

## **An Analysis of Political Communication in Meghalaya**

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After Independence political communication was considered as a tool to address the public through peaceful rallies and dropping election pamphlets from a plane to persuade the Indian Voter. Earlier the communication during elections used to take place in rallies and depended a lot on politicians interpersonal skills. But the political parties are soon realizing the importance of this Digital Era to connect with the youth of the country. The Political parties know that the youth are going in the transformation from Digital Migrants to Digital Natives. The Prime Minister of India he use “Mann ki baat” in order to reach out to each and every corner of India through radio and other kinds of communication. Each and every political party they have their own media cell who function 24X7 to provide information to the public about various issue which concern the society as a whole. This paper will discuss about the role play by various political parties to reach out to the masses. This paper will also analyse and discuss how the political communication helps to change the society in different ways. The present paper will analyse how the political parties influence the voters to cast their vote in favour of their respective political parties. Lastly, this paper it will discuss how the print and electronic media change the game in Politics.

**Keywords :-** communication, public, political parties, media

### **Objective**

1. To discuss about the role play by various political parties to reach out to the masses.
2. To analyze and discuss the political communication and how it helps to transform the society.
3. To analyze on how the political parties influence the voters to cast their vote in favor of their respective political parties.
4. To discuss on how the print and electronic media change the game in Politics.

### **Methodology**

The study is based on secondary data. The secondary data collected through article, Newspaper etc.

### **Introduction**

Political communication has had a prominent position in the academic fields of both communication studies and political science (Brunnerová. & Charvát, 2017) Political communication is an interactive process concerning the transmission of information among politicians, the news media and the public (Nambiar, 2018). The process operates down-wards from governing institutions towards citizens, horizontally in linkages among political actors,

and also upwards from public opinion towards authorities (Noris, 2004). In other words, Political communication deals with the creation and exchange of ideas and opinions between citizens, public officials, political institutions, and related entities, such as the media. Political communication in India is one of the most important tools in bridging the gap between the electorate and the political parties. All the political parties in India have their tactics to have a communication and to reach out to all the electorate whether in the urban or in the village to get more vote and to win an election. Since the aim of all political parties is to gain powers and their target only is to get more seats or to win more seats to form the government whether in the state or at the center.

### **The role play by various political parties to reach out to the masses.**

In Meghalaya, there are several numbers of regional as well as National Parties. Every party has its aims and objective and their ideology is also different if we compare with those National Parties. Some National Parties that are here in Meghalaya are the Indian National Congress (INC), Bharatiya Janata Party (BJP), the National Congress Party (NCP), and Nationalist People's Party (NPP) which was recognized recently by the Election Commission of India as National Party. Some of the Regional political parties are United Democratic Party (UDP), Hills State People's Democratic Party (HSPDP), Garo National Council (GNC), and others. Every political party has their way or tactics of influencing and interacting with the people of the state. Every political party takes the election seriously by bridging the gap between the member of the political parties and the masses, but some fail and some succeed. All political parties try to strengthen the grass-root level to secure a maximum number of votes, and also to win in the election. However, every political in one way or the other they have their own media cell who will look into the matter to connect with the people of every constituency through technology. In the modern world of today's world, technology is an easier way to connect with the masses. In the primitive days, every political party needs to send their political agents or any member of the party to educate the masses on behalf of the candidates. They send their political agents to every houseful to teach the people about the election and also about the plan and program of the candidates if he is elected as the member. Unlike before, now through social media and by using a digital mode like Skype and other means, the candidate himself or herself can talk and discuss with the people of the constituency about their problems and the steps to be taken forward to solve that problems. Using of Facebook, Whatsapp, Orkut, Instagram is the common trends when it comes to politics. In spite of the fact that social media plays their role to help the political party to connect with people, various political parties they also called for public rallies, distributing pamphlets, and small chit of paper to show to the people that the party have a candidates which are capable to fight the elections and serve the people of the constituency or the state or the country. In the olden days all political parties through their media cell connected to people by way of radio in other to reach out to the people who stay in far-flung villages, in those places who do not have internet or any means of technology. Just to point out, there are many villages in the state of Meghalaya who doesn't have any social media connection, who don't have an internet connection and others and their only means to connect with them is

through radio, even television is not available. If political parties can connect with them it will be a win-win for both the political parties as well as the people who stay in that village. Election manifestoes of various political parties outlined the aims and objective that the particular party will do when they come to power. In Meghalaya almost all political parties talk about the issue of protecting the tribal, the issue of influx, the issue of border disputes with other states, but after so many years of getting our state, one after another political party came to power these problems are still there and no one talks about these once they are in the helm of affairs. Turning deaf ears of political parties after they win an election is very common in every state in India. But the people keep on reminding them in every election. Many politicians who turn a deaf ear to the people's demand they hardly get elected again for the second time.

