

CHAPTER - I

INTRODUCTION

Introduction

‘All societies are constituted by Communication’¹. The characterization of postmodern societies as ‘Information Societies’ represent the role of Information communication in the modern world. Modes of communication represent the socio-economic status of the nation. In the modern world information communication technologies (ICTs) changes the very essence of the life and internet become an essential part of the human life. Since its creation Internet has laid many information sharing networks as it is called ‘network of networks’. ‘Features of social life are networks, norms and trust that enable participants to act together more effectively to pursue shared objective.’²

As the communication landscape gets denser, more complex, more participatory, the networked population is gaining larger access to information and opportunities to engage in public life which enhanced the ability to undertake collective action. In the political arena information communication technologies (ICTs) emerge as an important feature. The world has witness one of the greatest change of the last two centuries, in the way we socialize with other people. Earlier physical interactions would fill up most of our active time which were both healthy as well as the only way to communicate. Then came the telephone and people could talk over long distances. ‘Then huge technological achievement allowed people to

¹Deniele Caramani, Gibson K Rachel and Rommele Andrea, *Comparative Politics*, (Delhi:Oxford University Press 2006) 474.

²R.D. Potnam, *Tuning in, tuning out: the strange disappearance of social capital in America*, (Political Science & politics 2005)

become mobile and talk to their known ones even from far off places. Then came the mobile and massaging services which allowed people to talk to one another on the run and communicate with the help of the small text messages (SMSs). At the same time mobile telephony was picking up in early 2000, internet and networking technologies were also growing in leaps and bounds. These technologies not only enabled people to have vast sources of almost endless information at their fingertips, allowed businesses, politics and society to develop and to be prospered'.³

A social networking services is an online services that provides users with a series of tool, platforms, features in order to help them share interest, hobbies, photograph and any other multimedia content. 'Most social networking services allow users to interact over the internet through e-mail and instant messaging like 'one to many' or 'many to many' communication channels. It also provides the facility of feedback, comments and thoughts from the user group which can be shared by many people in a very convenient manner. Social networking become popular in last seven year with an increasing number of the users spending their time and ideas on these sites either personal computer or web enabled mobile.'⁴

Politics is the practice and theory of influencing people on a civic or individual level and it is requisites communication methods to identify civil situation, need, desire and feedbacks. Political communication flows to understand and deliver the political possessions. Political communication is "the strategic use of communication to influence public knowledge, beliefs and action on political

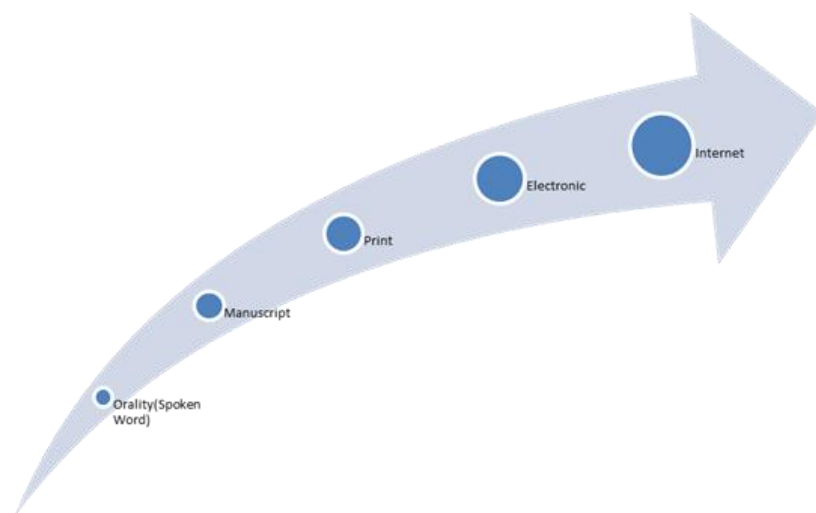
³ Dhiraj Kumar, *The Asocial; Networking, Musing on the Real & online World*, (Mumbai: Wordizen Books 2011)18.

⁴ Ibid

matters⁵, that deals with the production, dissemination, procession and effects of information both through media and interpersonally within a political context. This includes the study of the media and the analysis of speeches by politicians and those trying to influence the political process and formal and informal conversations among members of the public and other aspects. In every phase of human development there are certain types of the communication modes and it became more sophisticated day by day as an evolution of the communication.

1.1 Communication Theories

Media theory is a social theory with an obligation to help us understand better, not just the institutions of the media or the processes of communication, as well as it provides fundamental features and processes of the modern world, which is increasingly known to us via the media. In today's world our societies and our cultures are not only in rapid transformation, but also in distress in many ways that theory cannot ignore.



Graph-1.1 shows the evolution of the Communication

⁵ D. Swanson & D. Nimmo, *New Directions in Political Communication: A Resource Book*, (Thousand Oaks Sage 1990) 9.

Communication always had a potential for the philosophers and scholar to understand stand various communication module its nature and impact on the society. A number of communication scholars have stressed that it makes sense to use the typology for identifying different approaches in communication studies and communication theory. It is highly relevant when trying to understand different traditions of communication. Robert T. Craig (1999) has identified seven traditions of communication theory that are based on how the communication is defined.

1. Rhetorical: views communication as the practical art of discourse.
2. Semiotic: views communication as the mediation by signs.
3. Phenomenological: communication is the experience of dialogue with others.
4. Cybernetic: communication is the flow of information.
5. Socio-psychological: communication is the interaction of individuals.
6. Socio-cultural: communication is the production and reproduction of the social order.
7. Critical: communication is the process in which all assumptions can be challenged.

