CHAPTER II: REVIEW OF LITERATURE

2.1 Theoretical Framework

Lal Das D.K et al (2008) mentioned content analysis as the scientific study of the content of communications. The study pointed out the meaning of the content, context and objectives contained in the message. 75-year-old so-called content analysis that Webster's Dictionary of English it is listed since 1961. In 1952, Bernard Berelson content analysis in communication research, the method for recognition as a versatile tool for social science researchers harbinger reported media. Development of content analysis as a complete scientific method used during World War II, when the United States government under the direction of Harold Lasswell supported a project to determine the enemy propaganda.

One result of this project, the book published in the 1940s as the language of politics (Lasswell et al., 1965), still remains a classic in the field of content analysis. Analyze the content is useful research techniques to analyze large bodies of text. It offers text instructions on programming target and to derive the data. A content analysis study is the successful result of a series of good decisions. From the point of decision-making process is the appropriate method to study the subject starts to question. After clearly set objectives of the study, the researchers can make decisions concerning the unit of analysis, developing content categories, the sample and the sample period. Positioning developers, check credentials between the encoder and the selection of appropriate statistical plan added to present the results of some essential tasks, which are carefully study.

Content analysis has its limitations. It is what we do about the causal relationship between the variables under study. For example, it's good in the process of changing the content of professional articles has been published in a magazine (Levy, 1979). But it cannot answer why there are changes in the content of the subject. Woodrum (1984) argues that "content analysis is a research method used with great potential for the study of beliefs, organizations, attitudes and human relationships. Development of content analysis is more arising from unfamiliarity with the historical isolation from the mainstream of social science to its inherent limitations. CARL I. HOVLAND and colleagues, in a new test of the forgotten, found that, at the time of exposure, discounts materials from "unreliable resource ".

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At that time, however, people tend to separate the content and the source with the result that the main doubts faded and "unreliable" was accepted. Lies, in fact, seemed better than known facts. Bonachristus Umeogu, (2012) questioned why people prefer one speaker to another? Or worshipers loss of interest in daily service due to a special speaker? Or ever experienced listening to a speaker on TV and do not want to change the channel even when what he / she says it makes little or no sense? Due to the above scenario is the source credibility and trust. Greek philosopher Aristotle's virtue ethics conceptualize and understand it by calling it.

Reputation and trust is a virtue that should be followed by all and sundry, regardless of age. The two go hand in hand because there could be a virtue rather than a basis of trust when one is not seen as credible. It is clear that the credibility beyond all walks of life cutting across religion, politics, family, advertising and so on. Hovland explained the concept of understanding the logic of source credibility, source credibility vis-a-vis politics, propaganda and religion.

2.1.1 Habermas's public sphere

Public sphere allows people to gather for sharing ideas and come with communication to the public attention and discuss about a certain issue. This dialogue can be an understanding and agreement usually on guidance of power or money for "politics" to create impressions. Newspapers, radio, television, cinema, video, satellites, networks, computer and so on are the most important means of reproduction and restoration of public areas. The public sphere ideal is every citizen, regardless of status, are in a level equal access to the public sphere and there is no impediment to discuss the issues raised. In the public sphere, gathered by the better argument carries a kind of power, the power of understanding stems from solidarity collective, and the government's power to affect.

Media public sphere, in addition to human networks and publications, is not under the control of state power, and there is the possibility of exchange of ideas. Hartmut Wessler, 2011, (Oxford bibliography website) argued the public sphere is a social space in which different perspectives, general concerns, and collective solutions are discussed. Therefore, the public sphere is the central area for social communication. In massive societies, mass media and the recently online media network support and communicate in the public sphere the English term "public sphere" is the German
translation of the Öffentlichkeit, the "public" or a set of speakers and listeners in the public domain and "public" or public status can be seen by the people surveyed.

In communication studies, the concept of the public domain has been applied to political and cultural communication. The most prominent normative theorist in the public sphere is Jürgen Habermas, (1962) Marshall Soules, Malaspina University-College, 2007, media-studies.ca A The public sphere began to emerge in the 18th through the growth of coffee houses, literature and other communities, voluntary associations and the growth of the press. In their attempts to oversee the government, parliament and other government agencies, they were the representatives of this public land. The success of the public sphere depends on: the degree of access (to the extent possible), the degree of independence (citizens must be without coercion), the rejection of the hierarchy (so that everyone can be equal), rule of law (especially dependence on Government) and quality of partnership (shared commitment to logic).

Habermas was eliminated by ethnic change, gender and classification from the nineteenth and twenty-first centuries. He simultaneously transformed public morality through the advancement of social welfare, the growth of cultural industries and the evolution of great private interests. For example, large-scale newspapers that profit from profits made the press a manipulative factor was a gateway to private interests devastated by the general realm. Habermas believes that the public sphere can be formed more effectively through discourse, speech, discussion and dialogue through it. Habermas claims that public debate can be countered by "think tanks" - informal associations, social organizations, churches, sports clubs, groups of citizens, popular movements, trade unions.

