

Evolution of Political Communication in India

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ABSTRACT

The dynamic interaction between conventional methods and contemporary technical developments is reflected in the development of political communication in India. Print media, public speeches, and grassroots mobilisation spearheaded by nationalist leaders were the main ways that political communication was spread during the pre-independence period, and they were vital to the freedom struggle and mass awakening. Following independence, the development of radio and then television changed the scope and character of political messaging, allowing the government to interact directly with the populace and influence public opinion nationwide. By encouraging real-time engagement, tailored messaging, and more public participation, the emergence of digital media and platforms like social networking sites has transformed political communication in recent decades. But it has also brought up issues with polarisation, false information, and the moral application of data. The development of political communication in India shows a shift from one-way, elite-driven communication to a more multifaceted, technology-driven, and participatory process that has a substantial impact on governance, democratic practices, and voting behaviour.

Keywords: *Political, Communication, India.*

I. INTRODUCTION

India's political communication has undergone a dynamic metamorphosis influenced by shifting political environments, sociocultural diversity, and technical advancements. Political messaging has progressively shifted from colonial-era traditional modes of communication, including print newspapers, public speeches, and folk media, to more sophisticated, mass-oriented platforms. Leaders like Mahatma Gandhi successfully mobilised public opinion and fostered nationalist feelings during the freedom movement through print media and interpersonal communication. The spread of political information to a larger audience in the post-independence era was greatly aided by the growth of radio and later television, especially through All India Radio and Doordarshan. During this time, political communication was mostly restricted, one-way, and focused on the state. However, there was a change toward more competitive and interactive communication settings with the expansion of private media channels and economic liberalisation in the 1990s. Political

communication in India has completely changed since the 21st century with the introduction of the internet and digital technology. Political discourse has changed as a result of direct interaction between citizens and political actors made possible by social media sites like Facebook, Twitter, and WhatsApp. These platforms have increased engagement, sped up the spread of information, and created new problems, including polarisation and disinformation, which can undermine trust in democratic processes and lead to the manipulation of public opinion. As a result, the development of political communication in India shows a change from old, centralised methods to digital, decentralised, and interactive systems that have a big impact on political engagement and democratic practices (Valdez, J.L.V., 2018). The objective of the study is an evolution of political communication in India.

II. RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

Study Area: Political Communication in India.

Research Design:

The framework of research methodologies and techniques selected by a researcher to carry out a study is known as the research design. Qualitative research design is defined as a type of research methodology that focuses on exploring and understanding complex phenomena and the meanings attributed to them by individuals or groups.

In this research, qualitative research design was used.

Secondary Data:

Secondary data is information that has already been collected and documented by researchers but is not pertinent to the topic of the current study. It is available as data collected from a number of sources, including government & non-government publications, books, journal articles, websites, reports, internal organization records, e-resources, documentary evidences etc. In this research, secondary data was used.

Research Methodology:

The research was based on a qualitative research design and secondary data. The evolution of political communication in India was chronicled in this research. Also, due to the unavailability of statistical data, charts, graphs, etc., the quantitative research design and primary data were not applicable in this study.

Research Tools:

Researchers use a technique known as content analysis to ascertain whether words, themes, or concepts are present in a particular set of qualitative data. In this research, a content analysis tool was used.

Data Analysis and Interpretation:

Descriptive research analysis is a methodological approach that aims to elucidate the features of an event or subject under inquiry. In this research, descriptive research analysis was used.

