CHAPTER VII

DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

The study on the Impact of Political Communication on voting behavior: A comparative study in Kerala, Karnataka and Tamil Nadu has revealed that mass media, especially the political communication through newspaper and television do have an impact on the voting behavior of the people in these three southern states in India.

The highest rating of media impact on voting behavior figured with voters of Karnataka (88%). The highest rating of the media impact in Karnataka can be attributed to the scientific use of media by the Karnataka politicians for the political propaganda, since the media studies, flourished in Karnataka much earlier than the other states in India. Mysore and Punjab Universities were pioneers in Journalism teaching in the country. The politicians who secured media education might have used the media for their political carriers.

Compared to Karnataka the rating of the media impact in Kerala is less. But the rejection rate of the media impact is higher compared to that of Karnataka. The rejection rate can be attributed to the political consciousness of the people of Kerala due to the influence of cadre party.

But in the case of Tamil Nadu the rating of the media impact is less compared to that of Karnataka and Kerala. It may be due to the cultural factors prevalent in Tamil Nadu and due to the positive political image of Tamil leaders like M Karunanidhi. Film media has greatly influenced the Tamil culture and politics. Almost all popular political leaders were once upon a time either were film actors or scriptwriters or producers. Even when MGR became the Chief Minister of Tamil Nadu, The New York Times carried the news in the front page of the most reputed newspaper in the world. Perhaps film has much more influence on Tamil Nadu
people than newspaper and television and most of the politicians and political parties in Tamil Nadu have used film medium as a leader to climb to the political power in the state whether it is MGR or M. Karunanidhi or Jayalalitha.

**Newspaper impact is higher with Kerala voters.**

The study also focused on the variations of media impact in the case of electronic and print media in the Karnataka, Kerala and Tamil Nadu. Compared to Karnataka slightly greater percentages of voters of Kerala (68.83%) have rated the newspapers impact on voting behavior. It may be due to highest newspaper reading habits and due to the popularity of party newspapers in Kerala. Perhaps the presence of a political party newspapers like Deshabhimani could be the reason for the highest newspaper impact in Kerala.

**The most objective Newspaper in political news reporting in Karnataka, Kerala and Tamilnadu.**

As stated in the objective, in an effort to find out the most objective newspapers in political news reporting in Karnataka, Kerala and Tamil Nadu, The Hindu found to be the highest rated English newspaper by the voters of Karnataka, Kerala and Tamilnadu. In Karnataka both The Hindu and Times of India seems to quite popular among the voters of Karnataka along with Vijaya Karnataka, Prajavani and Deccan Herald. The Hindu has maintained the reputation and professionalism of a national daily. In the past like many other newspapers, The Hindu also had policy like ‘When Bangalore is burning, talk about potato’. After N.Ram has taken over as the Editor, perhaps his professional education in Columbia School of Journalism, has helped him to make The Hindu as one of the best produced newspaper in the world and he is aware of his commitment to maintain objectivity in political news reporting in a cast ridden society.

In the case of Kerala both Matrubhumi and The Hindu figured in the forefront in matters of objectivity along with Malayala Manorama and Deshabhimani.
Comparatively the high rating of Mathrubhumi in matters of objectivity can be attributed by the tradition set by the founder Editor K P Kesava Menon whose columns is quite popular with Keralites. Again in the case of Tamilnadu, The Hindu gained highest rating of credibility. Out of the eleven newspapers considered for the purpose of the study, Dinamalar emerged as the second most credible newspaper along with Dinathanthi and Dinakaran. But according to 10% of Tamil voters none of the newspapers in Tamilnadu is credible. Times of India, Malali Malar and Tuglak found in the bottom line in matters of credibility.

Another endeavor of the study was to find out the objectivity of political news reporting in television channels in Karnataka, Kerala and Tamilnadu. In Karnataka out of the 15 popular channels considered for the purpose of the study TV9 emerged as the most objective television channels in matters of political news reporting. In Kerala out of the 12 channels considered for the purpose of the study, Asianet emerged as the most preferred television channels for objective political news reporting. In Tamilnadu, Sun TV have secured the highest rating for objectivity in political news reporting, out of 11 popular television channels studied in Tamilnadu.

