

Political Communication

Relationship Between Politics and Media:-

The relationship between politics and media is very intensive in a functioning democracy. The relationship is a symbiotic which means that both agents gets benefit from each other despite their divergent missions. Political forces turns to the public to motivate their actions, to campaign for their ideas and to win people's trust. Media, in turn, have to inform people about politics and to exercise control over politicians when the latter perform their duties. Media act like a bridge between politics and public.

⇒ Media and politics need each other and at the same time, they benefit from each other. Without access to current affairs, media would be deprived of topics to cover, and without media politicians would hardly find a way to the people.

⇒ Media have to act like a 'watchdog' on the power elite (politician) for the sake of the public interest.

⇒ The relationship between politics and media thus lies at the core of democracy. This relationship needs constant rebalancing. Highest ~~dem~~ transparency and a permanent critical evaluation are of utmost importance. Despite their interdependence, the demarcation line between them must be maintained.

⇒ We have to keep a balance between these both agents in order for a prosperous society.

~~unintentional~~ position in structure

Q2

Political Communication:-

⇒ Political Communication is that sub-field of communication and political science that is concerned with how information spreads and influences politics and policy makers, the news media and citizens.

⇒ Political communication is the role of communication in the political process.

⇒ Political communication is a process that includes political institutions and actors, the news media and most importantly citizens.

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⇒ It is the interaction of between these -three groups that matter in Political communication.

⇒ Political communication includes the production and generation of messages by political actors for public, transmission of political message through media, and the response of public towards political messages using media.

Elements of Political Communication

These are following elements of a political communication process.

⇒ Political Organization:-

Through organizational and institutional means some individuals influence the decision-making process. They may seek to do this by attaining institutional political power, in government or constituent assemblies, through which preferred policies can be implemented. If in opposition their objectives will be to obstruct existing power-holders, and have them replaced by alternatives.

Political organisations act as a political actor in the political communication.

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The particular aim behind these political organisation is - to persuade or influence the public opinion using media.

Political organisation includes.

⇒ Political Parties

⇒ Public organisations

⇒ Pressure groups

⇒ Terrorist organisations

⇒ Government.

⇒ Public "The Audience"

The purpose of all this political communication

is to influence or to persuade.

The target of this persuasion is - the public "the audience". This is the second key element in the political communication, without which no political message can have any relevance.

⇒ Whatever the size and the nature of the audience, however, all political communication is intended to achieve an effect on the receivers of the

message. The whole political communication is revolves around the audience or public. The main objective of the political organisation is to persuade the public in order to fulfil their agendas.

⇒ The Media-

Media is the third key element in the political communication. Today's media comprise into Print Media, Electronic Media and Digital Media. Media plays a role like bridge between the earlier discussed elements. Political organisations use media to propagate their agendas

in the public. Different political parties convey their policy to the audience by press conferences, press briefings, press reports, news conferences etc. Also media cover the political gatherings of the political parties. Through these programmes political organisations disseminate their message to the public.

⇒ Media also act as a watchdog on these political organisations.

⇒ Now a days media ~~act~~ ~~media~~ provide a free space to everyone to discuss and argues his arguments.

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⇒ The public response towards the policy made by policymakers is carried through media as well.

⇒ Media should keep itself as a mediator between the political actors.

Q3/ Authoritarian Theory:-

⇒ Authoritarian theory is a normative theory of mass communication where mass media is influenced and overpowered by power and authority in the nations.

⇒ Direct control of media by government and authorities.

⇒ Power exercised to control media.

⇒ Control by powerful ruling minorities or a group of ruling majorities.

⇒ Media has no power to criticize the government, its work, decisions and policies.

⇒ Media can not offend the ruling parties in any way.

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⇒ ~~clear~~ clear limits on what media can publish.

⇒ control might be on all issues or just some particular issues.

⇒ Media is used as a weapon or an instrument - to strengthen the power of the government.

⇒ Censorships imposed on going against the ruling elite.

Censors like

⇒ Military censor

⇒ Religious censor

⇒ Political censor

⇒ Moral censor

⇒ Corporate censor