The theories of communication have a general and a specific idea; a general term means “a whole range of theories which take a critical view of development and emergence of communication and seek to explain the emergence of their objects. Communication Theory as a more specific term means the work of the Robert T. Craig, Jurgen Habermas, Erik Qualman and Herbert Marcuse. Critical communication theories opens more space for considering the possibility that the world could be different than it is any simple affirmation of existing differences or claim that postmodernity is just a matter of perspective. It is certainly true that

critical theory focuses on society, wants to promote political engagement and wants to show the difference between potentiality and actuality in society. A normative theory argues for the integrity of a sphere of communicative, normative integration as well as for the realization of the possibility of social and political discourse. Social-scientific theory explains the factors and structures that impair the communicative social infrastructure as a participant in social struggles. Critical communication Theories analyzes “social relations of communication primarily in terms of the structural forms they generate”.

1.1.1 Critical Mass Theory

The concept of critical mass theory has been adopted from economists, physicists, and sociologists by organizational communication and diffusion of innovation scholars to better understand the size of the audience needed for a new technology to be considered successful and the nature of collective action as applied to electronic media use, any medium to be considered a mass medium, and therefore economically viable to advertisers⁶. Interactive media only become useful as more and more people adopt it “the usefulness of a new communication system increases for all adopters with each additional adopter”⁷. Initially, the critical mass notion works against adoption, since it takes a number of other users to be seen as advantageous to adopt. For example, the telephone or an E-mail system was not particularly useful to the first adopters because most people were unable to receive their messages or converse with them. The critical mass is achieved when about 10

⁶M. Markus Lynne, *Toward a “Critical Mass” Theory of Interactive Media Universal Access, Interdependence and Diffusion* (Communication Research, Sage journal 1995)

⁷ E M Rogger, *Communication Technology*, (Simon and Schuster 1986), 221.

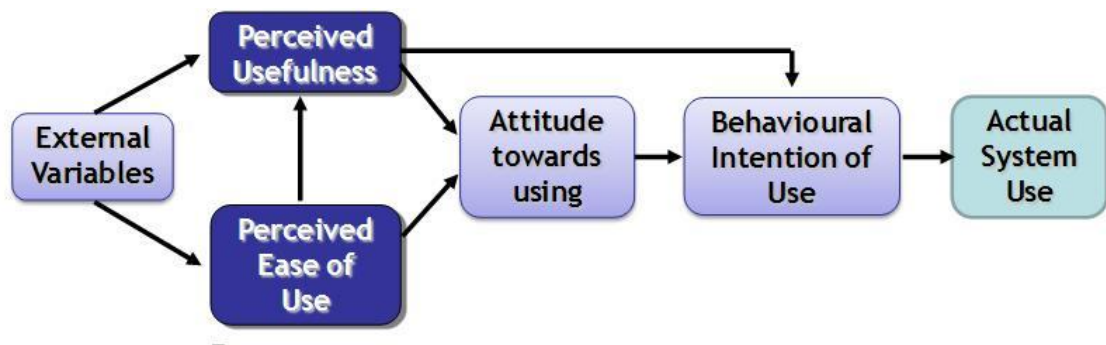
to 20 percent of the population has adopted the innovation⁸. When this level has been reached, the innovation can be spread to the rest of the social system. Adoption of computers in U.S. households has well surpassed this figure, but the modem connections needed for Internet connection lag somewhat behind. Collection of communication services-electronic bulletin boards, Usenet groups, E-mail, Internet Relay Chats, home pages, gophers, and so forth-comprise the Internet, the concept of critical mass. "Shared pool of data to which several participants choose separately contribute for information". The critical mass theory is a useful way of thinking about Internet services, where participants must hold up their end of the process through sharing contributions.

1.1.2 Technology Acceptance Model (TAM)

T A M Model explains perceived usefulness and usage intentions in terms of social influence and cognitive instrumental processes with new technologies such as personal computers is a complex element that creates an uncertainty in the minds of decision makers with respect to the successful adoption of them, people form attitudes and intentions toward trying to learn to use the new technology prior to initiating efforts directed at using. Attitudes towards usage and intentions to use may be ill-formed or lacking in conviction or else may occur only after preliminary strivings to learn to use the technology evolve. Thus, actual usage may not be a direct or immediate consequence of such attitudes and intentions.⁹

⁸Valente, *How Correlated are Network Centrality Measures*, NIH public access(<http://www.ncbi.nlm.nih.gov/pmc/articles>)

⁹F. D. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol.13,3(1989) 319-340.



Graph 1.2: Technology Acceptance Model of F.D.Davis.

The impact of social networking on political processes is a core study of political communication and political participation in information age. ‘There are 24 corer internet user in India, its first time when (General Election 2014) such a large number voters attached to internet’.¹⁰ The role of the media in determining political participation has been studied from three main perspectives, the role of the media as a source of political knowledge, the role of the media as an ‘agenda setter’ and the role of the media as a platform for political participation. In this works the main thrust has been to analyze if media exposure has a positive impact on the political knowledge of the masses. In studying this issue there is effort to find out that, is internet a stronger instrument of political learning and participation for those who have lack political information.