The popularity of TV9 in Karnataka can be attributed to the familiarity of the coverage of local problems in Karnataka, since television has a local touch than the other than alien channels. Similarly Asianet in Kerala being a local channel the television journalists and the crew members in Asianet know the politics in Kerala and the presence of several other Malayalam channels like Kairali, Surya, Jeevan TV, Indiavision, Amritha, Doordarshan, Manorama news and Jai Hind posed a hectic competition in news presentation. Naturally Asianet is trying to present comparatively objective political news reporting, though complete objectivity is not possible in news presentation. Asianet do have bias in news presentation when the issues of uppercast Hindus and personalities figure in the news and right wing politics are involved. As long as those things are not involved they are objective. Otherwise they will try to sell these personalities and will try to get support for their political issues and will write and present promotional stories.
Most objective Television Channels in Karnataka, Kerala, and Tamilnadu.

Out of the 15 popular channels TV9 emerged as the most objective TV channel in matters of political news reporting. The other channels prominently figured are NDTV, CNN-IBN, ETV and Udaya. The other least preferred channels are Aaj Tak and DD channels.

The highest rating of TV9 can be due to the proximity of the culture since it figured as local channel. In Kerala out of the 12 channels considered for the purpose of the study Asianet emerged as the most preferred television channels along with Indiavision, Kairali and DD Malayalam. CNN-IBN, BBC and NDTV happened to be the least preferred channels.

In Tamilnadu Sun TV seems to have secured the highest rating of objectivity of political news reporting along with NDTV, Jaya TV, DD Tamil and Makkal TV. Since Kalignar TV was its infancy at the time of the study and it figured only in the eighth position. The high rating of the objectivity TV9 in Karnataka, Asianet in Kerala and Sun TV in Tamilnadu can be attributed to the linkages with local culture and content and treatment of the program can be one of the reasons for the credibility of the channels.

In Tamilnadu, Sun TV seems to have secured the highest rating of objectivity of political news reporting, out of the 11 popular television channels figured in the study NDTV has secured the second highest rating for objectivity of political news reporting. The third position for credible of political news reporting figured with Jaya TV.

It is evident from the study that the impact of Election Campaign strategy on voting behavior is not uniform in Karnataka, Kerala and Tamil Nadu. Different campaign strategy has different impact on the voting behavior of the voters in these three states.

When political rallies, meetings, jathas and campaign and speeches has maximum impact on voting behavior in Karnataka. House to House Campaign has maximum impact on the voting behavior in Kerala. Whereas the discussions and
debates through television channels share the maximum impact on the voters in Tamil Nadu.

House to House campaign, political rallies and campaign speeches and political discussion through television channels seems to have the maximum impact on the voting behavior of the voters in Karnataka, Kerala and Tamil Nadu.

Impact of party newspapers have almost equal impact on voting behavior in both Karnataka and Kerala. But in Tamil Nadu it has lesser impact compared to the other states.

Election Manifesto have almost similar impact on voting in both Kerala and Tamilnadu. But in Karnataka, manifesto has lesser impact compared to Kerala and Tamilnadu. Promotinal stories through newspapers and magazines seems to have uniform impact on voting in Karnataka, Kerala and Tamil Nadu.

The much discussed endorsement of writers and public opinion nodes have more impact on voting in Karnataka than in Kerala and Tamil Nadu. In Karnataka it figured in the seventh position. In Tamil Nadu it figured in the ninth position and Kerala in the in 10th position. Lobbying by booth writers and public opinion nodes do not have much impact on the voting behavior of Keralites. Street plays seems to have more impact in Karnataka and Tamil Nadu than in Kerala.

Though most of the fanatic political parties have widely used religion and religious sentiments the present study has proved that religious and cultural prayer meetings as campaign strategy can be used for crowd attraction but it does not have much effect on the political decision making process of the voters.

Similarly the present study has proved that mobile phones may be quite popular in reality shows and films but not so popular as a campaign strategy. All three states it figured in the bottom line.