III. INTERRELATION BETWEEN SCIENCE AND DEMOCRACY

Science and democracy are quite similar because they both value logical inquiry, openness, respect for facts, and individual engagement. Science encourages people to think critically, try new things, and share their ideas freely. These are all qualities that are important in a democracy, such as freedom of thought, speech, and discussion. In a democracy, scientific research thrives because researchers are free to examine what they believe, communicate their discoveries, and work together without too many rules. Science and democracy support each other because they both need clear thinking, openness, and honest conversation. Democratic countries allow people to ask questions and say what they want, which leads to new scientific ideas and independent research. Scientific knowledge helps democracy by encouraging decision-making and policymaking based on facts. Teaching people about science helps them think critically, which makes them more aware and involved in democracy. Science-driven technological progress makes it easier for people in democracies to talk to each other, find knowledge, and get involved in their communities. When policies are based on reliable scientific knowledge, people have more faith in democratic institutions. In general, the relationship between science and democracy helps society grow, promotes excellent government, and fosters long-term growth. Science and democracy are deeply connected, and they support each other in many ways. Both are based on the same basic ideals, like rational inquiry, openness, transparency, and respect for evidence. Democracy helps science by using scientific knowledge to make public policy, improve governance, and enhance social welfare. Science thrives in democratic circumstances where freedom of thought, expression, and inquiry are safeguarded. In democratic nations, science aids informed decision-making by offering empirical data and objective analysis to tackle intricate public concerns, including public health, environmental sustainability, climate change, and technological regulation. Scientific research allows governments to go above ideology and populism and make decisions based on facts that make them more accountable and effective. Democratic institutions also make it possible for people to talk about new scientific discoveries in public, which makes sure that technical progress is in line with moral norms and social values. When science and democracy work together, they help people make smart choices, improve society, and protect the environment. Democratic engagement helps make sure that scientific progress is used in a moral way and for the good of everyone, while citizens' scientific knowledge makes democracy stronger and more accountable. There are still problems like false information, politicizing science, and a lack of trust in the public, but these may be solved via open conversation, education, and clear communication. Science and democracy are two things that work together to make each other stronger. Their ongoing engagement is crucial for tackling global issues, improving human welfare, and maintaining a progressive, informed, and participatory society (Olaniran, B. & Williams, I., 2020).

IV. TRADITIONAL POLITICAL COMMUNICATION: PRINT, RADIO AND TELEVISION

Before digital and social media were popular, traditional political communication was the use of mass media that was popular in politics. Print media, radio, and TV have all been very important in shaping people's political knowledge, opinions, and involvement in democracy. Historically, print media, including newspapers, magazines, pamphlets, and political leaflets, have been the main way people talk about politics. It gives people a chance to really think about political topics by giving them in-depth analysis, editorials, manifestos, and ideological disputes. Newspapers have also been watchdogs of democracy by looking into what the government does and making sure that political leaders are held accountable. Print media is still prized for its trustworthiness, longevity, and richness of information, even though it takes longer to spread. Radio became an effective way to talk about politics because it was cheap, easy to use, and could overcome literacy problems. Radio allowed politicians to interact directly with the people, especially in rural and isolated areas, through political speeches, election campaigns, debates, and public notices. Radio creates a feeling of closeness and immediacy, which makes political statements more personal and emotionally powerful. Community radio, in particular, has made it easier for people to get involved in politics and talk about democracy in their own communities. Television changed political communication forever by mixing sound and pictures. This made politics more dramatic and powerful. Political ads, debates, news coverage, and speeches on TV have a big impact on how voters see candidates and how they see themselves. Television is the most popular medium during elections since it lets people talk to each other in real time and reaches a lot of people at once. But it often focuses on pictures and sound bites, which can make complicated political problems seem simpler than they are. Print, radio, and television have all played a role in shaping how people talk about politics today. Digital media has made it easier for people to interact with politics today, but traditional media is still very important for spreading information, teaching people about politics, and holding politicians accountable, especially in developing countries. Print, radio, and television have been important ways for people to talk to each other about politics in the past, and they are still important now. Traditional media has been a big help in teaching people about their rights and responsibilities, political institutions, and public policy. People can better understand complicated political problems through structured and easy-to-follow formats like newspapers, radio shows, and TV shows. Traditional media supports democratic values like free speech and openness by giving people places to talk, criticize, and debate. It helps people make smart choices when they vote and take part in political processes. Radio and TV can reach a lot of different people, including people who can't read or write and people who live in rural areas. This means that traditional media is a good way to communicate politically with everyone. People typically think that conventional media is more trustworthy and regulated than newer digital platforms. Professional journalism and editorial standards make people more likely to believe political information that comes from these sources. Over time, traditional media has had a big impact on people's political ideals, attitudes, and opinions. People become more politically aware and responsible when they hear and read political news and talk about it on a regular basis. Print and broadcast media keep an eye on the government, expose corruption, and question governmental authority. This job is very important for keeping the government accountable. By focusing on certain

