The Effects of Communication and Media in Politics

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Research Problem

Modern media and communication platforms are continuously developing to play significant roles in politics. Media has become a radical way of shaping how government institutions operate, altering how politicians communicate, influencing public opinion, shifting election outcomes, increasing citizen engagement, and impacting nationwide decisions (Owen, N.D.). Politicians build support bases by communicating appealing policies. This encourages supporters to take action and vote, which can be broadcasted through media. However, media in politics can amplify polarizing views, spread false information, and create pervasive biases in the general population. This paper will introduce the evolution of communication and media, the positive and negative dynamics of media, and the overall role of communication in politics between political leaders, journalists, and the public.

Review of Scholarly Literature

In a recent literature review, researchers presented the development of communication in political practices and the implications of media dynamics in politics (Alayya, 2022). Digital media has proven to play a role in influencing political activities and communication. The researchers' findings revealed that use of media in political communication is continually trending upwards in prevalence, but it presents concerns. Primary concerns include spread of false information, hate speech, and polarization of political viewpoints which in turn, trickles into polarization between political parties.

Researchers define communication as a process of "delivering messages by someone to other people to spread and change attitudes, opinions, or behavior directly or indirectly through media" (Alayya, 2022). Political communication is defined by communication activities between citizens, political figures, government institutions, members of political campaigns, and

advocacy groups (Alayya, 2022). The effects of media are pervasive and can occur at a micro level. This can include influences on an individual's thoughts, attitudes, and behaviors towards political candidates or parties. The effects of media also work at a macro level such that large broadcasting platforms can shape public opinion, change institutional policies, and promote political activism.

From the research, it seems that digital media has become an inseparable aspect of modern politics. The rapid growth of digital media users in conjunction with the rising role of internet in everyday life explains why politics has capitalized on using media as a platform for communication. Digital media is a "medium that offers voters, political candidates, and parties [a way] of communicating directly through a space that allows them to express their political activity preferences" (Alayya, 2022). This reveals the significant implications of media in political communication, given that politicians and leaders can convey their messages from the bottom up and top down.

In this paper, researchers analyze and conclude that Twitter is the most commonly used platform for political communication. They found there to be approximately 4.62 billion social media users in the world (Alayya, 2022). In the 2008 presidential elections, researchers analyzed social media movements through surveys and collecting digital data. They found that the Obama campaign used online news, social media, and other digital platforms for broadcasting their political messages by more than 28% compared to previous years (Alayya, 2022). They also investigated the general public's response to certain campaign messages that were conveyed through media. Politicians who used hashtags were significantly more successful in capturing attention and promoting public support for their campaign. Hashtags not only attract attention but spread political information across platforms and encourage discussion, including counter

hashtags which may demonstrate opposing viewpoints and shape public opinion. The main takeaway from this work is that media in political communication can be beneficial and provide a path for setting political agendas while strongly influencing the general public.

Deficiencies in Scholarly Literature

Some potential shortcomings in this literature is the lack of depth in information that media methods provide, potential for misunderstandings, and poor analytics, which can lead to misinformation and biases. Researchers discuss propaganda, which can strongly control and influence public opinion. The speed in which information can spread on media makes negative propaganda easy to do. Deficiencies within the literature include the lack of regard for studying effects of fake news and hate speech from media on politics. Although freedom of speech and opinion exists, media can exacerbate violence against certain political groups, promote spread of misinformation, and vilify specific political parties. Misinformation can lead to polarized views in politics. I think it is important that the researchers, in this paper, should have performed analytical research to investigate the ways in which media communication can promote harmful political behavior.

Significance of my Study

In my research, I will obtain a diverse sample population where I will perform surveys in different regions, such as cities, suburbs, or rural settings. The purpose of performing these surveys in various locations is to not only increase diversity in the sample but also gain insights to the effects of media on political views for people of varying ages, races, socioeconomic backgrounds, and political affiliations.

In considering the literature above, my research is significant because digital media has proven to be an integral part of the modern political scene. I want to investigate how media in

political communication affects public opinion and shapes the government that dominates our

society.

Purpose Statement

The purpose of this research is to analyze the evolution of communication and media in the

context of politics and how the dynamics of media have played a role in communication between

political leaders, journalists, and the public.

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