Eleven political strategies generally experimented by the political parties in Karnataka, Kerala and Tamil Nadu and its impact on voting behavior revealed that
voters preferred the strategy differently which has implication to the different cultural, political, religious and educational background of these states.

The voters preference of political rallies and campaign speeches can be attributed to the fragmentation of political parties and political candidates in Karnataka.

In the case of Kerala voters preference of House to House election campaign can be due to the lack of faith in media and poll statements through the loudspeakers and political pulpits. Perhaps they believe in the personal relations of the politicians for genuine reasons and also for private motive. When the political leaders visit the voters home, that occasion can be converted as an occasion for lobbying for personal gains.

The impact of political discussions and debates through television channels in Tamil Nadu and its maximum impact on the voting behavior of the Tamil voters shows popularity and linkage of Tamil culture with film and television. Tamil culture is more akin to film and family, naturally the visual impact of real life situations influence the Tamil individuals greatly. Even the invention of the name of a prominent political party like Anna DMK is intended to make in roads to Tamil culture. ‘Anna’ in Tamil meaning brother who is more than a father and mother. He is the provider and protector of the other members of the family in Tamil culture. This has attracted the followers in the party and the former leader MGR in whose name it was formed who is a provider and protector in the real life situations.

Print media especially newspapers seems to have an edge over on the voters in Kerala and Karnataka than in Tamil Nadu. In Karnataka other than the English press like Deccan Herald, Times of India, Indian Express, Vijay Times, Deccan Chronicle and The Hindu. Kannada press has its strong hold for the mobilization of public opinion for and against political parties, personalities and political issues. The newspapers like Prajavani, Samyuktha Karnataka, Lankesh Patrika and Udayavani have its own conviction and role in shaping the public opinion.
Similarly in Kerala the party newspapers like Deshabhimani, Janayukam, Deepika and Kerala Koumadi have played its own role in shaping the left wing opinion and the pro congress newspapers like Manorama and Mathribhumi have its own role in mobilizing the public opinion for and against political leaders and issues. It is evident from the 40 years of political history of Kerala that newspapers in the state have considerable impact on the political decision making process of Keralites.

The sponsoring of political parties, philosophies and candidates by the prominent newspapers in the state on several occasions in the past have created political mileage for both UDF and LDF in the state. The dissolution of the first communist government by Nehru is a case in point of the power of the media to mobilise public opinion for and against the political philosophies and political regimes.

Then again the political history of C. Achutha Menon in Kerala, the only political leader who rule the state for a continuous period of 10 years had negative political image in Kerala which created by the newspaper at particular point of time. The newspaper of Kerala which depicted Achuthan- the killer, has changed all on a sudden and the newspaper in Kerala has white washed the misdeeds of Achuthamenon and depicted him as the savior of the state. There are several occasions in the political history of Kerala when newspaper have set the political agenda for various reasons. They have toppled the ministries either by aggravating the political in fights on ‘cosmetic issues’ or they have purposely tarnished the image political leaders in many manifestation. The newspapers in Kerala has aggravated the in fight between Karunakaran and A.K.Antony in congress and Chief Minister Achuthanadan and Pinaray Vijayan in Communist Party. Newspapers in Kerala also played a commendable role for the ‘political exile’ of Muraledharan the former Kerela Pradesh Congress Committee (KPCC) President and son of K.Karunakaran.

Thus the sea-saw politics in Kerala has drastically affected the development program due to the overdose of political consciousness, especially the constant
change of political regime in the state has curtailed the continuity of development program launched by both UDF and LDF. In the process of political rivalry usually what is done by one government will undo by the other.

Though Election Manifesto is considered to be the blue print for the would be government and promises to the people of the agenda of things they would be doing once they are voted power. But the lack of adequate impact of Manifesto on voting shows the popularity of unscientific election campaign in Indian Politics. Explaining the prevalent issues to be tackled urgently and explaining the adoption of development programs on the basis of priorities are the technique which is lacking on the part on political parties in Karnataka, Kerala and Tamil Nadu. Though in Kerala and Tamil Nadu Election Manifesto seems to have tolerable impact. In Karnataka it figured in the eighth position.

