

Social Media as a Tool for Political Communication: A Case Study of India

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Abstract : This paper discusses how the usage of social media has altered certain discourses and communicated with the political institutions for major actions in Indian scenario. The advent of new technology in the form of social media has engrossed the general public to discuss in the open forum. How they promulgated their ideas into action is captured in this study. Moreover, these discourses happening in the social media is analyzed from certain philosophical traditions by adopting a framework. Hence, this paper analyses the role of social media in political communication and change the political discourse. Also, this paper tries to address the issue that whether the deliberation made through social media had indeed communicated the issue of political matters to the decision making authorities.

Keywords : collective action and social capital, political communication, political discourse, social media

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