### **Analyse and discussion on how the political communication helps to change the society in different ways.**

When we trace back to the political history of the state of Meghalaya, all the political parties they prefer door to door campaign especially in the urban areas, in which the candidate himself or herself will go and meet the people who stay in that particular constituency or in that particular locality. Before we do not prefer political communication through social media we prefer face to face discussion between the candidate and the people. Through direct contact between the candidate and the people, the candidate himself or herself knows all the problems that his or her people face. If the candidate gets selected and represent the said people then there is a high chance that some of the problems that they already outline to the candidate before an election they can see the light of the day. Even though Meghalaya is a state that is still lagging in terms of road connectivity, the airport is managed to run only by one airline till now, there is no single train. The government needs to try its best to reach to all the people. Changing of the society is not possible to do it in a single night, lots of understanding and connections between the government, the elected representative and the people is very important, without the in-depth understanding between the three there is no chance for the development of the society. In the present context, with the development of technology people can connect directly to the government or their respected representative through various means of social media. In Meghalaya and even in the context of the whole Indian states people usually take a photo of dilapidated road and tag the ministers or the engineers or contractors who construct the road and make them aware that they have to travel every day in that bad road. However, with the good and extended development of News Channel it really helps to change the society as a whole, because these News channels whether its local or national news they usually send their staff to take stock of any problems that the general people face in any villages or any localities and they will go on air and show to the rest of the world. These kinds of example somehow help to understand that the political parties need to connect to the people at large to bring a change in society. From all angle, everyone is part and parcel for the development of the society, everyone needs to work together without any discrimination and without any kind of political barrier which means it does not matter from which party you belong but changing the society is a very important aspect and important goal that every political party and the government wants to achieve. The

aim of every government or any political parties is to bring development, during election everyone talks about that in other to be at the helms of affairs but to deliver is not an easy task for them. We need a strong leader, capable, compassionate leader to change society.

**Analyse the political parties influence the voters to cast their vote in favour of their respective political parties.**

All the political parties in Meghalaya have their tactics to influence the voters of the state. First and foremost, People of all the states whether it is small states or big state they want development and that is the most top priority. With development comes education but the rate of educated people reaching its peak, the electorate now they demand employment and better job from the government. So the question is how the parties who are in power address the issue? It should be pointed out that Meghalaya is a state with fewer companies and most of the people they prefer government job. While going for election and while preparing for elections, all political parties they choose the best candidates to win the election but also the best orator to influence people and also the one who is capable of delivering certain things that the people demand. Having a good orator is always a plus point to the political parties, through the way he speaks he can influence them easily. A good orator he can solve all the problems and he also brings all the solutions to solve the problems, it doesn't matter whether it is possible or not but he will make the people blind and look only to his party not on other parties All candidates they usually bring the attention of all the electorate that will create job, that they will bring the best development to the constituency and the state as a whole. Many political parties they promise to the electorate so many things that they knew that they won't and they can't be able to deliver, unfortunately, they created such kind of atmosphere to get more votes. This mostly happens in the rural areas because people are quite simple and kind of gullible and the political parties take advantage of their simple and gullible life, for their political gain by giving them tall and false promises. This way of influencing people it won't last long, perhaps it might last only for 10 – 15 years but later people will realize the mistake if promises are not delivered on time.

**Discuss how the print and electronic media change the game in Politics.**

Print and electronic media play their role in this game called Politics. Unfortunately, most of the print and electronic media in India are run by the politicians and political parties, and we understand that anything that is run by any political leaders and political master it will fail to act independently, biasness will be there no doubt about that. In the newspapers or electronic media that they air everyday most of the news channel they come out openly that they support some political party. During the campaign trail most of the print and electronic media because of the influence of some political parties they give and draw a different picture or a wrong picture about the election, in simple words, they do not tell the people of the electorate about the reality that is happening during an election. This leads to confusion between the electorate during election time to which candidates to vote. In today's world, there are many pre-poll surveys conducted by many organizations or a group of people before the casting of votes and the post-poll after the casting of votes. These pre-poll and the post-poll survey give their predictions just right after the voting and they publish in newspaper and they even go on air in the news channel, through the prediction of the pre-poll and post-poll

survey it helps those political parties to have an alliance with other political parties. Before the announcement of the result, the top political party usually invite smaller parties to join hands with them to form a coalition government. This mostly leads to horse-trading as all political parties' aims at forming the government. Which is a very serious threat to democracy.

### **Conclusion**

To conclude, In Meghalaya, the political communication between the political parties and the electorates are not that bad. As it is stated above candidates of various political parties prefer to meet and to go directly by the door to door campaign during the election to get the confidence of the people. But unfortunately to some degree the politician sometimes they remember the electorates only during the elections. Some comparing to other states the communication was quite good since there is not much played by the insurgent's groups or militants groups unlike other states in India. There is a high chance that the politician who is serious enough about their works can have a good link with the people if they give their heart and mind to work for the people.

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