Promotional stories through newspapers and periodicals have uniform impact on voting in the Karnataka, Kerala and Tamil Nadu. The much discussed endorsement of writers and public opinion nods and their lobbying do not have much impact on the voting behavior of the people in these states. Comparatively Karnataka has little more impact on voting than in Tamil Nadu and Kerala.

In Kerala every individual is his own best political analyst and political commentator. One does not require the popular social, literary activist and political commentators like Sukumar Azhikode and Krishna Iyer to analyse the political events in Kerala.

Same is the case with Tamil Nadu in matters of the endorsement by the writers and social activist. Perhaps endorsement by film actors may have impact on the voting in Tamil Nadu and Karnataka. But people in Kerala do not like the entry of film actors to politics unlike in Tamil Nadu. The proposal of Kamal, the filmmaker as a prospective candidate of a popular political party in Kerala has generated much discussion on the issue for and against in the media and ultimately Kamal rejected.
The impact of street plays on voting behavior in Karnataka, than in Kerala and Tamil Nadu point a finger at the rich folk forms and folk culture which still have effect on the people of Karnataka.

Though most of the fanatic political parties have widely used religion and religious sentiments the present study has proved that religious and cultural prayer meetings as a campaign strategy can be used for crowd attraction. But it does not have much effect on the political decision making process of the voters in these states.

Similarly the present study has proved that the election campaign through cell phone and internet do not have much impact on the voters, though it is extensively used in reality shows. In all three states it figured in the bottom line.

Another important endeavor of the study was to find out the rating of the policy decisions and implementation of political parties in Karnataka, Kerala and Tamil Nadu and its impact on the voting behavior of the people in Karnataka, Kerala and Tamil Nadu.

Out of the eleven policy decisions and its implementation and its impact on voting behavior in Karnataka, BJP has gained the maximum mandate of the voters for the implementation of Police policy, Employment, Agriculture, Health and Taxation policies. Whereas Congress gained the maximum mandate of the voters in Karnataka for Education, Reservation, Multi-Religious and Trade policies. Whereas Disinvestment policy is concerned the Karnataka voters rejected all political parties and stated that none of the political parties in Karnataka are competent for its proper implementation. In addition, the researcher was able to get the sentiments of the voters at different point of time during the survey in Karnataka especially on their lack of faith in the promises of politicians on the implementation of welfare programs in the state and majority stated that they have experimented with Congress, Janatha Dal and it proved to be a through failure. Now they wanted to give an opportunity to BJP. But after the election the prevalent political atmosphere in Karnataka, especially the in-fight in BJP, has retarded the development activities in the state.
Kerala

In the case of Kerala LDF has gained the maximum mandate for the policy decisions and its successful implementation in the state. Out of the eleven policy decisions which considered for the purpose of the study and its impact on voting behavior LDF has gained the highest cumulative score for the successful implementation of all the 11 policies like Education, Police, Reservation, Employment, Agriculture, Health. An alarming percentages of the voters in Kerala do not have faith in none of the political parties in matters of the implementation of the various policies. Similarly 21.56% of the Kerala voters rejected the Employment policies of all political parties and 15.6% rejected Education Policy of all political parties and 17.66% of the voters rejected the Police Policy of all political parties and 25% of the voters rejected the Taxation policies of all political parties and 29.61% of the voters in Kerala rejected Disinvestment policy of all political parties.

An alarming percentages of voters in Kerala have rejected the policies of Health, Trade, Financial policies of all political parties.

Out of the eleven policies listed in the study, LDF has gained highest cumulative score in matters of implementation of various policies and programs in Kerala during the period of the study (2007-08)

Tamilnadu

In Tamilnadu, the study has indicated the highest rating for DMK in matters of policy decision and its implementation and its impact on the voting behavior of the people in Tamilnadu. Out of the 11 policies, the highest rating figured with DMK’s Education Policy and DMK has gained highest rating for almost all policies except Police Policy.

