ABSTRACT

In a democratic polity it is a pre-requisite to have a well informed citizenry capable of taking up independent position on political questions of all ingredients that constitute democracy, information is a key component for choosing a government. Elections go a long way in making democracy successful. The present study intends to explore the impact of political communication on voting behavior: A Comparative study in Karnataka, Kerala and Tamilnadu.

With the main objective in mind the researcher has selected two prominent media, newspaper and television for the purpose of the study to know the kind of political communication disseminated through newspapers and television channels of these three states. The researcher has scanned the content of newspapers and television channels of Karnataka, Kerala and Tamilnadu over a period of 18 months. Considering the political content of newspapers and television channels in three states the researcher has prepared three different questionnaire and with that the researcher has conducted a survey among the voters of Karnataka, Kerala and Tamilnadu. From Karnataka and Kerala a random sample of 385 samples and from Tamilnadu 380 samples were selected giving adequate representation to all segments of the society. Thus the data obtained through the survey in the Karnataka, Kerala and Tamilnadu is scientifically analysed for inference and interpretation. The findings indicated that media do have impact on the voting behavior of the voters in Karnataka, Kerala and Tamilnadu. It is found that mass media especially the political communication through newspapers and television channels do have impact on voting behavior of the people of Karnataka, Kerala and Tamilnadu. The highest rating of the media impact figured with Karnataka. It can be attributed to the scientific use of the media by the Karnataka politicians for political propaganda or it may be due to credibility of the media in Karnataka.