

Examining The Crucial Role Of Media In Image Building Of Politicians

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Abstract

Included are descriptions of the various forms of media and their functions in shaping public perceptions of political figures and parties, as well as examples of methods used by the media to keep public perceptions of politics current. It is well-known that the media primarily seeks to generate political images via the production and distribution of political myths. A free and unbiased media is an essential component of contemporary democracies for effective government. As such, it serves as a primary channel for political discourse. When it comes to the media's function, there are two camps. As the primary means by which the general public learns about the government's policies, programs, and initiatives, as well as their success or failure in carrying them out, the media may be considered the "fourth estate" of a democratic society. Because it keeps the government engaged on public issues, it is now being acknowledged as a "watchdog" of democracy. However, there are claims that some powerful or wealthy groups use the media to spread their agenda. Public opinion might be muddled when several media outlets provide conflicting information.

Keywords: Media, Politicians, Communication, Image, Democracy

I. INTRODUCTION

In any political system, the media is a crucial part of the process of political communication. The term "media" encompasses a wide range of tools that facilitate the simultaneous dissemination of information to many audiences. This section will focus on the functions of the most common forms of mass media, such as newspapers, magazines, radio, and television. To educate the public about pressing political, social, and economic concerns as well as to provide a platform for the expression of well-informed public opinion is the primary role of the media. For the simple reason that a robust awakening, public opinion, is a necessary prerequisite for democracy to succeed.

Indirect or representational democracies are what we see in modern times. It is via the electoral process that the people's sovereignty is realized in such a democracy. However, in large nations, the media's position as a mediator is growing in importance due to the decline of the people's direct involvement and the reluctance of political parties and organizations. Without a doubt, the media plays a crucial role in educating the public about important political problems, drawing attention to the demands of voters, and reminding leaders and policymakers of their duties during elections. Consequently, the media sets its agenda in order to bring people's attention to the crucial political concerns. The topics that will be prioritized in the next elections are determined by it. Political figures, meanwhile, play along as well. Politicians, the general public, and news outlets all benefit from this kind of communication.

The current political system is legitimized by the government via the media. In order to get the approval of the public, several methods are used. This includes advertisements for political campaigns. This is an example of the one-sided expression of leadership or political party traits. Additionally, by using appealing phrases, symbols, and visuals, the marketing prioritizes people's

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demands. Profit, entertainment, and revenue collection are the goals of such advertisements. The extent to which the media influences voters' decisions and actions during elections is a hotly contested topic. The potential for biased reporting persists since news is a commercial product of the media. But the media never misses a social or political story that has happened recently and might affect the outcome of an election.

One complex and consequential feature of modern society is the media's function in molding the public's view of public officials. The media has a crucial influence in shaping public perceptions of politicians in this age of instantaneous global communication. Because it affects public opinion, election results, and the operation of democratic societies as a whole, this process of image creation is vital. Politicians and the media have a complex and ever-changing relationship, with each party depending on the other for their own exposure, influence, and power.

The media has always played an important role in informing the public about political figures and their platforms, as well as their personal lives and beliefs. Newspapers, TV, and radio have always played a significant role in shaping political narratives and people's perceptions of leaders. The public views its leaders via the eyes of journalists, who mediate between the public and politicians. Public opinion of a politician is very susceptible to the framing, wording, and emphasis used in news reports. The credibility of a politician may be boosted by favorable press, while it can be damaged by bad coverage. The emergence of social media in the modern era has altered the nature of political discourse. Politicians may now reach the people directly via social media and other platforms, avoiding the middlemen of conventional news outlets. Politicians now have the ability to create their own stories, express their viewpoints, and interact with people in real-time. Social media may be a powerful tool for boosting one's reputation, but it also comes with the risk of receiving both favorable and bad comments due to the personal nature of the interaction. The rapid dissemination of information on social media platforms makes them a powerful tool for influencing how the public views its elected officials.

In addition to disseminating facts and figures, the media also plays a part in shaping public opinion by creating narratives about politics. It is very uncommon for news organizations to highlight certain parts of political stories while ignoring others in order to suit their own agendas. The way political events and individuals are framed influences how the public views them. In response, politicians skillfully maneuver through these stories to showcase themselves in the most favorable manner. Actively creating the narrative via speeches, interviews, and public appearances is an art form that include reacting to media coverage as well. The rivalry among media sources for breaking stories and captivating headlines has escalated with the arrival of 24-hour news cycles and the desire for frequent updates. The result has been a shift in attention away from serious policy debates and toward politicians' private lives. The media tends to focus on scandals, controversies, and sensationalism rather than the more complex parts of a politician's career. Neglecting the nuances of leadership and administration, the media's tendency toward sensationalism may lead to the production of shallow and one-dimensional political images.