political problems and events, traditional media shapes what people care about. What is commonly reported in newspapers or on TV and radio becomes a big part of what people talk about. Print media, in particular, keeps a permanent record of political events, choices, and debates, which is useful for study, policy analysis, and comprehending history. The importance of traditional political communication is that it may enlighten, educate, and involve people while also supporting democracy. Even in the digital age, print, radio, and television are still important tools for political communication that is honest, open, and effective. Old-fashioned ways of talking about politics, such as print media, radio, and TV, have been very important in shaping people's political awareness, opinions, and engagement in democracy. Long before digital platforms were popular, these types of media were the main ways that political news was shared with the public. They changed how people voted and how people talked about politics. Conventional political communication has helped set the agenda, socialize people into politics, and keep democracy stable. Digital media has made it harder for print, radio, and television to be the most popular, but they are still important since they are credible, reach a lot of people, and follow rules. Their roles are becoming more complementary as they work with digital platforms to keep the political communication environment diverse and well-informed. Traditional political communication through print media, radio, and television has been very important in moulding how people think about politics, what they think about it, and how they participate in democracy. Historically, these forms of media have made political information widely available, stimulated educated debate, and made the bond between the state and its citizens stronger. Conventional political communication is still very important in democratic systems, even though technology is changing how people communicate. It is still important because it can work with digital platforms, enforce journalistic standards, and help create a political culture that is fair, knowledgeable, and open to everyone (Borah, D. et al., 2022).

V. LIBERALIZATION AND MEDIA EXPANSION IN INDIA

The economic liberalization that started in India in 1991 had a big effect on how the mass media worked and what it was like. Liberalization lessened the government's authority, encouraged private investment, and let market forces and international investors into the media industry. As a result, the Indian media scene grew quickly in terms of reach, variety, and technology. Before liberalization, most of the media, especially radio and TV, was owned by the government. Doordarshan and All India Radio were the most popular stations. After liberalization, the arrival of private TV channels, FM radio stations, and eventually digital platforms changed the media from a government-run service to a competitive business. Satellite TV and cable networks made possible the creation of 24-hour news channels, regional language channels, and channels with specific content. Liberalization also helped the media become more commercial, with ads being a big source of income. This made more entertainment content, programming that was aimed at consumers, and audience segmentation. The rise of the media industry provided jobs and made the media more important for sharing information, talking about politics, and shaping public opinion. But the liberalization of the media also made people worry about things like corporate control, sensationalism, a drop in public service programming, and unequal access between cities and rural areas. Even with these problems, there is no doubt that liberalization was a key factor in making Indian media more diversified, pluralistic, and

technologically adept. Liberalization ended the government's control over the media, which made it easier for people to get news from a larger range of sources and points of view. The addition of private and regional media channels made the Indian media landscape more inclusive by adding more languages, cultures, and content. More media coverage led to more political awareness, more people voting, and more public debate, which made media an integral part of democratic governance. Liberalization led to the use of satellite TV, cable networks, digital media, and online journalism, which made communication systems in India more modern. The growth of the media provided a lot of jobs in journalism, advertising, film, television, digital marketing, and content creation, which helped the economy grow. The open media market brought in advertisers, made consumer culture stronger, and connected media growth to market growth and globalization. Regional language channels and local newspapers thrived, bringing attention to local issues and promoting cultural identity. Through partnerships with foreign media, global news networks, and digital platforms, Indian media became known around the world, bringing India into the global information order. Liberalization set the stage for the quick rise of internet-based media, which made it possible for people to talk to one another right away, report on events, and have public discussions. Media growth brought up challenges like sensationalism, corporate control, and misinformation, which led to discussions about media ethics and regulation. Media is a way to spread information about health, education, rights, and government programs. It also helps people get news, education, and awareness programs in both cities and rural areas. It helps people understand political processes, policies, and leadership, which makes them more likely to participate in democracy. It is also useful for promoting social development, women's empowerment, literacy, and social reforms. It helps people from different cultures and regions interact, which strengthens national integration. It supports advertising, marketing, and business growth while creating jobs. It is also very important during disasters, pandemics, and emergencies because it provides timely information and encourages people to learn digital skills and media literacy. India's move toward economic liberalization in 1991 was a turning moment for the country's media landscape. The change from a state-controlled economy to a market-oriented one had a huge effect on the structure, ownership, reach, and content of the media. Liberalization let private and foreign investors into the media sector, removing the monopoly of state-run broadcasters and making it possible for the media to grow quickly. The rise of private TV channels and FM radio was one of the most obvious effects of liberalization. In the early 1990s, satellite TV came up and gave viewers more choices than only Doordarshan. It added 24-hour news stations, entertainment networks, and broadcasting in regional languages. This variety not only made the market more competitive, but it also stimulated new ideas in programming, formats, and production quality. Regional and vernacular media profited significantly, facilitating broader representation of local cultures, languages, and concerns. The growth of the print media was also helped by liberalization. Newspapers and magazines got stronger because they made more money from ads, and businesses invested more in them. This led to larger circulation, better technology, and more professional journalism. Commercialization made competition stronger, which changed the goals of editors and often made it hard to tell the difference between news and content that was driven by the market. After liberalization, digital media and online journalism became more popular. With the rise of cheap cell phones and the internet, technology made information more accessible