1.2 Elements of Communication

Harold Lasswell work on ‘The Structure and Function of Communication in Society’, he defined the communication process as Who (says) What (to) Whom (in) What Channel (with) What Effect. The distinct model he propounded was

¹⁰ Tusar Banarjee, BBC hindi
Monday, April 14, 2014 (http://www.bbc.co.uk/hindi/india/2014/04/140413_facebook_google_election2014spl_vr.shtml)

known as Dance model.¹¹ On basis of this model Shannon defined certain elements of communication that made the object for study of the communication theory:

- **Source**
- **Sender**
- **Channel**
- **Receiver**
- **Destination**
- **Message**
- **Feedback**
- **Entropic elements**

1.3 Social Networking

A new class of information networks emerge very rapidly called “online social networks” have exploded in popularity. Numerous sites are dedicated to finding and maintaining contacts and to locating and sharing different types of content. Online social networks represent a new kind of information network. Social networking sites such as MySpace, Face book, Orkut, Twitter, what’s app and LinkedIn are examples of wildly popular networks used to find and organize contacts. Other social networks such as Flickr, YouTube, and Google are used to share multimedia content and others such as Live Journal and BlogSpot are used to share blogs. Online social networking embody users as first-class entities users join

¹¹ Harold Laswell, *The Structure and Function of Communication in Society* Lyman Bryson, (New York: Institute for Religious and Social Studies, Jewish Theological Seminary of America, 1948), 37.

a network and publish their own content, create links to other users in the network these users called 'friends'.

This basic user-to-user link structure facilitates online interaction by providing a mechanism for organizing both real-world and virtual contacts for finding other users with similar interests and for locating content and knowledge. The number of users refers to the number of identities endorsed by 'friends'. The extreme popularity and rapid growth of these online social networks represents a unique opportunity to study and understand leverage their properties. Understanding of online social network structure and growth aid in designing and evaluating current systems, it can lead to better use of online social networking based systems and to a deeper considerate of the impact of online social networking on political processes. Political participation on the Internet is a debated current topic. Initially the Internet was herald as a potential remedy for the decline in political participation that had to be observed. Since the rise of the Internet in the early 1990s, the world's networked population has grown from the low millions to the low billions. Over the same period, social media have become a fact of life for civil society worldwide, involving many actors' regular citizens, activists, nongovernmental organizations, telecommunications firms, software providers, governments etc. This raises an obvious question for the research what are the impacts and prospective of social networking on contemporary societies and politics.

First time in the history of Spain, people employed communication technologies in order to create the dynamics of peaceful civil disobedience. Impeachment trial of Philippine President Joseph Estrada, loyalists in the Philippine

Congress voted to set aside key evidence against him. Less than two hours after the decision was announced, thousands of Filipinos, angry that their corrupt president might be let off the hook, converged on Epiphany de los Santos Avenue, a major crossroads in Manila. The protest was arranged in part by forwarded text messages reading, "Go 2 EDSA Wear blk." The crowd quickly swelled, and in the next few days, over a million people arrived, choking traffic in downtown Manila. The public's ability to coordinate such a massive and rapid response close to seven million text messages were sent that week, so alarmed the country's legislators that they reversed course and allowed the evidence to be presented. Estrada's was gone just because of social networking of political issues. The event marked the first time that social media had helped force out a national leader. Estrada himself blamed "the text-messaging generation" for his downfall.

The Philippine strategy has been adopted many times since. In some cases, the protesters ultimately succeeded, as in Spain in 2004, when demonstrations organized by text messaging led to the quick ouster of Spanish Prime Minister José Maria Aznar, who had inaccurately blamed the Madrid transit bombings on Basque separatists. The Communist Party lost power in Moldova in 2009 when massive protests coordinated in part by text message, Facebook, and Twitter broke out after an obviously fraudulent election.

However in recent years scholars have grown increasingly about the positive impact of the Internet on civic mobilization like Anna Movement for Jan Lokpal in August 2011 and Nirbhaya case in Delhi. These events generated a debate as to the intensity with which citizens were willing to take part in the political process through non-conventional mechanisms of participation; this took

place especially in a political climate in which the expansion of disaffection attitudes has been deep enough to increase the preoccupation of academics. Social networking is effectively works for social capital formation as it defined; ‘social capital is something about community, civil society and social fabric; it’s all about how people are connected with another’.¹²

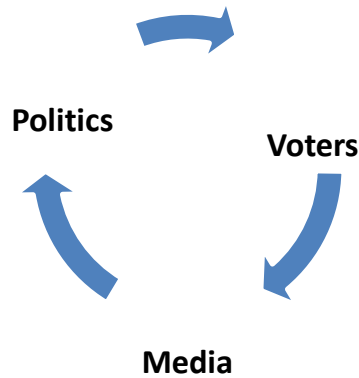
“A communication tool to understand people, their beliefs and values, the social and cultural norms that shapes their lives. It involves engaging communities and listening to adults and children as they identify problems, propose solutions and act upon them. C4D (Communication for Development) is seen as a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives”¹³. C4D program of UNESCO defines the core importance of communication for the wellbeing of the society. Contemporary Internet related issues: Internet and Climate Change, Accessibility and Disability, Child Online Safety, Gender on Internet , Freedom of Expression and Freedom of the Media on the Internet, Internet Rights and Principles, Core Internet Values, Internet Governance , Internet of Things, Network Neutrality risen as the issues of the of global politics.

