



A STUDY ON EFFECT OF POLITICAL COMMUNICATION ON VOTING BEHAVIOUR

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ABSTRACT

In a democratic society, a well-informed public capable of holding autonomous political positions is a pre-requisite; knowledge is crucial for selecting a government. Elections strengthen democracy. This research examines how political communication affects voting. The research examined political communication in these three states' media and TV outlets. Newspapers and TV affect Karnataka, Kerala, and Tamil Nadu voters' behavior. The study examines how political communication affects voting behavior of peoples.

Keywords: Effect, Political Communication, Voting Behavior, newspapers, television.

INTRODUCTION

In societies where socioeconomic progress is urgent, communication has received much attention. Lerner believed that an increasing media system conveys views conducive to social change, which promotes development. Increased literacy should enhance media exposure, which should boost engagement and voting. Information is crucial to improving living standards in developing nations like India (Adolphesn, 2008). Mass media and other outlets spread information for many reasons, including political propaganda. Character and control of mass media and communication system may determine kind of political system. Mass media is a social institution whose role varies by country's political, economic, and social structure (bellanosa, 2011).

Role of Media in political decision making

The media play a major role in politics and political decision making, and their communication helps us comprehend political behaviour. Political communication and its influence are studied using data and analysis from numerous sectors. Media have a huge, vital, and unique influence in influencing voter political choices. Communication and media contribute to political conduct by emphasizing the importance of the media (Freedman, 2007).



The effect of mass communication on political behavior

In a democratic society, media's role as political players has grown. Any civilization can't have total press freedom. Freedom requires responsibility. Journalists shouldn't utilize press freedom to damage others or society. Because press freedom misuse often violates others' rights, it should be safeguarded by legislation (Gibson, 2007).

Systemic Conceptions of Political Communication

Political communication reflects and supports political institutions and fulfills their interests and functional needs within polities. Scholars suggest that a good strategy to research political communication is to concentrate on its role inside and across political systems. Political scientists were interested in communication's role in political evolution throughout the 1950s and 1960s, when the voter persuasion paradigm was dominant. This interest was driven by the same concern with mass media's effect on individual behavior (Mishra, 2003).

Polls and News Coverage

The media are key to the spiral of silence. They tell the public on poll findings, which show the balance of opposing views. Attention given to a partisan organization, viewpoint, candidate, or political party indicates significance. Coverage determines the group's perceived public support. In the case of television, camera treatment was believed to effect how a candidate was depicted as strong, in charge, able to demand public attention, eloquent, knowledgeable, a compelling communicator, admirable and lovable, and a leader (Raknes, 2007).

TV and Political Behavior

TV has changed political communication by bringing opinion leaders and politicians into our homes. In an era concerned with the real, TV compensates by substituting reality with reality effects. Perhaps TV political arguments are due to this reality effect, where the receiver appears to get information directly from the source. Televised debates are the public's sole chance to see candidates face-to-face. In these events, voters may judge candidates' issue viewpoints, personal traits, and programs without the normal media censors (Richard, 2007).

Research Methodology

This research examined the effect of political communication on voting behaviour in Karnataka, Kerala, and Tamil Nadu. The researcher analyzed Karnataka, Kerala, and



Tamil Nadu newspapers and TV networks for 18 months to understand political communication in these states. Thus, the researcher may identify political communication on key policies, people, and topics in Karnataka, Kerala, and Tamil Nadu. Based on the political content of newspapers and TV channels in these three states, the researcher used a professionally constructed questionnaire to evaluate the 'Effect of political communication on voting behavior'.

Sample size

The researcher employed a survey approach to evaluate the effect of political communication on voting behaviour in Karnataka, Kerala, and Tamil Nadu.

Data collection

Personal surveys were performed among voters in Karnataka, Kerala, and Tamil Nadu, representing diverse strata of society. The researcher questioned all respondents in Karnataka, Kerala, and Tamil Nadu.

Tools of Data Collection

The researcher studied newspapers and TV stations in Karnataka, Kerala, and Tamil Nadu. The researcher investigated current political concerns and dialogues in Karnataka, Kerala, and Tamil Nadu for 18 months. After examining newspapers and TV channels for political information, the researcher created three questionnaires for Karnataka, Kerala, and Tamil Nadu.

Data analysis

The field survey data from Karnataka, Kerala, and Tamil Nadu was statistically evaluated using the following methods:

- Characteristics tabulated
- Chi-square independence test.



RESULTS

Voter turnout in Karnataka, Kerala, and Tamil Nadu was affected by the influence of the media, including newspapers and television.

Table 1: Karnataka, Kerala, and Tamil Nadu voters influenced by media

States	Positive Rating of Media Effect on Voting Behavior	Negative Role of Media Effect
Karnataka	88% (339)	11.55% (46)
Kerala	82.5% (318)	17.5% (67)
Tamil Nadu	79.21% (301)	20.78% (79)

The research "Effect of political communication on voting behaviour in Karnataka, Kerala & Tamil Nadu" found that mass media, notably newspapers and television, affect voting behaviour in these three states. 88.5% of voters from diverse Karnataka districts with varied socio-political, economic, religious, and educational backgrounds said political communication via mass media affected their voting behaviour. In Kerala, significantly more voters (68.83%) assessed the newspaper's effect on voting behaviour than in Karnataka. It may be because to newspaper reading habits and party newspapers in Kerala.

Newspapers effect on voting Behavior in Karnataka, Kerala & Tamil Nadu

- But in the case of newspapers, Kerala (68.83%) of the voters' rating might be attributable to newspaper reading and literacy.
- 65.71% of Karnataka voters rated it second best. Tamil Nadu ranked third with 60%.

Television effect on voting Behavior in Karnataka, Kerala & Tamil Nadu

- But in terms of television's influence on voting behaviour, Karnataka has the highest rating (71.69% of voters).
- In Kerala, 71.43% of voters assessed TV's effect on voting behaviour. Tamil Nadu ranked worst in voters' ratings of TV's effect on voting, at 64.1%.
- Tamil nadu has a higher TV rejection rate than Karnataka and Kerala. 35.79% of Tamil Nadu voters opposed TV voting.



Effect of Election campaign on voting Behavior in Karnataka, Kerala and Tamil Nadu

- Out of eleven categories of election campaign techniques displayed in the list of political campaigns, political rallies, meetings, jathas, and campaign speeches got the highest ranking in Karnataka. In Kerala, 37.47% of voters favoured House to House.
- In Tamil Nadu, political talks and debates on TV networks had the highest rating (50.53%).

CONCLUSION

The research on the influence of Political Communication on voting behaviour in Kerala, Karnataka, and Tamil Nadu found that newspapers and television do affect voting behaviour in these three southern Indian states. Karnataka voters (88%) were most influenced by the media. Kerala's media influence is lower than Karnataka's. Media effect rejection is greater than in Karnataka. Tamil Nadu's media influence is lower than Karnataka and Kerala's. Karnataka and Kerala voters were most influenced by TV during voting. Tamil Nadu was included. Even in this internet era, study sessions and night schools may be effective political tools, according to the research. Political Rallies and Campaign Speeches in Karnataka, House-to-House campaign in Kerala, and TV Political Discussions and Debates in Tamil Nadu had the most influence on voting. The current research shows that mass media, notably political communication in newspapers and on TV, affects voting behaviour in Karnataka, Kerala, and Tamil Nadu.

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