The policies of other political parties considered for the study include AIADMK, PMK, MDMK and others. Another notable outcome of the study on the impact of policy decision of political parties on voting behavior in Tamilnadu, AIADMK has secured the highest rating for police policy. The successful implementation of various policies and welfare program for various sections DMK
can be the reason for the massive mandate for DMK by the Tamil people. Kalignar has always tilted his development programs in favour of the weaker sections in the society so as to get social justice for them. Unlike Jayalalitha, Karunanidhi does not believe in police raj. In a democratic society the fruits of development should be distributed evenly through democratic process. This could be the success of Karunanidhi in Tamilnadu politics. The cast which is playing a pivotal role in almost all other state may not be there in Tamil Nadu since the party like DMK always stood for casteless society, This is evident from the film industry in Tamilnadu. In Kerala and in many other states it is not the talents which matters but it is the cast consideration which determine whether to accept or reject an artist. Young actors and actresses and other artists belonging to various states and religion get recognition and approbation in Tamil society if they are talented. Prithviraj, Meera Jasmine, Asin, Nayanthara, Gopika, Bhavana, Naren are cases in point. There would not have been an Illayaraja if he was not born in Tamil society.

Another endeavor of the study was to find out the impact of socio-political, economic and religious issues on voting behavior of the people in Karnataka, Kerala and Tamil Nadu. An important revelation of the study was a great majority of the voters in Karnataka seems to have lost faith in all political parties in Karnataka and stated that they will not vote for none of the political parties in Karnataka.

Out of the 22 contemporary issues of Karnataka which considered for the purpose of the study, seven issues like Cauvery water dispute, loosing of the Fab City to Hyderabad, implementation of Kannada as a compulsory subject for outsiders, Renaming of Bangalore, Implementation of rules regarding the wearing of helmet as compulsory and the liquor policy of Karnataka and Declaration of Belgaum as the second capital of Karnataka, majority of the voters in Karnataka preferred to abstain from voting and stated that they will not vote for none of the political parties in Karnataka.

Further the study revealed that majority of the Karnnada voters lost faith in political parties and political leaders in Karnataka since they are unable to solve most of their basic problems like Cauvery water Dispute, educational policies, liquor
policies and many other issues which affected the development and destiny of the people of Karnataka.

It is evident from the study that out of the three major political parties like JD (S), Congress and BJP, JD (S) has gained the highest mandate of Karnataka voters for H.D.Kumarasamy’s speedy rehabilitation effort in flood hit villages of Bagalkot and Gulbarga.

Congress has gained the highest mandate of Karnataka voters for their stand on the issues like the outbreak of communal violence in Mangalore. BJP has gained the highest mandate for religious issues like Babadudagiri Datta Shrine issue, resignation of Haj minister on minority issues and 150 crore bribe against Chief Minister H.D.Kumarasamy.

An analysis on the crucial issues of Karnataka and the political parties and the socio-political, economic and religious issues and its impact on voting in Karnataka. Janatha Dal seems to have a genuine interest for the development in Karnataka and people’s well being. It is evident from the priorities of development and their sincerity in tackling some of the basic problems of the rural people. From the researcher’s own experience during the survey and from the response of the respondents one has to conclude that JD (S) might be the only party in Karnataka who realized the sentiments of the common man and the farmers of Karnataka. The people who voted for the other political parties are really in search of political group and leaders who can do something good for the state.

Coming to Kerala unlike in Karnataka, majority of the voters do have faith in political parties and leaders. But the response, sentiments, taste and interest are similar to that of the people in Karnataka, pertaining to the rural farmers.

Out of the 22 socio-political-economic and religious issues considered for the purpose of voting behavior, Farmer's Suicide and Misuse of Tsunami Funds had the greatest impact on the voting behavior of the people in Kerala.

The other two prominent figured issues in the political mind of Keralites were Professional College Bill and the Education Policy of the political parties and
distribution of Drinking water, flood relief operations and development programs like people’s programmes launched by the existing government also affected the voting behavior of the people.

From the overall analysis of the socio-political, economic and religious issues, and political parties and leaders role in tackling these issues and its impact on voting behavior of the people in Kerala, it clearly depict a typical matured Indian voter who could detect the proper issues of the state and who knows how to react it, inspite of the information or misinformation by the media or the lobbying by the hired social activist, writers and media barons. The reaction to Farmer’s Suicide and misuse of Tsunami fund, development issues, flood relief operations and crisis management show a sensible Indian voter who could exercise his franchise meaningfully. Perhaps this kind of realization of an Indian voter can be the reason for the survival of the largest democracy in the world.