But by shifting to power abuse of advertising undermines the public sphere. Even arguments are transmitted to symbols that can no longer be cited by reference to it, but only by identifying with them. Such propaganda controls views, enhances political theatre, and allows "permissible opinions". Douglas Kellner, gseis.ucla.edu, explained Habermas in the tradition and concerns of the Social Research Institute has important perspectives on consumer society and other basic texts, including rational studies, work and leisure, media, public opinion and public sphere. His work on institutional development involves interventions in a detailed positivist discussion
defends from the modern social conception of Frankfurt with practical explanation against the concept of positive social theory.

In theory and practice, Habermas retained the unity of theory and practice in the centre of classical Marxism and critical theory of society. Mark Poster (1995), by remembering Habermas, pointed analyzing the content, one can create a conceptual analysis that looks for themes and ideas that appear in the text in the comments. Collect data from a social media platform in the form of conversations, discussions or otherwise interactions between people, keeping in time certainly qualify as evidence. With the arrival of new media form of communication has changed. Their effect, therefore, the more influence (in the strict sense of the word) than ever for the press may have had. Compared with the schedule published by New Media Communication, limit responses from the recipients in a strange way.

However, the economic focus and coordination tech enterprise in the newspaper publishing industry seems to be the cause of all in the new media of the twentieth century, film, radio, and television. In fact, capital requirements seemed so huge and public power so that in some countries to create their threat since the beginning of the media under state control or under the control of the government. Public or semi-public companies were organized, otherwise the newspaper would not have been enough to protect from the aggression of a capitalist. New media is, advertising agencies activities "now as it was limited to the design and placement of advertising, especially in newspapers and magazines.

Such large-scale advertising in the public domain is almost always assumed the quality of business over advertising if only by the fact that it represented the three most important factoring financial calculations of papers and magazines and even newer media to the extent that they are commercially managed. However, economic advertise to awareness of political figures achieved in the practice of public relations. Nicholas Garnham (1990) claimed theory of the public sphere expressed by Habermas just as participatory democracy of the Athenian range depends on the materials from slavery, then the development of competition in that market capitalism terms of Great Britain in the eighteenth century for the development of both the theory and practice of liberal democracy.
However, while it argues that the model of public service media at its heart a set of values of political correctness, and that its activities both the need for develop a set of social relations, distinct from and opposed to the essential values of democracy and economic relations, at the same time its actual historical practice has been shared with Habermas' conception of the public sphere. Behjat Yazdkhasti et al., explained the public sphere is a field of spatial-temporal in where active citizens come together to freely engage in open political dialogue. In the twentieth century, the ideas of sovereignty businesses, economic globalization, privatization, and sovereignty unipolar power have been destroyed international public sphere.

Habermas believes that pretends the situation arise changes in mass communication systems. During the twentieth century, mass media have become monopoly capitalism, and through the media information shared within the scope of universal decreased in the public opinion feudal and from technology and true information supply, given the changing nature to management. Habermas to develop a full explanation of his theory manage information as a sign of remembrance of the destruction of the public sphere. He also promotes advertising, persuasion and reason to overcome managing public opinion and mass media content and the elimination of unproductive area.

In his opinion, this process ultimately led to the subjugation of public opinion in the fabric of unworthy. The role of new technologies of communication, modern strengthen the public domain, open discussions and critical view, because of communication contemporary contains a lot of information distorted knows the principles of business and entertainment, rely on the banality and escape from reality. Habermas fixed the problem in this finds that with the development of communicative rationality on instrumental rationality underlying cause in the public domain dynamic growth; so that a consensus agreement on the principles of collective public solve which predispose to the formation of a common collective identity persuasive, globally.

Habermas the public sphere is the central element conversation on 21century. But the conversation in the public domain will play the following conditions exist: rational-critical dialogue, Dialogue on civil matters of common citizens, not a private matter, ignoring the distinction and the participation in the talks as equals; the limitation of
the process of dialogue on the formation of public opinion, and preferential area which makes possible to unity in diversity in the public domain. Anne-Katrin Arnold, 2008, expressed the public sphere is a basic element of democracy. Without it, the citizens will not have space for the development of "general will" and will not have any means to influence political decision-making.

The democratic public sphere is a structural force in politics an important part of the architecture of good governance and good governance is vital for poverty eradication. There are some unclear definitions like "The public:" The public is not tangible, not interchangeable, it is not obvious. The "public" is a fanciful group of people and a public realm is an imaginary place. This is a space between the state and the private sphere of citizens, families and private companies. Most of these are a communication infrastructure. This infrastructure allows for the free exchange of information and ideas, discussion of issues of general concern, public will and the transfer of willpower to officials. Then, authorities should be accountable through public-sphere communication channels. The public sphere seems to be in like the market, "the market for free-market ideas." Understanding the public domain as a communications infrastructure brings emphasises the role of media systems.