1.4 Political Process

Political process is the involvement of several different groups and institutions within politics. The political process involves administering public policy formulated by political or social groups within a society. These political policies can by formed by governmental, presidential and judicial leadership. These

¹² David Halpern , *Social Capital* , (Polity Press 2008), 1.

¹³ <http://www.unicef.org/cbsc/>



policies can be influenced by public opinion and special interest groups. The political process involves a collaboration of public and political leadership to form and regulate policy for a society and its members.¹⁴ Political Processes is a sum of the Public Opinion, Attitudes, Parties, Forces, Groups and Elections. Political Process can be divided in two categories on the basis of their nature:

- Structural Processes:
 - Decision Making (Executive)
 - Law-Making/ Policy (Legislature)
 - Elections
- Nonstructural Processes
 - Dissent
 - Influencing
 - Lobbing

Political processes have a variety of variables but some important variables have a great impact of the communication modules. Political system can be defined as a set of “processes of interaction” (Almond). Political mobilization is an activity of stimulating masses to express themselves politically and undertake political action. Almond postulates seven functional requisites which must be fulfilled by any political system. On the political or “input” side functions are:

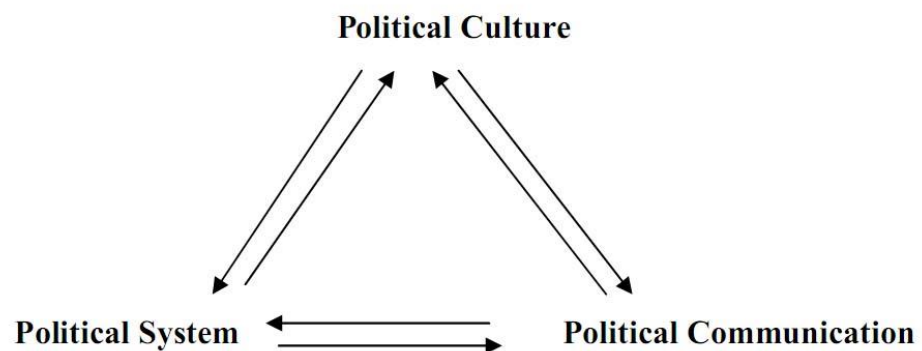
¹⁴ www.merriam-webster.com (Accessed on 12 December 2013)

1. Political Socialization and recruitment,
2. interest articulation,
3. Interest aggregation, and
4. Political communication

On the governmental or “output” side the other functions of political system are:¹⁵

- Rulemaking,
- Rule application
- Rule adjudication

Communication is an important factor in political System for recruitment, movement and achievement of political achievement. Communication channel paly an important role to present the inputs of political system as well as conveys the feedback of all activities.



¹⁵ Gabriel Almond and Bingham Powell, *Comparative Politics Today*, Chapter- 4, 8th ed.(Longman, 2003)

Emergence of new sophisticated communication tools changes the very essence of the political communication. Internet enabled computer mediated communication channels create a reinforcement in political origination and expression, that playing a great role in political processes and diverting the political system. Internet use patterns more strongly influence civic participation than traditional media. It increased time spent on the Internet positively relates to civic engagement. Traditional print and broadcasting media or face-to-face communication identify three contributions that Internet brings to collective action: (1) organization, logistics and networking between groups, (2) way of expressing dissent and protest, and (3) information dissemination. The impact of the Internet on collective action overall reveals the Internet influences social movement mobilizing structures, opportunity structures and framing processes. Use of the Internet may also increase the accuracy of messaging and interaction between organizations and activists. Social movement participants can use the Internet to spread uncensored messages and impact the mass media. The Internet provides hyperlinked communication networks that enable individuals to find multiple points of entry into varieties of political action and offers independence from the mass media and other conventional institution organizations. Furthermore, use of the Internet facilitates permanent social movement campaigns, the growth of broad social movement networks, and the transformation of individual member social movement organizations and growth patterns of whole social movement networks .The Internet also facilitates online social movement activism and protest.

“The New man of Empire are the ones who believe in fresh starts, new chapters, New pages: I struggle on with the old story, hoping that before it finished it will reveal to me why it was that I thought it worth the trouble”- J M Coetzee

Demonstrations on city streets in the Philippines in 2001, the election of Barack Obama as President of the United States in 2008, revocation of the results of the fraudulent elections in Moldavia in 2009, the M-15 movement with their camps and demonstrations in Spain in 2011, the so-called “Arab Spring” in the Middle East in early 2011, and the “Occupy Wall Street” movement that started in New York, Anna movement in Delhi, Delhi Rap case.¹⁶ These all events described basically the importance of the new communication technologies in new social movements.

1.5 Rational of Study

The general approach of the discipline of political science towards politics has been a state-centric one (except the rising emphasis on the role and influence of social factors in most contemporary works), mostly ignoring the factor of society and social phenomenon in political processes. Political sociology: dealing with the relationship between state and society on the bases of mutual interaction (states shaped by the society and societies shaped by the state): A continuous mutual process of social and political change. Study of social politics in global era contain these issues.

- State policies and differing reactions from among the societies
- Increasing awareness on political issues due to technological advancements
- Society factor: Reactions of people to political events, phenomenon, political institutions and processes.

¹⁶ C. Shirky, “*The Political Power of Social Media*”, *Foreign Affairs*, Vol.90, 1, (2011)28-41.

