

# CENTRE FOR CULTURE, MEDIA & GOVERNANCE

*Jamia Millia Islamia*

*New Delhi*



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### News Media and Political Participation in India

By

**Shipra Raj:** CCMG MPhil Scholar

Supervisor: **Prof. Saima Saeed**

#### Abstract:

Political participation provides the mechanism through which citizens can communicate about their interests and preferences. Democracy is inconceivable without the active participation of the citizens. Political knowledge is important for active participation where news media plays a critical role. Political participation is the heart and essence of democracy and in today's day and age, it is impossible to imagine political participation without the intervention of media. Through the spread of literacy and subsequently the advances in communication technology in the twentieth century, media has become the principal source of political information for the masses and mediates between the citizens and their elected representatives.

This research studies the link between news media and political participation, specifically, it examines the theoretical and conceptual relationship between media, democracy, and political participation. It discusses the role and importance of news media in a democracy and how media can enhance and further political participation. It examines the concept of political participation in a representative democracy from a news media perspective and how media discourses determine voting behaviour. Further, it studies the '2019 General Elections' in India as a case study to understand and explain the relationship between news media and political participation.

#### Bio:

**Shipra Raj** is a Research Scholar at Centre for Culture, Media & Governance. She has done her postgraduate studies in Marketing Management from University of Wales, Cardiff, and undergraduate studies in Mass Communication from Jagannath International Management School, Vasant Kunj, New Delhi.

**Mode:** Through Online

**Link:** <http://meet.google.com/xqx-ktko-gpx>

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**Time:** 4:00 pm

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