

POLITICAL INFLUENCE IN MEDIA

¹M. Goutam Sabaris , ²C.Renuga

¹ Student Of Saveetha School Of Law, Saveetha Institute Of Medical and Technical Sciences,
Saveetha University, Chennai-77, Tamil nadu , India.

² Assistant Professor, Saveetha School Of Law,. Saveetha Institute Of Medical and Technical
Sciences, Saveetha University, Chennai-77, Tamil nadu , India.

¹goutamdrake1999@gmail.com , ²renugac.ssl@saveetha.com

Abstract:

There is always a political influence in media as it has been the same for years. Nowadays the media is a evergreen business as the media is only of getting information for the citizens of its country. There will always be a demand for the media as people need to know the information about the activities in their country. But sometimes the media can be influenced by politicians for their own purposes which causes confusion among the society which may lead to mas riots and other such things.

Keywords: Politics, mass media, Influence, Freedom of Speech, Violation.

Introduction:

In India there a vast number of users of media and social media as it is the only form of information for its citizens and majority of them have access to internet and most households have access to television, as it is the largest user of media. Even economically backward people have access to media. The media gives day to day information and information on politics, economic, etc. but sometimes the media can give false information and can cause some serious damages to the county. Media is also abused by some people. These false informations can cause violence, aggression, riots and crime if false news is spread through media and social media. But social media spreads false news fast and it can reach even a small kid to a adult. Social media is the weapon of choice for spreading false news in India. These media platforms can be influenced by people for their own benefits. Sometimes the media's are influenced by the politicians for spreading news of their own. Rumours spread through social media can be spread fast enough to reach everyone in the county. It can cause massive riots and confusion may also take place. These influences are

mainly used for inter religious violence and riots. These are sometimes provoked by politicians for their own benefit. Media and social media is a best place for rumours if it is influenced by the right person. The main reason for influencing it is their own motive of what they are going to achieve from it, one good example of it is the Muzzafar nagar riots it was found that two politicians were responsible for spreading false news in media and they both were held responsible for the riots. The Riots were inter religious between Muslims and other religion in Madhya Pradesh. These incidents prove that media can be influenced and can cause some major problems. The aim of this paper mainly focused on to study and analyse the political influence in media. Study is to analyse the influence in media by politicians.

Materials and methods:

In this research paper sources are secondary sources mainly books and e-sources. And it has been carried out in a doctrinal method.

Hypothesis:

Null hypothesis: There is no influence of politicians in Media

Alternative Hypothesis: There is influence of politicians in media

Media in communal violence:

India it is a birthplace of many religions and castes, also it has a vast system of customs and traditions in which it varies from region to region. It is diverse in customs and traditions and also it has the largest number of caste in the world and it can also spark violence. In Independent India, clearly the media has likewise been profoundly embroiled in the creation of collective brutality. It has been discovered that specific sorts of media components have featured minority groups especially Muslims on mutual lines. Other than the political class and related sections of Indian culture for advancing mutual viciousness over and over whether it is Hindu v. Muslim, Sikh or Christian; the media has additionally been accused of showing shared free for all alongside governmental issues, among the different groups. Once public brutality breaks out the media assumes an essential part and regularly it is capable to maintain the common uproar for a more extended period, as was on account of Gujarat revolts in 2002. The media is the fundamental wellspring of data in regards to the event of mutual brutality. Individuals are affected by what they read and what they see on screen. With regards to shared viciousness, media has a solid draw on mass mindfulness. And so it can also spark violence due to influence of politicians in media. Instruments of media assume critical parts for shared publicity and influence messages. News

papers in India are most specifically and more than once involved in the whole procedure of irritating public savagery. This section investigates manners by which media is dependable in inciting shared brutality and up to what degree it is engendering mutual scorn and collective animosity among the groups of India (particularly amongst Hindus and Muslims) which are causing common clashes and also public viciousness. In Independent India, the local press has assumed an essential part in the projection of Hindu-Muslim common viciousness. This was anyway not so amid the flexibility battle, but rather its demeanor changed after autonomy. After the segment, the dialect daily papers received a hostile to Muslim inclination in detailing public savagery. Then again, the English press still possesses the pre-famous position; its way to deal with mutual issues is considerably more calm thus bar than that of the dialect press. The language newspapers play important role in disseminating raw prejudices against Muslims and also publish provocative materials against them. We also see gross discrimination when it came to penalizing people for inciting communal feelings. The Marathi daily Saamna has been regularly publishing inflammatory material. It is unfortunate that during the period of communal violence, some sections of our so-called 'National Press' also aggravated the tense situation by publishing irresponsible reports.