This research reviews the different sub-disciplines sketch out their relevance in shaping this emerging field of Political communication. The exciting area of research that is located at the crossroads of the study of communication, Political Parties, electoral behavior and social change. Political science and media studies specifically have explored the causes of behavioral patterns and have developed a theoretical background to face this changing phenomenon. The belief that the processes of political communication have substantially altered citizen's political and civic engagement and the central idea throughout this research could be defined in terms of the following questions: How is the use of the Internet related to the level of political activities?, Is social networking playing a significant role in any of its specific dimensions? Is new media promotion the non-electoral forms of participation in politics? Like other online contexts in which individuals are consciously able to construct a strong performance, is SNSs constitute an important context for political processes.

The fast changing contours of politics is believed to be changing its route under duress of social media. The first-time voters, many of whom form part of the 'connected' generation numbered around 150 million this year, and most parties took steps to reach out to voters online and on social media. FACEBOOK and others sites trigger a wave in capturing the minds of the votes which could translate into the most visible person. People believe that Social Media has outpaced the mainstream media in the 16th General Election. Being the largest democratic show in the world, the process of electoral politics becomes a debating point if its course is determined by social media. That is why this theme pops up and triggers hot debate. Its impact is not merely limited to political landscape of India but to the world. The largest young generation in the world using social networking sites to

change the fundamental understanding of electoral process of India. The message is categorically written on the wall. Perhaps it is going to be prime theme for the researchers who want to understand the new trends of electoral politics in India.

1.6 Review of Literature:

Review of Literature offers the importance of the research. Survey of related literature equips the researcher with adequate information regarding the field in general and the problem in particular. It provides the researcher update information in the concerned field. In the words of Walter R. Brog, “the literature in any field forms the foundation upon which all the future work will be built.” If we fail to build this foundation of knowledge provided by the review of literature, our work is likely to be shallow and native. It is necessary that we should know the past of subject. The review of previous literature bridges the gap between new and old knowledge. It is significant for comparative evaluation and interpretation of results capitalizing on the successes and errors of others is certainly a more intelligent approach to a problem. No researcher can think of understanding a study without knowing the contribution of previous works.

Impact of Social networking on Political Process is a research to create a theoretical development about the role of ICTs in politics. It is a new theme for the research so literature review is not only based on the reviews of books and research articles, but literature review conduct as an Author reviews in context of emerging thoughts of modern society.

In the present section, therefore, review of the studies conducted prior to the present one.

Castle (2009)¹⁷ intellectual work of the modern communication thinker Manuel Castles and the subject matter of his theory why, how, and by whom power relationships are constructed and exercised through the management of communication processes, and how these power relationships can be altered by social actors aiming for social change by influencing the public mind. Process of communication operates according to the structure, culture, organization, and technology of communication in a given society. The communication process decisively mediates the way in which power relationships are constructed and challenged in every domain of social practice, including political practice. The analysis presented in the book refers to one specific social structure: the network society, the social structure that characterizes society in the early twenty-first century, a social structure constructed around (but not determined by) digital networks of communication. Book presents a theoretical frame work on the power of communication in contemporary world and modern state.

Castle (2005)¹⁸, Manuel Castells and Gustavo Cardoso edited book have a compressive collection on technology and conditions for the emergence of a new form of social organization based on networking that is on the diffusion of networking in all realms of activity on the basis of digital communication networks. This process can be likened to the role of electricity and the electrical engine in diffusing the organizational forms of the industrial society (the large manufacturing factory, and its correlate the labor movement) on the basis of new technologies of energy generation and distribution. It can be argued that nowadays wealth, power, and knowledge generation are largely dependent on the ability to organize society to

¹⁷ Manuel Castells, *Communication Power*, (New York: Oxford University Press Inc., 2009).

¹⁸ Manuel Castells and Cardoso Gustavo, eds., *The Network Society: From Knowledge to Policy*, (Washington, DC: Johns Hopkins Center for Transatlantic Relations, 2005).

reap the benefits of the new technological system, rooted in microelectronics, computing, and digital communication, with its growing connection to the biological revolution and its derivative, genetic engineering. This Book has conceptualized as the network society the social structure resulting from the interaction between the new technological paradigm and social organization at large.

Marichal (2012)¹⁹, Face book Impact on Political Processes an understanding of how facebook`s architecture of disclosure shapes the construction of individual`s political identities. Facebook democracy concept emphasis how facebook and social connection impacts key dimensions of political participation and social mobilization. Conceptualizing facebook as an architectures that political behavior in an original way of examine what difference social media makes. This study provides the fresh insight about both the problems and potential for new communication tools.book also focused on the new citizenship of the postmodern society.

Hands (2011)²⁰ Internet enabled communication create a new way of activism which is represented by Joss Hands with the symbol of @ activism. Book focuses on question of technology, power and resistance in the context of technology as not having a simple essence but resulting from social forces and decisions. He explores the approaches in specific context of the current network society and its relationships to global capitalism and technological form for the

¹⁹ Jose Marichal, *Face book Democracy: The Architect of Disclosure and threat to Public Life*, (U K.: Ashgate Publishing 2012).

²⁰ Joss Hands, *@ is for Activism: Dissent, Resistant and rebellion in a Digital Culture*, (York New: Plito Press 2011).

social and political change. Hands call 'smart mobs' that take advantage of this modern technology.

