

Mediatization of Politics and Democracy in Pakistan: An Interpretative Phenomenological Analysis

Authors : Shahid Imran

Abstract : 'Mediatization' has influenced the politics by shaping and transforming the attitudes and practices of political actors. It is a serious challenge to democracy in today's era. This study aims to analyze the dynamics of media politics interplay in Pakistan and the contextual factors which govern this interplay. It will also address the perceived influence of media on the practices of politicians from the perspectives of the actors. The objectives have been achieved qualitatively through Interpretive Phenomenological Analysis (IPA). The phenomenological data have been collected using semi-structured interviews of journalists and politicians of Pakistan. The findings depict that politics in Pakistan is more driven by media logic than political or democratic logic. Media and politics have a 'Tom and Jerry' relationship. Political ecology is highly media-induced: politicians strategically adopt and adapt the media logic to be in the 'media spotlight'; journalists, on the other hands, do not practice 'fair journalism rather a more politically parallelized. The mediatized political communication behaviours of the actors are the undermining the public service logic and affecting the spirit of democracy in Pakistan. The study offers some valued implications for media, politicians and policy makers.

Keywords : medialization, media logic, politics, political logic

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