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WEDNESDAY
119-246
Week 18
BA-3, Paper 7, Unit - 10
Maharaja College, ~~2009~~

Political Communication -

Political communication is a subfield of communication and political science that is concerned with how information spreads and influences politics and policy makers, the news, media and citizens. The media acts as a bridge between the government and public. Political communication can be defined as the connection concerning politics and citizens and the interaction mode that connects these groups with each other.

Defining the concept -

The study of communication focuses on the ways and means of expressions of political nature. Robert E. Denton and Gary C. Woodward characterize it as the ways of and intentions of message senders to influence the political environment. This includes public discussion that consists of message senders to sanction the allocation of public resources, who has authority to make decisions as well as social meaning of political words. In their words, the crucial factor that makes communication political is not the source of message, but its content and purpose.

Fields and areas of study -

- 1 Elections Campaigns
- 2 Government Operations
- 3 Media contents
- 4 Communication Processes

THURSDAY
120-245
Week 18

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Approaches

According to James Chasebae, there are five critical approaches to contemporary Political communications -

- (1) Machiavellian - i.e. Power relationships
- (2) Iconic - symbols are important
- (3) Ritualistic - Redundant and superficial nature of political acts - manipulation of symbols
- (4) Confirmation - political aspects looked at as people we endorse
- (5) Dramatic - politics is symbolically constructed. (Kenneth Burke)

Role of Social Media - Social media has dramatically changed the way in which modern political campaigns are run. With more digital native citizens coming into the voting population, social media have become important platforms on which politicians establish themselves and engage with the voters.