Politicians' public personas are heavily influenced by the media during election seasons. Media coverage is crucial for political campaigns to reach many people and communicate important themes. Campaign advertisements, debates, and press coverage all have a role in shaping voters' opinions of the candidates. One strategy to influence public opinion is to smear opponents' reputations via negative campaigns, attack commercials, and character assassinations. Politicians fight for favorable press coverage in the media, trying to influence the narrative to their advantage. Parties and movements within politics are not the only entities impacted by the media's portrayal of them. The media has a significant impact on the branding of political movements by shaping the ideas and objectives of various political groups. A political party's communication strategy is just as important as the policies it proposes when it comes to determining the party's level of success. The narrative that

circulates about political parties in the media has an impact on how voters see such parties and the results of elections.

Even though the media has a lot of influence on public perceptions of politics, politicians do not sit on their hands and let it happen. They have communication and public relations specialists on staff to help them control the media and design their statements. Press releases, interviews, and conferences are all meticulously planned to promote certain storylines and manage the flow of information. Politicians spend a lot of time and energy courting journalists in an effort to shape stories in their favor and get positive coverage.

II. REVIEW OF LITERATURE

Sanyaolu, Paul et al., (2017) The term "media" refers to several platforms that facilitate the transmission of information from one individual to another or from one location to another. Marketing management includes media as one of its components. It encourages citizen participation in political activities, such as the registration of political party members, the registration of voters, elections and electoral campaigns, and the administration of electorates, which are among the most important political activities. There are four primary categories of media, which are the conventional media, the print media, the electronic media, and the social media. The capacity to acquire power and its application for the administration of the state, as well as the ability to affect the distribution of the state's people and physical resources, are included in the definition of politics. The fundamental objective of this study is to conduct an in-depth analysis of the significance of the media in the political sphere. The exploratory, historical method of data analysis is utilized in this study, which gathered its information from a variety of primary and secondary sources during its collection process. Analytical tools such as historical narratives, structural records, physiological and philosophical instruments, and basic descriptive instrument tools are utilized in this process. It came to the conclusion that the significance of the media in politics is very high; it is advantageous to everyone and has a good influence on the growth of politics.

Krogstad, Anne (2017) There has been a long tradition of using visual presentations to present political leaders. These documents provide information regarding the identity of a politician as well as, to a certain extent, the political positions that the politician holds. These visuals, which are also demonstrations of ideas that have been meticulously produced, have the potential to enlarge, confront, complete, or serve as a substitute for traits and values. Because of these capabilities, pictures are utilized as powerful instruments of political influence. Despite the fact that it does not intend to present a comprehensive overview, the purpose of this article is to investigate the visual mode of political communication. Specifically, it will investigate how the portrayal of politicians has provided the general public with information about the realm of politics over various information ages. Specifically, the issue that has to be answered is how the emergence of new kinds of media, each of which has its own set of possibilities and limitations with regard to presentation, access, reach, and storage, makes it possible for certain types of visual politics to emerge. The discussion then moves on to examples from each historical era. The questions that are most important are what kinds of pictures are exhibited, how they are displayed, and what kinds of media technology are used. Another aspect that is investigated is the rhetorical functions, the institutional anchoring of the pictures, and the kinds of interaction. Visual representations of politicians are analyzed in the context of their face-to-face interactions with the general public, as well as in sculptures, paintings, pictures, films, televisions, and digital media. The examples vary from the agora in Greece, which was a place where citizens might congregate and be taken in "at a single view," to the profile images that Nordic prime leaders include on their Facebook accounts.

Karadimitriou, Achilleas & Veneti, Anastasia (2016) We have experienced a significant shift in the norms of political communication as a result of the introduction of the Internet and the operations of

Web 2.0, in addition to the instruments that are associated with social media. This chapter asserts that this new form of communication – which is partly unmediated – presents opportunities for new forms of interaction between citizens and politicians, new forms of political image making, and new ways to attract media attention. This chapter places the selfie within the context of a larger trend of postmodern political campaigning. To be more specific, we propose that political selfies reorganize and transform conventional methods of political communication by means of four distinct but interconnected applications: (a) self-generated content that is disengaged by traditional media; (b) a sense of intimacy; (c) a tool for political branding; and (d) a media attention device. Under these circumstances, this research reexamines media events in the realm of digital media and proposes that political selfies may be considered a new category of image events. These selfies pose a challenge to the outdated depictions of the traditional political figure by evoking feelings of closeness and intimacy. On the basis of a number of well-known and stunning political selfies, as well as drawing on theories on media events and celebrity politics, we suggest that, in comparison to the past, this new activity has the potential to contribute to attracting public attention and building revitalized personal brands of political players.