Friedman (2005)²¹ narrates a journey to Bangalore India when he appreciated globalization has changed core economic concepts, book by Thomas L. Friedman analyses globalization, primarily in the early 21st century. The title is a metaphor for observing the world as a level playing field in terms of trade, where all competitors have an equal opportunity. As the first edition cover illustration indicates, the title also alludes to the perceptual shift required for countries, companies, and individuals to remain competitive in a global market where historical and geographical divisions are becoming increasingly irrelevant. Friedman himself is a strong advocate of these changes, calling himself a "free-trader" and a "compassionate flutist", and he criticizes societies that resist these changes. He emphasizes the inevitability of a rapid pace of change and the extent to which emerging abilities of individuals and developing countries are creating many pressures on businesses and individuals in the United States; he has special advice for Americans and for the developing world. Friedman's is a popular work based on much personal research, travel, conversation, and reflection. In his characteristic style, he combines in *The World Is Flat* conceptual analysis accessible to a broad public with personal anecdotes and opinions. "The title was derived from a statement by Nandan Nilekani, the former CEO of Infosys.

Thomas (2012)²² attempts to take a holistic view of the information technology era in the second most populous country and analyses the cross links

²¹ L. Friedman Thomas, *The World Is Flat: A Brief History of the Twenty-First Century*, (Farrar, Starus & Giroux 2005).

²² Thomas Pradip Nainan, *Digital India: Understanding information communication and social change*, (Delhi:Sage publication, 2012).

between information communication and social change. Author states the challenges in putting together all the pieces of the jigsaw: “The Digital exists in myriad forms as product and process and is the common language for multiple projects across numerous productive sectors; in education as much in agriculture and in manufacturing”. There is the even bigger challenge in trying to catch the zeitgeist of the digital. Some chapters quote newspaper reports and analysis form as recent as the first half of 2012. There are references to the 2G spectrum allocation scandal and the Sytyam Computers saga find mention as a story that is nearly erased from public memory. Thomas presents four sections: Information Technology in liberalized Economy, Government 1.0 and Information Technology, Government 2.0 and Information and Technology and Information Technology and contested Information Technology. In this book summation of the growth of the software industry in the country, Thomas points out that the State`s approach towards the sector have varied dramatically in the pre-New Computer Policy era before 1984, until which government considered software Software export as low priority. Book has an overview about the soft ware industry to mobile telephone to use of ICT for development of India. “As everyday life has become digitalized, every sphere of the society is increasingly mediated: politics, culture, education, ethics and morality are not entangled in information ‘economy’ and the new relations of that power that emerges with the information mode of Production.”

McLuhan (1964)²³ most widely known work *Understanding Media: The Extensions of Man* is a contemporary study in media theory. Popular quoted "the medium is the message" introduced in the theory of understanding media. McLuhan's insight was that a medium affects the society in which it plays a role not

²³ Marshall McLuhan, *Understanding media: the Extensions of Man*, (Canada: Mcgraw hill 1964).

by the content delivered over the medium but by the characteristics of the medium itself. McLuhan describe interchangeably the words medium, media and technology. In addition to forms such as newspapers, television and radio, McLuhan includes the light bulb, cars, speech and language in his definition of "media": all of these, as technologies, mediate our communication; their forms or structures affect how we perceive and understand the world around us. McLuhan pointed to the light bulb as a clear demonstration of this concept. Throughout *Understanding Media: The Extensions of Man*, McLuhan uses historical quotes and anecdotes to probe the ways in which new forms of media change the perceptions of societies, with specific focus on the effects of each medium as opposed to the content that is transmitted by each medium. McLuhan identified two types of media: "hot" media and "cool" media.

Ghonim, (2011)²⁴ experiences of the Egypt revolution in the context of latest web based protest. Revolution 2.0 is a concept to describe emerging power of new communication tool of social media as a savior in Teherir Square. Ghonim actively took part in Egypt revolution and developed online channels for mass addressing “Kullena Khaled Said”. In his book *Revolution 2.0* he formalizes and theories his personal experiences to use social networking sites as communication tool for political protest. Online and on the streets is the central theme to represent the revolution 2.0. It is all about the role of social media in Egypt revolution as a catalyst.

²⁴ Wael Ghonim, *Revolution 2.0: The Power of the People Is Greater Than the People in Power: A Memoir*, (Houghton Mifflin Harcourt 2011).

Denis Mc Quail (2000)²⁵, despite the continuity of mass media, the introduction of new forms of electronic media does represent a challenge to theory as well as to existing traditional media industry. The ‘new media’ are now increasingly being used for tasks of public communication, deeper source of information, a platform for minority voices and an alternative channel for delivering familiar mass media products, services and satisfactions. The relationship between user need or motivation and actual use of a medium has been extensively investigated by uses and gratifications studies, which assumes an active audience whose motives are the key components of their activity. This may be particularly applicable for the study of new media technologies because they provide audiences with (a) More (and complex) choices, (b) New opportunities for altering communication messages, (c) The ability to reallocate time, and (d) The capability to interact with media (Williams, Strover, & Grant, 1994). Each of these demands active audience participation (Perse, 1990; Perse & Dunn, 1998).

Baudrillard(1981)²⁶In the theory of Simulacra and Simulation Jean Baudrillard seeking to interrogate the relationship among reality, symbols and society. Simulacra are copies that represent things that either had no reality to begin with, or that no longer have an original. Simulation is the mock of the operation of a real-world process. Simulacra and Simulation is most known for its discussion of symbols, signs, and how they relate to contemporary. The simulacra that Baudrillard refers to are the significations and symbolism of culture and media that construct perceived reality, the acquired understanding by

²⁵ Denis Mc Quail, *Mass Communication Theory*, (Delhi: Sage publication 2000).

