



SOCIO-POLITICAL MOVEMENTS AND MASS MEDIA: A STUDY OF KHAMMAM DISTRICT IN TELANGANA

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Abstract

The study tries to link sociopolitical movements and mass media. One of the most significant sociopolitical movements in Indian history would be the subject of a media analysis project. The research focuses on media and grassroots movements. According to experts who study media and movements, the mass media are crucial for social movements. The public identity of a movement can be validated or invalidated by the media. The study of media and movements was both national and local. Local levels of transactions, which are crucial for characterising movements, were ignored in the analysis. This investigation compares local and global interactions. The study looks at the media dynamics of the local political movement in Khammam district. Based on their popularity and readership, the study's two news sites are Andhra Jyothi and Eenadu. The two newspapers are seen as instances of grassroots media because they are extensively read in Telangana. Both of these have been published in the state of Telangana since 2000 and have been available for analysis for the past 15 years.

Key Words: *Political Movement, Mass Media, Eenadu, Andhra Jyothi, and Telangana.*

1. Introduction

Social and political movements are two phenomena that are frequently linked. This is because they both involve a large number of people coming together to express their opinions and demand change. However, the way that mass media affects these movements are unique and often overlooked. By explaining how socio-political movements are influenced by mass media, this post will help you to understand how media can be used to drive change. Since the dawn of human civilization, humans have been interacting with each other through socio-political movements. Socio-political movements are complex and multi-layered phenomena that are habitually shaped by mass media. In this paper, we explore the relationship between socio-political movements and mass media in detail, and discuss the various ways in which they impact each other. We also provide some examples to help illustrate our points. One of the most obvious ways in which media can influence socio-political movements is through the way that it informs and inflames people's passions. In a society where information is constantly available, it is easy for powerful groups to manipulate public opinion. For example, during the Vietnam War, television news programs played a major role in fueling public support for the U.S.-led war effort. This was because TV news showed footage of military operations and battlefield deaths, which created an emotional response in viewers. As a result, the media played an important role in legitimizing the war and helping to ensure its success. Another common way in which mass media influences socio-political movements is through the way that it shapes public opinion. In particular, news outlets use sensational headlines and graphic images to capture people's attention. This presents a challenge for social movements because they often rely on positive images and messages to win support from the public. Finally, mass media can also influence socio-political movements indirectly by helping to create new leaders or ideas. For example, during the Arab Spring protests of 2011 in Tunisia and Egypt, social media played an important role in spreading information and organizing protests. However, it is also likely that the media's coverage played a role in helping to create new leaders and activist groups who were able to mobilize large crowds of people in support of their cause.



Mass media both mobilises and legitimises public opinion and movements. Media create mass movement identity. Media and movement shape each other. Media mobilise, validate, and amplify movements. Many movements mobilise their core supporters using public speech (Gamson et al, 1993:117). Movement publications (such pamphlets and party organs) foster public conversation. As the movement's sources are restricted, mainstream media is vital for reaching a bigger audience. Movement and media have tricky links, says Gamson. Movements and the media demand methodological study. The proposed research examines political movement-media interactions. This study analyses local interactions in Khammam district. The study focuses on grassroots opposition, not institutional authority. The paper analyses the core issue and feudal and state security movements. The investigation uses an interdisciplinary approach to build a scientific strategy for studying media and movements.

2.Statement of the Problem

Institutional and electoral politics dominate political communication study (Gitlin, 1980:1). History, politics, and sociology study political movements, but political communication is understudied. The research aims to relate mass media with sociopolitical movements. The project would analyse media coverage of one of the most important sociopolitical movements in Indian history. Media and grassroots movements are the focus of research. Mass media are important for social movements, say researchers who study media and movements. Mass media can legitimise or delegitimise a movement's public identity. The media and movement study was national and regional. The analysis neglected local levels of transactions, which are key to defining movements. This study aims to compare grassroots and national interactions. The paper examines the grassroots political movement in khammam district and its media dynamics. This study examines how media channels build grassroots movement identities.

3.Objectives of the Study

- To examine how political regimes, the media, and socio-political movements interact and exchange information: 1) Khammam 2) Media (Mass).
- To research the political interactions between the khammam political movement and the state of Telangana as reported in and mediated through the media.
- Studying the sociopolitical movement dynamics with a focus on the political movement in the Khammam district is important.

4. Concept of Social-political movement

Socio-political movements are the collective mobilisation of the populace around ideology in order to accomplish specific objectives. In order to improve the position of the socially and politically marginalised groups, movements challenge the society's current sociopolitical institutions and ideals. Many academics defined movements based on their expertise and study. Rao (2006) defined social movements as the ideology-based organisation of people through mass mobilisation to partially or entirely contain or bring about specific changes in the society. He also claimed that the social movement had sparked developments that had challenged the established power structure in both the social and political realms. Similar to Paul Wilkinson, he made an effort to describe the movement broadly. "A social movement is a conscious collective endeavour to promote change in any direction and by any means, without excluding violence, illegality, revolution, or withdrawal into 'Utopian' community," he asserts. According to Mukharjee, a social movement is the mobilisation of people with a focus on transformation in order to achieve sociopolitical goals. According to him, movements are a result of the socio-political conditions and structures in the society, and they frequently result in changes (Mukharjee 1979: 18).