Sharlamanov, Kire & Jovanoski, Aleksandar (2014) The purpose of this study is to investigate the role that images play in modern political campaigns, specifically focusing on the extent to which they can influence the outcome of elections. Ever since the early beginnings of sociology and communication studies in the 1950s of the twentieth century, the image has been an inescapable component of a successful campaign. It has been demonstrated via a number of case studies, some of which are discussed in this article, that the strategies for image-building have evolved throughout the course of time. Specifically, in this research, we brought out the difference in the manner that political campaigns of the 1980s and the 1950s of the previous century built their image. This distinction indicates the rising relevance of the emotions that are leading the audience to feel. Additionally, in this study, we made a note of the different forms of image construction, which are long-term and short-term, and we provide the same distinction between image and style. At the conclusion of the essay, there are some examples of image construction utilized by a number of politicians who are known all over the world.

Baluev, Dmitry (2013) Within the scope of this article, important methods to the investigation of the political function of social media are being outlined. On the one hand, it is possible that in the not too distant future, such investigations will be among the most prominent and popular areas of political analysis. On the other hand, this area of research is beginning to be represented in the curricula of the most prestigious institutions. On the other hand, there is still a lack of a shared theoretical foundation for this area of research. This article makes an effort to clarify terminology, sketch out significant approaches to the function of social media in politics, and establish major trends in this area of public life. These are all things that are attempted to be accomplished. Also discussed are the repercussions that would result from the growing political influence of social media on the formation of foreign and security policy. The author has a particular interest in the potential applications of this notion in the real world.

Kunelius, Risto & Reunanen, Esa (2012) The idea of political power proposed by Parson is utilized in this article in order to investigate the function of the media in the process of political decision making. By doing so, it is possible to examine the ways in which the media serves as both an indispensable source of political power and an essential component of the environment in which political power operates. The decision-making process in Finland is found to be rather substantially mediatized, according on the findings of a qualitative interview sample consisting of sixty elite decision makers and an elite survey with a total of 419 respondents. Through the use of Latent Class Analysis on the survey data, separate actor profiles are discovered, which allow for the differentiation of mediating factors. The correlation between mediatization and other power resources appears to be the most apparent pattern currently being seen. Individuals who have official positions and are actively

involved in policy networks are also able to make use of the resources provided by the media, and to varying degrees; they modify their activities in accordance with the requirements of the media. There are, on the other hand, groupings of decision-makers that appear to continue to maintain a notable degree of independence from the media.

III. RESEARCH METHODOLOGY

During the course of a pilot research that was carried out on a group of one hundred forty respondents. The questionnaire, which consisted of three questions, was given to each of the respondents, and their responsibility was to select the response that best suited or reflected their opinion(s).

IV. DATA ANALYSIS AND INTERPRETATION

Level of political engagement

Table 1 Level of political engagement

Declared level of engagement	Percentage
Deeply engaged	9.0
Rather involved	30.0
Mildly engaged	45.0
Not engaged	12.0
None of the above	1.0

Nearly all respondents show some degree of involvement; 9.0% are very involved, 30.0% are somewhat involved, and 45.0% are somewhat engaged. A lesser percentage, 12.0%, indicate disengagement, while 1% specifically say they are "none of the above."

Main source of news about politics

Table 2 Prevailing Media Attitudes

Media Source	Percentage
Traditional press	1.0
Mainstream Internet portals	15.0
Internet alternative news media	52.0
TV	20.0
Radio	4.0
Other	8.0

Among the tested groups, alternative web sources accounted for 52% of the replies, making them the most popular news source. Television came in second, with 20% of people putting their faith in this media. For just 15% of people, the mainstream news sources that are accessible online provide reliable political news. Also, just 1% of people said they didn't use conventional media anymore.

Role of Media in image building of politicians

Table 3 Role of Media in image building of politicians

Particulars	Percentage
Very often	20.0
Occasionally	30.0
Seldom	40.0
Never	10.0

There was a consensus among respondents (20.0%) that politicians' public perceptions are heavily influenced by the media. Thirty percent of the population believes that the media does, on occasion, play a role in this. At the same time, 40% of people think the media is involved in image building

rarely, and 10% think it never happens.

V. CONCLUSION

The function of media in shaping public perception is a multifaceted and ever-changing component of contemporary politics. The media influences public opinions about politicians by distributing information, presenting narratives, and creating political spectacles across many channels, including conventional outlets and social media platforms. The mutualistic association between politicians and the media is apparent in the calculated tactics utilized by both entities to shape public sentiment. As society progresses technologically, the role of media in shaping the public perception of politicians will inevitably change, bringing both new obstacles and possibilities for democratic administration.

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