and allowed people to get involved. Social media sites and digital news sites become important places for public discussion, changing the way politics is communicated and questioning the role of traditional media as gatekeepers. The liberalization of the Indian economy was a major turning point in the growth and change of the media landscape in India. The media sector was opened up to private investment, foreign capital, and market competition by economic reforms that started in the early 1990s. This ended the long-standing monopoly of state-controlled media. As a result, print, television, radio, and digital media grew quickly in India. This made the content more diverse, the reach wider, and the technology more advanced. The liberalization of the media made it much easier for people to get information, encouraged a variety of views, and made it easier for people to participate in democracy by getting them more involved in social, political, and economic issues. Liberalization has been a strong force behind the growth of the media in India, turning it into a dynamic, competitive, and powerful institution. It has helped spread information, promote cultural exchange, and raise awareness of democracy, but its long-term effects depend on good regulation, ethical journalism, and laws that make sure media freedom is balanced with social responsibility (Mir, M.A., 2019).

VI. EMERGENCE OF DIGITAL MEDIA AND SOCIAL NETWORKING PLATFORMS

The rise of digital media and social networking sites is a major change in the history of communication. Digital media have added to and, in many cases, challenged traditional media like print, radio, and television as information and communication technology have advanced quickly. The internet, smartphones, and cheap data are all widely available, which has made it possible for people to instantaneously access, create, and share information across borders. Digital media platforms, including websites, blogs, podcasts, and online news portals, have revolutionized how material is made and consumed by making communication more dynamic, decentralized, and participatory. Facebook, Twitter (X), Instagram, YouTube, and WhatsApp are all social networking sites that have changed communication even further by letting people talk to each other in real time, share their thoughts, and develop communities. These platforms have made it easier for regular people to get involved in public discourse by closing the gap between content makers and audiences. Social media has changed politics, society, and culture in a big way. It has made people more aware of politics, helped social movements get going, made it easier for them to participate in democracy, and given a voice to people who are often ignored. At the same time, problems like misinformation, digital monitoring, cyberbullying, and the spread of fake news have made people worry about how to utilize and regulate digital platforms in an ethical way. In today's world, digital media and social networking sites are very important for changing social interactions, altering public opinion, and affecting political conduct. Their advent signifies not merely a technological transformation but also a profound alteration in the manner in which individuals communicate, interact, and engage in social and political life. The conversation also talks about how digital media might change how people think about politics and get involved in their communities. Social networking sites have become important instruments for political campaigns, social movements, and grassroots activism. They provide people who are often ignored a voice and let people talk directly to political leaders and organizations. But this wider access has also brought problems like false information, echo chambers, and the use of coordinated digital methods to sway public opinion.

Digital media and social networking sites have changed the way people talk to each other, get information, and take part in social, cultural, and political life in a big way. These platforms have changed communication from a one-way, centralized approach to an interactive, decentralized, and participatory process. This lets users be both content consumers and content creators. Digital media has made it easier for everyone to share knowledge, cut down on conventional gatekeeping, and give more people a chance to be heard. Social networking sites have also changed how people interact with each other and establish communities by breaking down geographical barriers and allowing people to connect in real time. They have had a big impact on public opinion, getting people to work together and getting people involved in politics, especially young people and people who are linked to the internet. Digital media has created new opportunities for business, marketing, and jobs in the economy, which has helped the digital economy flourish. But with these chances come big problems brought on by the proliferation of digital media, such as false information, worries about data privacy, digital addiction, and the widening of the digital divide. These problems show how important it is to use technology responsibly, understand the media, and have strong rules to make sure that digital places are fair and welcoming. Digital media and social networking sites are changing the way people live today. They provide unparalleled potential for communication, empowerment, and participation; yet, their long-term effects are contingent upon how societies navigate technological progress, mitigate associated risks, and foster equal access and informed engagement in the digital era (Raj, S., 2023).

