains “the open and accessible character of the net means that traditional centers of power have less informational and ideational control over their environment than previous” (Social media and democracy, 2012, 43). This new kind of communication additionally gave birth to the new processes in politics, which can be termed as E-Democracy. E-Democracy includes e-governance (means to access public service and information online) e-participation (means to online express your opinion), and e-voting (means to provide opportunity to vote online). Nowadays because of Internet competition had increased. Being a cheapest medium, the newly founded and local parties including other movements can be benefited. And it helps them to get the public attention. The traditional mass media, is no doubt, still have importance and power, but its focus it is not on people’s personal tastes and needs as compare to new media. That’s why the internet got an impact on democracy.

### Social media and Politicians

Social media is an outstanding device which has provides great power to the common citizen. Political parties, Political candidates and political actors additionally get benefits a lot from it. Due to interactivity new media help politicians to revisit and design their program and also to fulfill public’s demands. Politicians and political candidates are using new media to reach their voters, and especially the young generations or the first time voter and also to influence them. Social media helps to inspired young and first-time voters, and it also had a deep impact on the results of elections. Globally, United States’ President Barack Obama was among the first politician who used social media as a powerful tool for interaction with people all through his two successful election campaigns. Among different world leaders, social media has also end up a device for digital democracy. **Twiplomacy 2018** study reported regarding the most followed world leaders on Twitter: —The president of United States of America Donald J. Trump 54M, @realDonaldTrump, just surpassed the Pope of Vatican City @pontifex with 47M and Prime Minster of India Mr. Narendra Modi @NarendraModi with 44 M respectively at second and third place.

When we discuss about the role of social media in 2014 General elections in India, it used to be more revolutionary. In 2014 it seems that social media becomes a new battleground for political parties and politician. During that phase, Bhartiya Janta Party Prime Minister Candidate Narendra damodar Das Modi emerged as India’s Barack Obama. The conventional strategies of communication whether it’s about sending or receiving messages, recording calls and public gatherings was as soon as now not considered much earlier. 2014 well-known election noticed politicians leveraging whilst in 2009 traditional election social media usage

used to be once less. Today, however, Facebook has 294 million customers and Twitter has estimated 34.4 million customers in the country. IAMAI report 2013 this change for presence of social media could be observed as every political party participating in 2014 general election has set a 2-5% of its election budget for spending on social media. According to the report main political parties in India especially National Political Parties like BJP and INC has spent almost Rs 500cr and Rs 400cr respectively on social media. Politicians and political parties also need to apprehend the significance of community journalists (especially bloggers, podcasters, and video bloggers). In India Youtube bloggers like Dhruv Rathi who have 1.4M subscriber had their own shape of have an impact on the humans as they are observed via means of heaps of people. Nowadays every political personality and political party get together has employed groups for their PR work.

### Research questions:

- Q1. Do you think that the participation of youth has increased in political discourse after the advent of New Media?
- Q2. Which of the medium do you trust the most, when it comes to getting access to political news?
- Q3. The advent of the New Media has diminished the influence of Traditional Media especially in term of the political news.
- Q4. Which medium is the best to promote ideas, agendas and manifestos of political parties, among their supporters and peoples in society during general elections?
- Q5. Do you think that the usage of new media by Political Parties/Political Actors have a strong impact on the public in forming their opinion during general elections?

