

Contents

Certificate	i
Preface	ii
Acknowledgement	iii-iv
Content	v-vi
List of Figures and Graphs	vii-ix
List of Acronyms	x-xi
Terms	xii-xiv
CHAPTER – I	1-32
Introduction	
1.1 Communication Theories	3
1.2 Elements of Communication	7
1.3 Social Networking	8
1.4 Political Process	11
1.5 Rational of theme	15
1.6 Review of Literature	17
1.7 Statement of the Problem	28
1.8 Objectives	29
1.9 Hypothesis	30
1.10 Study area	30
1.11 Research Methodology	31
CHAPTER – II	33-55
Political Processes in India	
2.1 Introduction	33
2.2 Political communication	37
2.3 Communication and democracy	39
2.4 Political Processes of Democracy	43
2.5 Communication for Mass Mobilization	46
2.6 Media impacts on Politics	51
2.7 Online Social Movement	53

CHAPTER – III	56-86
Web 2.0: Online Social Networking	
3.1 Social Network	57
3.2 Social Media and Social Networking	58
3.3 History of Social Networking Sites	59
3.4 Social Network Sites: A Brief description	61
3.5 Privacy on SNS	68
3.6 Popular social Networking Sites	70
3.7 Current Scenario of Social Networking Sites	76
3.8 Bridging Online Social Networks and Politics	83
CHAPTER- IV	87-124
Impact of Social Networking on Political Processes	
4.1 Traditional Media and Social Media	88
4.2 Social Media and Politics	91
4.3 SNS Impact on Politics	100
4.4 Mass Addressing Through SNS	113
4.5 Election Campaigning Tools	114
4.6 Easy Reach to Larger Population	117
4.7 Social networking and political communication in India	119
CHAPTER-V	
Virtual reality: Aggregate Data Analysis	125-146
5.1 Demographic, Historical & Socio-Political Profile	125
5.2 Modes of Interaction in Delhi	128
5.3 Data Analysis	130
5.4 Findings	145
CHAPTER –VI	
Conclusion & Suggestions	147-159
6.1 Conclusion	152
6.2 Suggestions	157
BIBLIOGRAPHY	xv-xxxvi
Annexure – 1	xxxvii-xli
Annexure – 2	xlii-xlvi