VII. TRANSFORMATION OF POLITICAL CAMPAIGNING AND PUBLIC OUTREACH

The fast rise of digital technologies and social networking sites has had a big impact on how political campaigns and public outreach work. Digital technologies that let you reach more people, talk to them in real time, and provide personalized messages have become more and more common in traditional campaigns. Political figures today use social media, data analysis, and online engagement tactics to reach out to different categories of voters. This change has made it easier for people to get involved and made it easier for everyone to get information, but it has also created problems like false information, privacy issues, and unequal access to the internet. The study shows how modern political communication has changed democratic engagement by becoming more interactive, technology-driven, and focused on citizens. Public outreach has also become more engaging and open to everyone. People don't just passively receive political messaging nowadays; they actively remark on, discuss, criticize, and make political content. Online petitions, virtual town halls, live-streamed speeches, and digital discussions have made things more open and easier to get to, especially for young people and people who are voting for the first time. This change has broken down social and geographical boundaries, making it easier for more people to take part in politics. But this change also brings up problems, such as the proliferation of false information, echo chambers, worries about data privacy, and the digital divide between people who live in cities and those who live in rural areas. Even with these worries, the way political campaigns and public outreach have changed shows a big move toward a more technology-driven, networked, and citizen-focused political communication system. This is changing how people participate in democracy in the modern age. Political campaigning and reaching out to the public have always been important

parts of democracy. They are important ways for politicians to talk to voters and get them to vote. In the past, these kinds of activities depended on physical rallies, print media, face-to-face meetings, and broadcast channels. But the rise of digital media and information technology has completely changed how political communications are made, shared, and received. Political leaders and parties may now talk to people from all over the world and from different social groups thanks to the rise of social networking sites, online communication tools, and data-driven strategies. This changing landscape has changed how people vote, gotten more people involved in politics, and changed the way politicians and the public interact with one another. This makes the study of this change both topical and important. The way political campaigns and public outreach have changed is a sign of a bigger change in political communication caused by digitization and shifting patterns of public engagement. The use of social media, data analytics, and interactive platforms together has made political campaigns more effective, responsive, and far-reaching. Even though these changes have made participatory democracy stronger and gotten more people involved, they have also brought up important issues about false information, data security, and the digital divide. Even with these problems, the fact that political campaigning is always changing shows that we are moving toward a more dynamic, open, and technology-based way of communicating in a democracy. The way that political campaigns and public outreach have changed shows a big change in how democracy works in the digital age. Digital channels that allow for direct, quick, and interactive connection with voters have rapidly added to and, in many cases, replaced traditional campaign strategies, including rallies, door-to-door canvassing, posters, and print media. This change has changed not only how political messages are spread but also how political ties between leaders and citizens are built. Digital campaigning has also changed how people reach out to others by making it more interactive. People are no longer just passive recipients of political information. They now actively participate by commenting, sharing, using hashtags, signing online petitions, and having digital discussions. This interactive environment has made it easier for people to get involved in politics, especially young people and first-time voters. It has also made it easier for volunteers to work together and for people to get involved in politics. But this rise in engagement isn't the same for everyone, and it's often affected by things like digital literacy, internet access, and social and economic status. Overall, the changing nature of political campaigns and public engagement shows both the potential and the challenges of digital democracy. While new technologies could make democracy more open and accountable, they need strong rules, more digital literacy, and ethical political behaviour to be used fairly and effectively. The future of democratic campaigning will depend on finding a balance between new ideas and being responsible so that public outreach stays open and honest and encourages people to get involved (Giri, S. & Snehal, S., 2021).

VIII. ROLE OF ICTS IN INDIAN POLITICS

Information and communication technologies (ICTs) have changed Indian politics in a big way. In India, ICTs, including the internet, mobile phones, social media, digital databases, and e-governance technologies, have changed how people talk about politics, get involved, and vote.