5. Review of Literature

The role of new media in social and political movements is emphasised by Naryanan. The study makes the claim that traditional communication techniques have been used by social and political groups. However, new media, especially social media, has emerged as a new ally for social and political movements in recent years. According to the study, new media is crucial for organising, mobilising, and arousing the public. While examining the Delhi gang rape and the Anna Hazare campaign, the study looked at the impact of new media in political mobilisation. The study comes to the conclusion that new media is having an impact on social movements even though it is not widely used in the nation. The study also contends that existing discourse has demonstrated the value of new media in organising social and political movements and mobilising public opinion. Naryanan and others (2016).

The Political movement, a significant political movement, was covered in-depth by Indian media, according to Mody's (2015) investigation. The study examines the news articles from the five most widely read daily publications (Hindi, Telegu, Bengali, Urdu, and English). The findings in this article concentrate on the variations in coverage, themes that shaped public opinion, and framing strategies. According to the analysis, more than 90% of the articles about the movement in all five daily were presented as isolated incidents or occurrences without an explanation addressing causes, solutions, or context. According to the analysis, the bulk of publications discussed the state's efforts in this area. The findings of the study are consistent with the rise in news media use as a tool by its owners. The government was not criticised for its neglect of Adivasi and Dalit problems.

Björn (2015) makes an effort to analyse the Political movement through the English-language news media in India. By examining the online edition of "The Times of India," the researcher tried to analyse the media discourse around the Political movement. The research field consists of 115 articles and essays from "The Times of India," published between 2010 and 2012. According to the study, Politicals are characterised as being clever, disengaged from Indian society's traditional family traditions, and opposed to the economic development of their communities. But unlike other rebel and terrorist organisations, the media does not portray the Politicals as opponents.

6. Framework and Research Methodology for the Study

The goal of the study is to examine the grassroots interactions between political movements and the news media. By analysing news content and in-depth interviews, the study investigates how the news media interacts with the movement. research also looks into the media discourses in the local area. Following the time frame the investigation is limited to, all pertinent original documents and secondary data were acquired. The qualitative, interpretive, analytical, and contextual research approaches are used in the suggested study. The study will look into how the Political movement is portrayed and constructed in newspapers. Studying and presenting the Political movement is the research's secondary goal. Methods of (I) Discourse Analysis and (II) Personal Interviews are chosen for this aim.

7. Selection of Newspapers for Analysis

Two news sources, Eenadu and Andhra Jyothi, are chosen for the study based on their readership and popularity. Since the two newspapers are widely read in Telangana, they are seen as examples of grassroots media. Both of these have been available for analysis for the past 15 years and have been published in the state of Telangana since 2000.



8. Media interaction and political movements

Media and political movements both shaped and were shaped by one another. There are limitations to the idea of state hegemony over communication channels, particularly at the local level. Additionally, the movement somewhat influenced the press in their favour. Both the movement and the state recognise the significance of the media and work to exert control over it. The movement was constantly watching news coverage since the public image that the press helped to construct was so important. They frequently contacted local stringers and reporters via a well-organized propaganda network. They informed local journalists about their actions and philosophy by sending them periodic press notes and party materials. Politicians made an effort to establish their movement as a valid rival system. Invitations to cover Jan Adalat (People's court) and press briefings in secret locations were sent to reporters and stringers. Not every member of the media was against the political movement. Some journalists believed that the breakdown of the democratic process and socioeconomic inequality were the causes of political action. Several journalists share the bandwagon's sympathies. Additionally, political activity was covered by the media as an important human interest story with commercial potential. At the grassroots level, the press is not perceived as a tool of the state's ideology used to stifle revolutionary movements. The majority of respondents, including political figures, journalists, and politicians, agreed that the press should accommodate political viewpoints in addition to acting as the hand of the state apparatus. Political regimes, media ownership, and particular reporters all played a role in the news discourse of the Telangana political movement. In the 1920s, political movements had better news coverage and had a louder voice, but as power changed hands and media outlets became more corporate, these advantages progressively waned. Because Mr. Lulu Yadav was more liberal and less concerned with press coverage in the 1920s, the media offered space to anti-establishment elements. The state was more aware of reporting during Nitish Kumar's (2005–2020) administration, and political news received less coverage in the major media. One crucial aspect of the media in Telanaga is the reduced editorial freedom and state influence in media coverage.

9. Conclusion

The study makes the claim that the social-political movements in the Khamm area have their roots in the feudal society centred on agriculture. Sociopolitical struggles against the agrarian power system in the central khammam started right away. These movements were successful in altering the agrarian structure's power dynamics. However, because of how difficult the agrarian issue was and how entrenched feudalism was, prior social and political revolutions were unable to significantly alter the situation. The social and economic problems of the day weren't addressed by the movement. Additionally, political administrations lacked the political will to confront the issue in a democratic and constitutional manner. Due to this, a political movement that was essentially an organised, armed uprising of landless labourers against the agrarian power structure rose in the 2000s. In connection to the political regime, the current study explores the interactions between social and political movements and the media. The researcher aimed to investigate the mutual shaping and influence of the news media and the movement. To decode the interaction and transaction, the current study was conducted at the local level in the Khammam district. The study is explanatory, interpretative, qualitative, and localised. The political movement was portrayed in the media as an important human interest story. At the grassroots level, the press was not seen as a state ideological tool to stifle revolutionary movements. The majority of respondents, including political leaders, journalists, and politicians, agreed that the press did more than simply serve as the extended hand of the state apparatus; it also took into account the viewpoints of political leaders.



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