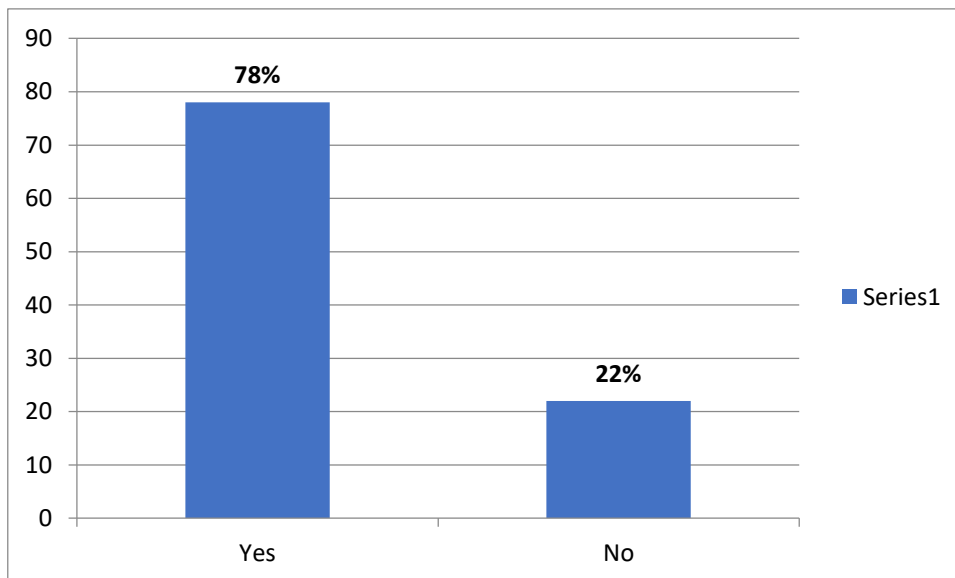
### RESEARCH METHOD

In this study researcher adopted the survey approach to identify and discover the preferred media forgetting information especially news and also to measure the social changes due to New Media and Traditional Media and additionally to analyze the impact of person generated contents.

**Tools for Data Collection:** The primary data for the study was collected through a questionnaire. The findings and conclusions have been drawn primarily based on the online survey results.