In the case of Tamilnadu, unlike Karnataka and Kerala, it is not farmer’s issues figured in the political issues of Tamilnadu. Out of the 25 contemporary issues displayed in the list, attack on the media institutions, removal of D.Maran from Union Cabinet and proposal of Sethusamudram project affected the voting behavior of the Tamil voters than other issues.

The other two prominent issues figured in the political mind of Tamil voters were DMK’s election promises of rice for Rs.2 and Keral govt’s move to construct Mullaperiyar Dam which may adversely affect the interest of Tamilnadu. Sharing of Cauvery water between southern states were always a political issue in the southern states of India. Tamilnadu always has exerted its political clout whenever it affected the local issues. Thus Karunanidhi always has used his political power in Indian politics as long as it is a coalition government in the Centre.

Allocation of Cauvery water to four states and formation of Salem Rail Division also had impact of voting behavior of the voters in Tamilnadu. Some of the other issues affected the voting behavior of the Tamil voters were firing of Tamil fishermen by Sri Lankan Navy, Launching of Kalaignar TV and recommendations
for reservation to minorities in Tamilnadu and Nomination of Kanimozhi to Rajyasabha.

Out of the 25 contemporary political issues prevailed in Tamilnadu at the point of time in which the study conducted in Tamilnadu eight contemporary issues like attack on Dinakaran newspaper office and Sun TV network, Sethusamudram Project, removal of D. Maran, DMK’s promise of rice for Rs.2, Mullaperiyar Dam construction, Salem Railway Division and Launching of Kalaignar TV channel and reservation policies of Tamilnadu prominently figured in the political mind of Tamil voters than the other seventeen issues considered for the purpose of the study.

From the overall analysis of the socio-economic and political and religious issues in three states and its impact on voting behavior, more similarities of thinking were found in the voters of Karnataka and Kerala, especially on the rural issues and farmers problems and its impact on voting behavior. Though the formation of JD(S)-BJP coilation government had the highest impact on the voters in Karnataka other than the development issues like Metro and Mono rail project, implementation of Kannada as compulsory subject, Cauvery water dispute and the farmer’s issues figured prominently in Karnataka and Kerala.

**Voters rating of the misuse of news columns for personality cult than for the promotion of development programs in Karnataka, Kerala and Tamilnadu.**

The study on the impact of political communication on voting behavior in Karnataka, Kerala and Tamilnadu disclosed that majority of the voters in Karnataka, Kerala and Tamilnadu stated that the newspapers in these three southern states by and large misuse news columns for the purpose of the personality cult than for promotion of development programs.

An important outcome of the study is the majority of the highly educated group of voters in Karnataka, Kerala and Tamilnadu felt the misuse of news columns for personality cult than for development purposes. Compared to Karnataka and Tamil Nadu more number of voters in Kerala felt the misuse of news columns for personality cult than for development.
The higher percentages of the voters' reaction in Kerala can be their competence to detect the planting and slanting of news stories and news treatment to suit their political motives by the hired media personals.

Rating of the most preferred political party to rule Karnataka, Kerala and Tamilnadu.

The findings of the study indicated that BJP in Karnataka, UDF in Kerala and DMK in Tamilnadu emerged as the most preferred political party to rule Karnataka, Kerala and Tamilnadu, considering the prevalent conditions during the last three years.

But it could not get the majority voters (66%) mandate in Karnataka. In other words 66% of the voters rejected the BJP rule in Karnataka. The study also revealed that Congress I in Karnataka is as popular as BJP and 3% of BJP’s edge over to Congress I is mainly due to the voters of northern Karnataka.

With a margin of 3% voters mandate, 39.9% UDF emerged as the most preferred political party considering the prevalent conditions in Kerala. In the seesaw politics of Kerala during the last 30 years, always the ruling party seems to be at a disadvantageous position in matters of favorable public opinion since media is always playing the adversary role with regard to the ruling party. The political history of Kerala over last 40 years revealed that the people of Kerala have never given their mandate for a particular party to rule the state not more than five years. Exception may be C. Achutha Menon's government.

