

Evolution of New Era in the Indian Politics

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Abstract

As we studied the past of Indian politics than the current changes in the election result are unacceptable. What are the things which are making the system conscious? Why such changes were not observed in the past ever before? Some experts attribute these changes to the media but important question is why media was not able to provoke such changes before 2014? Is there was any significant change occur in the Indian media during this period which had changed the face of Indian politics? In this research we analyze the prominent changes occur in the Indian media during this time period and having powerful impact on the Indian Politics.

Keywords: Indian politics; Indian media; Internet

Introduction

Indian media before and after 2004 [1] here are focusing on the three types of media i.e., Internet Media, Radio channels and TV channels.

Internet media

Internet facility is mostly available in the urban areas of India so its impact on the political scenario is inevitable. Currently only 15% of Indian population is using the internet out of which majority of the population using internet on their mobile phones [2].

Process of Internet media

- Availability of the any update in the political world before any traditional Information source.
- Providing a reliable platform to share the ideas and political views such as Facebook and twitter [3].

Concentration of internet media

- Most of internet Users in India are using their reading skills (due to low speed of internet in India) rather than their inherited auditory and visual sense for grasping information, this psychological effect influence the understanding power of brain and finally leads to the confused state of mind during the decision making [4]. So reading stuff rather than watch or hear has a powerful impact on decision making of the user. Same affect play important role in the formation of long term memories.
- Internet media leads to the overdose of the information which finally leads to lack of concentration.
- Most important thing it is expensive and confined its use only to creamy and middle families.
- So to attribute the credit of current political changes to the internet media is not a justified answer so we moved further to find out the best answer of our question.

Radio channels

Fraction of the Indian population uses the radio as the source of entertainment and information but it has following pros and cons. India has 159m radio listeners as compared to 176 m internet users [5].

Process

- It is the cheapest source of information and easily available.

1) Group debates on the political issues have never been observed on Indian radio channels so it is mere the source of conveying information rather than able to justify it [6].

2) Radio channels are focusing mostly on the music on demand rather than delivering useful information [7].

So the possibility of the Radio media as the game changer in the Indian politics has been ruled out.

TV News Channels

We found that in India only 18% (directly related to the percentage of upper creamy layer) of population was using the commercial news channels and watching the news in the form of group discussion [8], but majority of remaining population i.e., 45% had only one TV channel i.e., DD1 as source of entertainment and information before 2004 [9]. Here key point is that in the DD1 the anchor is reading the news rather than discussing them in the form of Group debates, in simple words both speaker and viewers were doing the formality. So the only one channel i.e., DD1 before 2004 covering almost majority of population was not able to raise the intelligence level of the population regarding the corruption and issues of nations interest [10]. At the end of 2004 Indian government had launched a scheme of DD Direct plus service which is free and required to pay only the charges of set of box and dish. In this service there are 4 to 6 news channels and discussing the issues in the form of a group debate, which simultaneously increases the understanding level of viewers. From 2004 to 2014 in almost 10 years there is tremendous increase in the subscriber homes of DD direct plus and it reaches up to 18 million. So if we calculate the population percentage having the excellent understanding of political issues than it was almost 48% in the 2014. It is increasing with the passage of time and have powerful impact on our political scenario. According to the current updates TV world had penetrated in the 60% of the total Indian population [11,12].

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Conclusion

So, it was the change in the TV news channels which had raised the Intelligence level of vast Indian population and finally decided the future of Indian politics. Internet will play a significant role in the future politics but yet it is in growing phase.

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