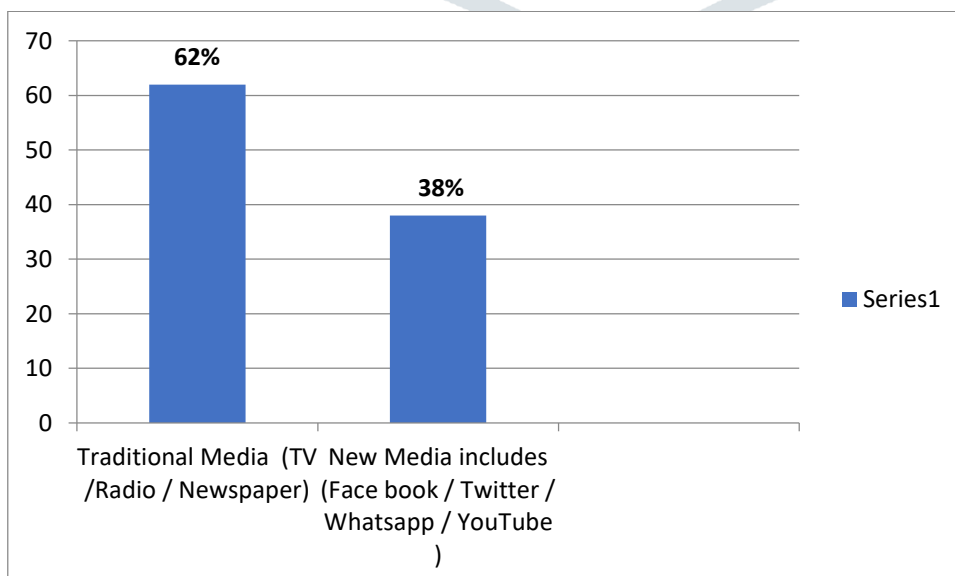
**Results**

**Q1. Do you think that the participation of youth has increased in political discourse after the advent of New Media?**



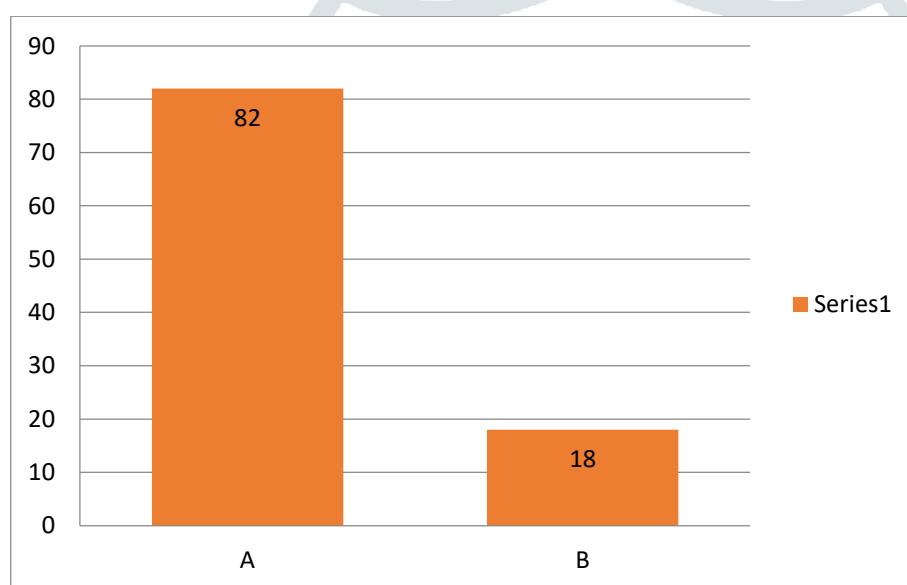
As per outcome of the survey 78% of people believed that the participation of youth has increased in political discourse after the advent of New Media while 22% of people didn't think so. They believed that with advent of new media people especially youth start participating in the political discourse which has not happened earlier.

**Q2. When it comes to getting access to political news, which of the medium do you trust the most?**



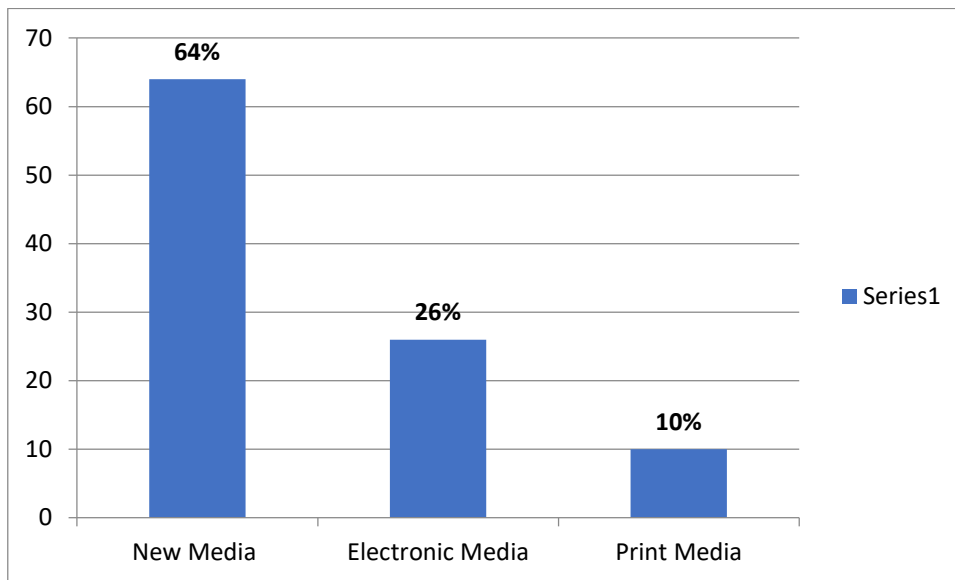
Traditional Media is still the most trustful medium for the people when it comes to check the authenticity of news especially political news. Many times news circulated through various social media channels to malign the image or to do harm to the reputation of individuals and the source of that information is not found. Maximum participant during the survey believes that today television or Newspaper is still the most prominent source of information to be trusted as they have the proper source of authentication of news and also they are also responsible for that news whereas it's not possible in terms of social media.