Muzaffarnagar Riots:

The clashes between the Hindu and Muslim communities in Muzaffarnagar district of Uttar Pradesh, India in August–September 2013, resulted in at least 62 deaths including 42 Muslims and 20 Hindus and injured 93 and left more than 50,000 displaced. commission composed of Justice Vishnu Sahay, a retired Allahabad High Court judge on 9 September 2013. The commission has been asked to submit a report about the violence within two months. The UP government also removed five senior officials of the police and the administration from Muzaffarnagar for their poor handling of the situation. Chief Judicial Magistrate issued non-bailable warrants against 16 politicians. On 20 August 2013, BSP MP Kadir Rana was booked for his alleged hate speech in Khalapar area of the city. He was absconding but surrendered on 17 December 2013 and was sent to judicial custody.[42] BJP MLA Sangeet Som was arrested for allegedly uploading a fake video that shows a Muslim mob brutally murdering a Hindu youth and delivering provocative speeches. Approximately 1,000 army troops were deployed and curfew was imposed in the violence-hit areas. 10,000 Provincial Armed Constabulary (PAC) personnel, 1,300 Central Reserve Police Force (CRPF) troopers and 1,200 Rapid Action Force (RAF) personnel were deployed to control the situation.

Around 10,000 to 12,000 preventive arrests were made by the police as of 11 September 2013. They cancelled 2,300 arms licenses, seized 2,000 arms, and filed seven cases under the National Security Act. Approximately 50,000 people have been displaced. Some of them took shelter at ten state-run relief camps. By 31 August 2013, five FIRs were registered in connection with the case and eleven people have so far been arrested and booked under various charges, including that of rioting and murder. Police arrested former Uttar Pradesh Minister and Rashtriya Lok Dal leader Dharamvir Baliyan, party's district president Ajit Rathi and ten other political activists when they tried to visit communal violence hit Kawal village of Muzaffarnagar district. This is a good example of media influence by politicians, this has caused some serious damage to the nation as well as the people that state.

Media / social media a rumour tool:

As news media cannot be used for spreading full information of the rumour but the social media can be used for spreading false news and rumours to spark violence and riots all over the place very easily as nearly every person has access to the social media in one way or another. It is the best tool for spreading false news in the country, also creating riots and chaos. An effective tool for some politicians and political parties for creating a confusion. One good example is that a similar story also unfolds in Aligarh, a town that has a history of communal confrontations. Back in the 1990s, a rumour was spread that the doctors at the hospital at Aligarh Muslim University had purposefully killed a group of Hindu patients. This story, like the train full of corpses emerged to be false, but instigated people in a communally charged city. From Delhi to Aligarh, the role that false news and rumours used to play is today being supplemented by another tool, social media. In the unfortunate incidents at Kasganj, social media, rumours and false news appear to have converged. A fight over a Facebook post appears to have snowballed into a riot. This is not the first time rumours, false news and social media have been used in tandem. Anyone living in costal Karnataka would have come across WhatsApp forwards claiming a girl from a community was violated by a group of men from another community. A simple investigation would reveal that these stories have little truth in them. Often, the photos used in these whatsapp forwards would not have been taken in the region concerned. Yet, like rumours in the past, these forwards not only manage to instil a sense of fear, but also stoke up communal tensions. It does not take a genius to discover that social media is the platform for rumours provided that it provides secrecy and also covers the persons true identity from the public. In July 2012, amid the viciousness between indigenous Bodos and Muslims in Assam, certain pictures were circled,

powering alarm bringing about the mass migration of thousands of northeastern to their local spots from various parts. Correspondingly, riots that broke in Kishtwar in Jammu and Kashmir after Eid festivities were likewise exasperated by specific postings on the online networking. The circumstance was checked inside the perfect time and the mobs were controlled. In Kishtwar, the material via web-based networking media were instantly followed and checked, generally the outcome mobs would have been extraordinary. Certain daily papers which are transformed with provocative features additionally have a bigger part in the bending sentiments and activities of the average citizens who don't take after Facebook or twitter. These incidents strongly show that social media can be a best place to spread false news.

