

Vol 7 Issue 4 May 2017

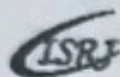
ISSN No : 2230-7850

International Multidisciplinary
Research Journal

Indian Streams Research Journal

Executive Editor
Ashok Yakkaldevi

Editor-in-Chief
H.N.Jagtap



IMPACT OF SOCIAL MEDIA AND INDIAN POLITICS

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ABSTRACT

In the 21st Century, means of communication have risen to many platforms. Technology has created new templates of communications anywhere from person to person, person to mass media, and vice versa. In present circumstances immense concentration of wealth, widespread corruption, tight links between politicians and great corporation and the capture of public assets for private gain. There is competition for capturing mass media among corporate rather it has fallen in the hands of multimillions. Now new media is also expanding beyond the middle classes with smart phones many different corners of the country

KEYWORDS: Technology, media, communication, Social network.

INTRODUCTION :

Media took entry in world with invention of printing press and paper after Industrial revolution. Transformation of print media started in the early 1990s Print Media and radio are the earlier phase of media and latter television, different channels and now internet ,mobiles, social network sites arrived

The borders of countries and states have dissolved to the credit of the Internet and

social media. Through Facebook and Twitter, among others, companies are able to fabricate and build virtual personalities. Through history as the communication platforms evolved the method of communicating also had to adapt. Just as the telephone made distance relative, social media has made cultures and companies' relative.¹ Social networking sites are small virtual village, As computer technology increases, social media becomes more and more of a widely used source of communication. It has become so popular that it is completely changing the way people view and respond to society, and opening up new ways for people to interact with each other. Communication is the essential element that creates and maintains relationships. In this day and age, communication technology has developed to become both simple and fast². Along the decades, there have been many changes as to such as television, films, music, the internet, print, billboards, and other pictures are examples of ways we keep up with today's



CONCLUSION

Earlier the political discussions were restricted only to those who read newspapers, watched news channels or participated in discussions in nakkad of a village or clubs. But now, social networking has made the youth of India to sit up and discuss political issues. The new communication technologies being relatively expensive exacerbate inequalities in access to information between the information rich and information poor in a system, since it is only the socio-economic elite who can afford these new media. This widening of information chasm will continue unless strategies are explicitly followed to prevent it.

No media policy can succeed without defining political and economic goals explicitly and implicitly. Democratic planning under a parliamentary democracy has been defined as 'democratic persuasion to bring about the participation and co-operation of all' and should involve all groups from the villages to the National Government at all levels and has to use and strengthen democratic institutions to administer for a speedy development.

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