One of the most essential things that ICTs do is help people communicate and be informed of politics. Political parties and leaders can talk to people directly using social media sites like Facebook, X (Twitter), Instagram, WhatsApp, and YouTube, without going through traditional media. Digital campaigns, mobile apps, and government portals help spread information about policies, initiatives, and political ideas. This makes more people aware of politics. ICTs have also made it easier for people to get involved in politics and participate. Digital campaigns, online petitions, virtual rallies, and hashtag movements let people, especially young people, share their thoughts and take part in political discussions. MyGov and other platforms make it easier for people to give their opinions and input on governmental decisions, which encourages participatory democracy. ICTs are very important for e-governance and openness. Digital India, online RTI portals, e-procurement platforms, and direct benefit transfer (DBT) processes are all examples of programs that make government more open, less corrupt, and more efficient. Digital records and internet services make the government more accountable and easier for people to use. In India, ICTs have completely changed how elections are run and how campaigns are run. Political parties employ a lot of data analysis, social media ads, and mobile messaging to reach voters. To make sure that elections are free and fair, the Election Commission of India uses ICT tools for voter registration, electronic voting machines (EVMs), VVPAT systems, and real-time monitoring. ICTs are changing Indian politics by making communication, participation, government, and elections better. While they help make democracy stronger, good rules, digital literacy, and open access are all important to make sure that ICTs help India's democratic growth. ICTs support participatory democracy by giving people the chance to interact directly with political leaders, government institutions, and the process of establishing laws through digital platforms. People are more politically aware when they can easily access internet news sites, social media, and other information. This is especially true for young people and first-time voters. Digital governance tools, online RTI systems, and e-procurement cut down on corruption and make political and administrative processes clearer. ICT-based solutions make it faster, more accurate, and more efficient for the government to provide services. This is good for both citizens and political institutions. ICTs give women, rural people, and other marginalized groups a chance to speak up and take part in political discussions. Using EVMs, VVPAT, online voter services, and digital monitoring makes ensuring that elections are free, fair, and run smoothly. Platforms like MyGov and mobile governance apps make it easier for citizens and policymakers to talk to each other. Digital campaigns, social media movements, and online activism can all change people's minds and affect the outcome of elections. ICTs help political parties and governments make better decisions by letting them look at public input and socio-economic data. ICTs make it possible for political statements and government information to get to a lot of people rapidly and cheaply. Information and Communication Technologies (ICTs) have become a game-changer in Indian politics, changing how people talk about politics, how the government works, how people vote, and how elections are run. ICTs have been very important in India, which is a big and diverse country. They have helped to close the gaps between different areas, speed up the flow of information, and reach more people in both cities and rural areas. One of the most important things that ICTs have done is help with political communication and campaigning. Digital channels, including social media, mobile apps, websites, and messaging services, have made it possible for political parties and

leaders to talk directly to citizens without going via traditional media. This has made it easier to spread messages, personalize them, and get reactions in real time, which has made political campaigns more engaging and focused on voters. ICT-driven strategies have been especially good at getting young people and first-time voters to vote because they are very active online (Darshan, B.M. & Kalyani, S., 2019).

IX. CONCLUSION

The dynamic transition from old, elite-driven methods of information transmission to a highly interactive, technology-driven, and mass-participatory process is reflected in the evolution of political communication in India. During the early stages of the nationalist movement, public speeches, print media, and grassroots mobilisation all had a significant influence on communication. Political propaganda became more centralised and state-influenced over time as radio and television grew in popularity. It reached larger audiences but had few channels for response. With the introduction of private media and the diversification of political narratives, the liberalisation era was a watershed. The emergence of digital platforms and social media in the modern era has made political communication a highly personalised, decentralised, and real-time phenomenon. Through focused campaigns, data analytics, and multimedia material, political actors increasingly interact directly with the public to influence public opinion. But there are drawbacks to this shift as well, including polarisation, false information, and moral dilemmas with data use and media manipulation. Therefore, even while political communication in India has become more technologically sophisticated and inclusive, it still requires increased media literacy, regulatory frameworks, and responsible participation in order to uphold democratic norms and guarantee informed public engagement.

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