Changing media:

The substance of media is changing with new correspondences advancements, for example, camera-empowered cell phones, spy cameras and voice recorders are giving columnists a chance to accumulate and scatter data assembled exceptionally easily.[ix] Digitization of the news media has prompted pressure of time and separation yet different concealed substances factor still influence the detailing of contentions. The pictures communicate in our front rooms are not just educating the worldwide gathering of people of the awful happenings however may likewise incite advance savagery in a current brutal circumstance. In this manner, the media's report of a conflict circumstance prompts the clearing up of the contention itself. The media arouses the assessment building and effect the political choices and crowd's responses in the public eye. This in the end shapes emergencies and clashes as in painstakingly chose news and tight control over the media. Since autonomy until the attack of digital TV in India, the electronic media had filled in as the mouthpiece of the administration. In the Operation Blue star 1984 the neighborhood media were not strong of the Sikh causes. In addition, since the start of the issues in Punjab, the Government had strict control on the media and forced substantial oversight. There was a tight control over media so catch the awful occasions were not permitted in the neighborhood arrive. Be that as it may, amid 2002 Gujarat revolts the two English-dialect national daily papers in India, The Times of India and the Indian Express were condemning of the state government. The aftereffect of the numerous and complex interests of districts, bunches inside them prompts financial, social and political clashes. Such clashes are hard to deal with and requires transactions between the gatherings included.

Suggestions:

1. Setting up of a cyber surveillance agencies which can forewarn about any such malicious intent and timely notifying in order to take suitable action.
2. Frame guidelines for telecom operators to prevent panic reaction and block harmful content on the internet and social media.
3. Prepare a legal authority approved by the government to fill the existing gaps in the Information Technology Act for dealing with such situation, including deterring malicious use of the internet and social media.
4. Social media is just a body to broadcast information quickly – whether the information is good or bad depends ultimately on the individual, how he takes it. Whether he gets lured immediately or waits for the reliable source and frames his action which may be in favour of whole society.

Conclusion:

It is to conclude that responsibility of media increase while covering the communal riots. Media coverage & social media helps people to get new information and new opinion to the same issue, it is necessary to insure the liberty of the opinion giving and views by people in social media helps people to have better and update information regarding a with range of social, political, technical issues. But this is important that we should not reprobates and trouble makers to misuse social media. There is an urgency in the part of the government to install effective mechanism and surveillance system which check objectionable content and suspends its transmission through social media. Telecom companies should develop effective techniques to trace the location of the uploading content. Few sections of the media and some users of social networking sites bid to hurt the sentiments of the religious groups through their opinion blogs and posts, which have tendency to provoke, deprave the peaceful ambience and lead the communal unrest. Social networking sites should be boosted to device greater self-check that they contribute lest to large scale law and order disturbance. The state should use all measures to punish those guilty for fueling the communal violence. It is also important that media should know that they can relieve the situations and should react responsibly. Bit alone media can never bring about a racial change overnight, support from the part of readers are also required, and try to maintain the harmony in the society and promote the essence of fraternity.fer that duty of media

increment while covering the shared uproars. Media scope and web-based social networking causes individuals to get new data and new conclusion to a similar issue, it is important to protect the freedom of the sentiment giving and perspectives by individuals in online networking encourages individuals to have better and refresh data in regards to a with scope of social, political, specialized issues. However, this is essential that we ought not criminals and inconvenience creators to abuse online networking. There is a desperation in the piece of the legislature to introduce viable instrument and observation framework which check frightful substance and suspends its transmission through web-based social networking. Telecom organizations ought to create viable procedures to follow the area of the transferring content. Scarcely any segments of the media and a few clients of informal communication locales offer to hurt the feelings of the religious gatherings through their assessment web journals and posts, which have inclination to incite, corrupt the serene atmosphere and lead the collective turmoil. Long range interpersonal communication locales ought to be supported to gadget more noteworthy self-watch that they contribute for fear that to expansive scale peace unsettling influence. The state should utilize all measures to rebuff those blameworthy for filling the mutual viciousness. It is likewise essential that media should realize that they can remember the circumstances and ought to respond mindfully. Bit alone media can failing to bring about a racial change overnight, bolster from the piece of perusers are likewise required, and attempt to keep up the agreement in the general public and advance the quintessence of brotherhood. Therefore it is proof that there is political influence in media.

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