In Tamilnadu DMK has gained the massive mandate to rule the state than other political parties considering the prevalent conditions during last three years. Compared to Karnataka and Kerala, DMK has an edge over on other political parties in matters of people's mandates. M. Karunanidhi’s people-friendly attitude, the implementation of development programs and striving for casteless society can be the reason for his massive mandate in Tamilnadu.
The most preferred political leader to rule the state of Karnataka, Kerala and Tamilnadu.

In response to the most befitting leader to rule Karnataka considering the prevalent conditions in Karnataka, S.M. Krishna gained the highest mandate of Karnataka voters than the leaders of JD(S) and BJP.

In Kerala V.S. Achuthanandan of LDF emerged as the most preferred leader considering the prevalent conditions. A.K. Antony also seems to be equally popular and preferred leader to rule the state. At the same time in Tamilnadu, both M. Karunanidhi and Jayalalitha of AIADMK seems to be equally popular with Tamil voters. Almost 25% of voters each preferred both Karunanidhi and Jayalalitha to rule the state.

But compared to S.M. Krishna, Karunanidhi and Jayalalitha, V.S. Achuthanandan of LDF in Kerala has gained higher percentages of voters mandate in Kerala. The popularity of Achuthanandan is due to his image as the responsible opposition leader who fought to minimize the corruption both in Congress and as well as in his own party CPI (M). But under the leadership V.S, could not implement successfully meaningful development projects in the state. We have to wait and see the implementation of development projects and programs during the remaining period of his rule.

CONCLUSION

It is evident from the above findings that 10 out of the 17 null hypotheses tested statistically have validated the statement (NH) and the remaining 7 null from hypotheses stand rejected. In other words the hypothesis on

- Impact of media on voting behavior in Kerala
- Impact of media on voting behavior in Tamilnadu
- Impact of newspaper on voting behavior in Karnataka.
- Impact of newspaper on voting behavior in Kerala
- Impact of newspaper on voting behavior in Tamilnadu.
• Impact of TV on voting behavior in Karnataka.
• Impact of TV on voting behavior in Kerala.
• Impact of Election Manifesto in voting behavior in Kerala.
• Impact of Election Manifesto in voting behavior in Tamilnadu.
• Voters response on the misuse of news columns of personality cult.
• Which tested statistically validated the statement (NH)

The following seven other null hypothesis tested statistically stand rejected and Manifest the background deferential of voters on the views expressed on

• The Impact of Media on voting behavior in Karnataka
• The impact of Television on voting behavior in Tamil Nadu.
• The impact of Election manifesto on voting behavior in Karnataka
• Voters rating of the most preferred political leader to become the chief minister of Karnataka, Kerala and Tamil Nadu
• Demographic factors on the impact of the political communication through media and its impact on voting behaviour in Karnataka, Kerala and Tamilnadu
• Demographic factors on the impact of the political communication through News papers and its impact on voting behaviour in Karnataka, Kerala and Tamilnadu
• Demographic factors on the impact of the political communication through television and its impact on voting behaviour in Karnataka, Kerala and Tamilnadu.

The findings of the present study manifest that mass media especially political communication through newspapers and television channels do have impact on the voting behaviour of people in Karnatala, Kerala & Tamilnadu.

The highest rating of media impact figured with Karnataka which can be attributed to the Scientific use of media by Karnataka Politicians for the political propaganda or it may be due to the credibility of the media and belief system of the people of Kanataka which needs further scientific studies.
Recommendations

- The future researchers may undertake studies on the Impact of media on belief system in the different regions of the country.

- Future researchers may pursue studies on the impact of culture on voting behaviour

- Futures researchers may consider studies on impact ideologies on voting behaviour

- Extensive studies on value based politics on voting behaviour in the Indian Context has to be undertaken by the future researchers.

- Further, they may focus on the media personalities new trend and techniques of political newstreatments.

- A paper on political communications must be the part of the curriculum for the Master degree programme of Mass Communication in all the Indian Universities, since ours is the greatest surviving democracy.