²⁶ Jean Baudrillard, *Simulacres et Simulation*, (University of Michigan Press (English) 1981).

which our lives and shared existence is and are rendered understandable; Baudrillard believed that society has become so saturated with these simulacra and our lives so saturated with the constructs of society that all meaning was being rendered meaningless by being infinitely mutable. Baudrillard called this phenomenon the "precession of simulacra", he argued that just as for contemporary society the simulated copy had superseded the original object, so, too, the map had come to precede the geographic territory. The first Gulf War (which Baudrillard later used as an object demonstration) the image of war preceded real war. War comes not when it is made by sovereign against sovereign rather; war comes when society is generally convinced that it is coming. Henceforth, it is the map that precedes the territory precession of simulacra it is the map that engenders the territory and if we were to revive the fable today, it would be the territory whose shreds are slowly rotting across the map.

Ajit K. Pyati (2006)²⁷ suggests that critical information studies should be based on a Marcusean infusion because his notion of technological rationality allows explaining why information is primarily treated as a commodity and thing in contemporary society and contemporary library and information studies. Marcuse's notion of one-dimensionality would allow deconstructing the neoliberal discourse that argues for the privatization and commodification of information and libraries as ideologies. "An information society that is associated with techno-capitalism, neo-liberalism, and ideologies of deregulation can ultimately undermine the basis of the public service mission of libraries. In a certain sense, libraries with public service mandates (particularly public and certain academic libraries) act in some degree as 'anti-capitalist spaces' and have the potential to reframe an information society in a

²⁷Ajit K Pyati, *Critical theory and information studies: A Marcusean infusion*. (Policy Futures in Education 2006).

more radically democratic, culturally inclusive, and progressive vision. The discourse of ICTs does not have to necessarily be part of a free market, capitalist ideology, but can serve more radical democratic aims, particularly in democratizing access to information and knowledge. Libraries, in becoming active developers and shapers of ICTs for democratic and progressive ends, may help to combat some of the hegemony of the dominant information society”

Norris (2000)²⁸ ‘A Virtuous Circle: Political Communications in Post-industrial Societies’ A Virtuous Circle sets out to challenge and critique the conventional wisdom. Based on a comparative examination of the role of the news media and parties in 29 postindustrial societies, focusing in particular on Western Europe and the United States, this study argues that rather than mistakenly 'blaming the messenger' we need to understand and confront more deep-rooted flaws in systems of representative democracy. Pippa Norris assures that the process of political communication could be understood as a virtuous circle since, in the long term, it reinforces the activism of the activists. Indeed, given that this mechanism works in a circle, like a spiral, we can observe a double directionality; the most politically informed, those who trust more and are more participative, are those who are more exposed to the media coverage of public issues.

Mobile Phones: A Tool for Social & Behavioural Change (2013),²⁹ research report developed by DEF with the support of UNICEF India, is a work in holistic approach to understand the scope, magnitude and learn from experiences of how mobiles are emerging as viable tools, devices and platforms to meet vital development and governance objectives through desired social and behavioural

²⁸Pippa Norris, *A Virtuous Circle: Political Communications in Post-industrial*, (Cambridge University Press 2000).

²⁹ <http://msbcindia.org/report/> visited on 05 Mach 2014

changes (SBC). The reports have been devised into three formats – The White Paper; The Working Paper; The Review of Case Studies. The white paper presents the key areas of emphasis in the growing mobile for development space in India especially how mobiles are contributing to social and behavioural changes, the limitations as well as the scope to expand the social space with rising mobile density. The Working paper presents the key areas of emphasis in the growing mobile for development space in India especially how mobiles are contributing to social and behavioural changes, the limitations as well as the scope to expand the social space for mobiles. The Review of Case Studies, A review of 12 mobile case studies for this paper indicates the most common sectors for social investment are education, health, socio-economic development, and disaster management. The pilot initiatives have highlighted two essential points. One, mobiles have emerged as effective mechanism to derive project impacts in – information dissemination, project monitoring/tracking, training of frontline workers and interpersonal communication practices.

Schmidt & Cohen (2013)³⁰, two leading thinker of new digital age describe a new hugely connected world future, full of challenges and benefits which are is about to come. Schmidt and cohen outline a great detail and scope all promise and peril awaiting in coming decades. This book defines both the nature of the new world which the internet is creating and challenges; it describes a technological revolution in the modern world in the context of countries, communication and citizens. Schmidt offers a dazzling glimpse into how the new digital revolution is changing our lives and explores the future of the ICTs. This book is well researched

³⁰ Eric Schmidt and Cohen Jared , *The New Digital Age: Reshaping the Future of People, Nation and Business*, (London: Jonh Murray Publisher 2013).

work elucidate the staggering impact of technology on our daily life as well as what surprising and incredible development the future may hold.

Mayer Viktor & Cukier Kenneth (2013)³¹ we are living in the time where an increasing amount of data or absolute information is available to anyone at any given time. The age old quest of mankind has been to know the reason behind everything, to wonder at the cause. In this world of inconceivable amount of information and digitalized information at that, we have at our fingertips an invaluable insight into the 'what' of things, rather than the 'why'. In Big Data, the authors talk about the changes being brought on by this flood by information. We are now beginning to gain the benefits of this era, being able to track vital signs to predict and therefore forestall a major infection, predicting building fires, anticipating the best moment to make a purchase or following social media to catch up with trends.