**Q3. The advent of the New Media has diminished the influence of Traditional Media especially in terms of the political news.**



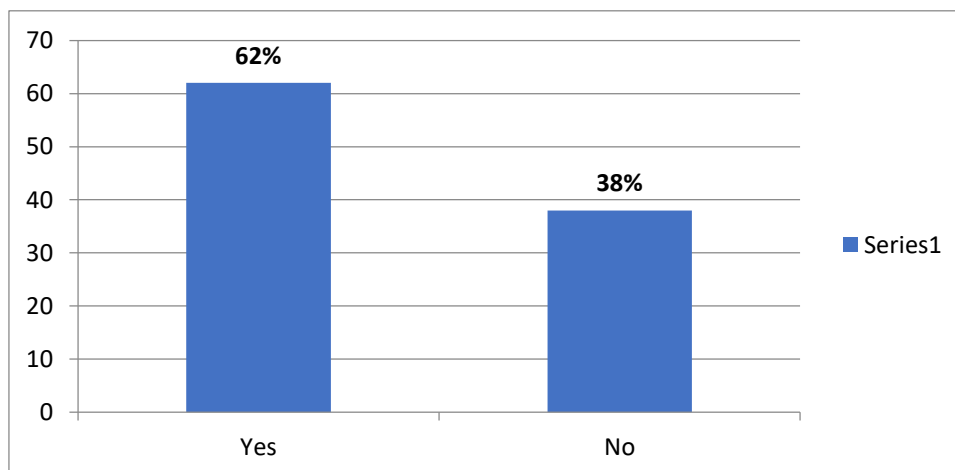
82% of people agreed with this that with the advent of new media which includes Facebook, YouTube, LinkedIn, Twitter, the importance and role of traditional media which includes Television, Newspaper, and Radio has been diminished in terms of getting political news. Nowadays people don't have time to go through newspaper or to watch TV or to listen radio for the purpose of getting information regarding political news but with the advent of social media there are lots of social sites like Twitter, YouTube, Facebook or online newspaper people are easily accessing the political information. Almost every politician has their own Facebook page, Twitter ID through which they are informing people about every incident that happens. Fresh Controversy during the selection of Chief Minister in Madhya Pradesh and Rajasthan after legislative assembly elections are prime examples of this where both **Mr. Jyotiraditya Scindia** and **Mr. Sachin Pilot** are trying to remain calm their followers by informing them time to time through social media.

**Q4. Which medium is the best to promote ideas, agendas and manifestos of political parties, among their supporters and peoples in society during general elections?**



When we get results about the medium which is most suitable to promote ideas, agendas and manifestos of political parties, among their supporters and peoples in society during general elections we found that new media is the prime medium to promote ideas, agendas and manifestos among supporter and people with 64% preferred it on electronic media which includes television and radio is the second choice with the like of 26% people and Print media includes Newspaper and Magazine with the like of 10% people. Some where it shows the reach and influence of social media among the citizens.

**Q5. Do you think that the usage of new media by Political Parties/Political Actors have a strong impact on the public in forming their opinion during general elections?**





Through survey we found it 62% of people believed that by using new media Political Parties/Political Actors have a strong impact on the public in forming their opinion while 38% of people are not agreed with the statement. According to them maximum time the messages which circulated through new media are fake and not authenticated.

## Conclusion

This study led us to the results that the participation of youth has increased rapidly after the emergence of new media. No doubt, that Traditional Media is still the most trustful medium for the people when it comes to check the authenticity of news especially political news. The cost efficiency, viability, and entertaining component of these have the large stakes in public. The potential and possibilities which can lead us to a better future can be seen through the new media platforms. However, the sensible and justifiable use of these platforms is always be a great challenge. Its availability will also be a big question, because it is equally available to all whether its criminal or innocent. Media literacy can reduce this risk and future researches might explore its new possibilities.

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