Krueger (2008)³², Norris and Solop have studied the impact of the internet revolution on political participation. These scholars have tried to find out if the internet has opened up opportunities for greater political participation in the United States. However, it is difficult to find a similar body of literature regarding the impact of the internet on political participation in India. argue that Internet use, and the accompanying political resources, stimulates political participation; others fear that intensive Internet use is associated with a withdrawal from public life. Cyberoptimist argue that the internet is a promising tool , that can stimulate political participation, different activities have varying effect either positive or

³¹ Viktor Mayer and Cukier Kenneth, *Big Data: A revolution that will transform how we , live, work and Think*, (London: John Murry Publisher 2013).

³² Norris Krueger, and Solop, "The Effect of Internet Use on Political Participation," *Social Science Computer Review*, Vol. XX (2008) Sage Publications Delhi

negative. The authors introduce a distinction between time spent on the Internet (time-replacement hypothesis) and various activities performed online. They investigate young people's behaviour, assuming that young people are the most avid information and communication technologies users and the most susceptible to the influence of various socialization experiences

Andrew (2013)³³, In *Digital Vertigo*, Andrew Keen presents today's social media revolution as the most wrenching cultural transformation since the Industrial Revolution. Fusing a fast-paced historical narrative with front-line stories from today's online networking revolution and critiques of "social" companies like Groupon, Zynga and LinkedIn, Keen argues that the social media transformation is weakening, disorienting and dividing us rather than establishing the dawn of a new egalitarian and communal age. The tragic paradox of life in the social media age, Keen says, is the incompatibility between our internet longings for community and friendship and our equally powerful desire for online individual freedom. By exposing the shallow core of social networks like Facebook, Andrew Keen shows us that the more electronically connected we become, the lonelier and less powerful we seem to be.

1.7 Statement of the Problem

'Impact of Social Networking on Political Processes' is on the cognitive and behavioural effects of media on political participation. In India, internet and Social networking have brought about meaningful changes to public and private spheres of life more quickly than education, industrialization or any other socio-economic

³³ Andrew, *Digital Vertigo: How Today's Online Social Revolution Is Dividing, Diminishing, and Disorienting Us*, (Atlantic Publication 2013).

factor. Present study is an endeavor to know the role of ‘Socialnomics’ in Politics. National Capital Territory Delhi has been chosen to test the hypothesis. It is high time to examine how effectively SNSs have influencing Political Processes in context of new political communication channels. The investigator prefers to study the effectiveness and influence of computer mediated communication on contemporary political scenario. The problem under study may be stated as:

1.8 Objectives

1. To know about the ICTs savvy generation.
2. To know the online social networking demographic in Delhi.
3. To know the internet literacy in NCT Delhi
4. To know the level of political activities through internet.
5. To know the level of political engagement through social media
6. To know whether the internet playing an important role in political activities.
7. To know whether the social networking is a channel for political discourse.
8. To know whether online social networking impacting on politics.
9. To know whether social networking sites works as a platform for social mobilization.
10. To know whether SNS playing some role in formation of public opinion.

1.9 Hypotheses

Therefore, this study examines the relationship between online social networking and politics.

H1: Online social Networking is emerged as a new effective mode of political communication and discourse.

H2: Social Networking Sites impact on political processes as awareing, involving and participating tool for critical masses.

H3: Real Time communication in era of ICTs has change the very essence of political processes.

H4: Online Social Networking generates a big data for information society in India.

1.10 Study Area

Social networking is rapidly growing in metropolitan cities of India, economic capital Mumbai have highest internet user in India but in last few years Political capital of country (Delhi) is a great witness of many socio-political movement. All socio-political movement have a peculiar impact of the new communication techniques like Mobile phone, Internet, computer mediated communication. So National Capital Territory Delhi chosen for primary research area. In the NCT Delhi context, research is the cognitive and behavioral effects of online social networking on political participation have been largely new issue. This research is an analysis for studying the impact of the electronic media on political participation in general and voting behavior in particular. Agitation of AAP (Aam Admai Party), Janlokpal Movement of Anna Hazare, Nirbhya Rape case as well as

Imaging of Narendra Modi all have a great discourse in virtual world of the Delhi computer savvy generation, so research has planned to have specific are study of the National Capital Territory of Delhi. Appropriate data had collected from the various respondents related to internet based political activities on social networking sites studied under the research.

1.11 Research Methodology

Present study is an empirical study, both primary and secondary data has been used in the study. Primary data is generated with the help of interview schedules, researcher take probability sampling for information seekers because the units are widely scattered and each element have an equal chance of being selected. The researcher use random sampling to take sample. Both the primary and secondary data comprise in the study. For obtaining aggregate data, secondary sources has been used and the data has been obtained from the government publications, reports published by the AIMAI, articles and studies published in the research journals, published and research works and other relevant published material. For obtaining primary data, semi structured questionnaire has been prepared; both open and close ended questions has been scheduled in questionnaire. The questionnaire schedule is administered to 240 internet users (Sample of the study) of NCT Delhi (Study area) having an account on Face book, Twitter, Orkut. The questionnaire schedule is annexed in Annexure-1. The data so obtained has been systematized, tabulated and analyzed with the help of percentage method. Along with this the researcher has prepared some case studies of the recent movements.