2.2 Previous Studies

2.2.1 Public diplomacy

Maïté Kersaint, 2013, on “Exploring Public Diplomacy 2.0: A Comparison of German and U.S. Digital Public Diplomacy in Theory and Practice”, argued the main focus of this article is a case study of six Twitter accounts used to reinforce public diplomacy. This article, by analysing its habits and patterns of engagement with users, shows that current tools and methods do not address the goals and prospects of the State Department. From this data can extract the employee's knowledge of factors that may be the standard success, and how US diplomats may effectively use it. This result suggests that still cannot learn absolute assumptions about the role of Social media in the practice of public diplomacy. Significant and unknown variables remain, including the mix of audiences that officials are reaching and the value and role of certain types of content for encouraging interactions.

Nurmi, Maria, 2012, on “Social media in public diplomacy : survey on the social media communication of the Finnish missions abroad” mentioned Interviews with
State Department Communications Officers, a questionnaire for missions, and the viewing of social media sites for missions indicate that there is a need for improved communication in dialogue on social media missions. Currently, it seems that missions use social media rather than traditional media to use the potential of dialogue. Therefore, communication network strategies in social media communications were usable from missions but did not fully utilize it. Social media through missions is mainly used for informational and provocative strategies. In addition, the strategy is used to some extent. However, the strategy of dialogue is with the stakeholders, not the use of mission-based social media.

Ellen Huijgh et al., (2013) mentioned written for the purpose of understanding public diplomacy through the selection of different perspectives shows the key magazines to consult on public diplomacy. A true multidisciplinary study recommends a selection of literature majors and views that are discussed in public diplomacy. It presents a conceptual framework of different time frames 20 centuries, 21 centuries, and public diplomacy in the future. Finally, it recommended literature in various geographic areas.

Matthew Wallin, 2013, on “The Challenges of the Internet and Social Media in Public Diplomacy” wrote Facebook "Likes" and Twitter followers do not necessarily have a strong relationship with an audience. Having a million fans says nothing about whether this tweet has been read or not, shows the number above that the user's followers live in. It also necessarily indicates whether the followers support the user's communication goals. However, audience expansion can be a legitimate goal of specific communication campaigns. Social media professionals at the State Department need to know that social media naturally distributes power from government institutions, and as a result, the intrusive limitation that can be imposed through these tools is limited. The best use of government from social media may not be incitement or creation but to guide, facilitate and deal with it.

WIEBKE RENKEN, Strategic Public Relations jointly delivered by the University of Stirling and Lund University in a study about “Social Media Use in Public Diplomacy: A case study of the German missions’ Facebook use” examines the discrepancy between public affiliation and public diplomacy research and practice that the use of social media causes more bilateral interaction. The study shows that the
challenges that missions face is the use of an informal channel for the communication of a state government that is used for very formal communication, loss of content control, lack of resources, and the absence of a single Mass audience online. This concludes that social media communication plays an important role in the public government of Germany and, while it cannot rely on it, its role will grow in the future. This effort is often called the "country's brand". The research method is qualitative methods such as content analysis of open questions with a total of 67 face-to-face focal points. The survey was conducted by 15 German missions. The two (Jeddah and Karachi) are not evenly divided between the missions and there are no posts in the selected week (March 31 to April 6, 2014), five missions in this period (Bangalore, Edinburgh, Jeddah, Karachi and Pretoria) did not publish any posts, while the largest number of posts were received by mission in New Delhi (10 posts in total). This study has proven that not only academics but employees are aware of the potential benefits of social media and should use bilateral cooperation in their work, which is now very less. The missions are still not affiliated with traditional media because social media still does not have access to all of its target groups.

Sevin, EfePresents, 2017 on “Public Diplomacy and the Implementation of Foreign Policy in the US, Sweden and Turkey” claimed a unique theoretical framework for solving a relatively weak aspect of public diplomacy, focus on its relevance to foreign policy. Providing a wide range of public diplomacy studies from the United States, Sweden, and Turkey has a significant contribution to public diplomacy and can be used to design a plan. Effective public diplomacy can effect foreign policy.

Philip Seib, 2016, on “The Future of Diplomacy” believed never before diplomacy is progressing rapidly. It has become a collaborative global process using the new media tools and the powerful public. Public Diplomacy is considered as a diplomat and it seeks to make the audience more aware and more solid than ever before. Philip Apple, in this clear analysis, looks at the future of diplomacy in our over-connected world. He reveals that the focus of diplomatic training has been on the front of the negotiations at last level. Today's diplomats are required to respond immediately to the latest crisis that is being done by a YouTube video or Facebook post. This leads to an open and reactive approach to solving the global problem with consequences that are difficult to predict. Based on examples of Iran's nuclear talks with the humanitarian crisis in Syria, Seib argues convincingly for this new and all-inclusive
and flexible public diplomacy; one that addresses the strategic use of new media and traditional diplomatic processes to manage increasingly complex relationships Intergovernmental and non-governmental political actors in the 21st century.

### 2.2.2 Political Communication

Jürgen Habermas, 2006 on “Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension? The Impact of Normative Theory on Empirical Research” compared advisory liberal and republican model of democracy, and resources may be considered experimental research and then examine what empirical evidence for this assumption indeed, there is potential for tracking the development of political deliberation. The main part of this paper is about experimental content and adapt communication models served deliberative politics. It also highlights two critical situations: Through political connections, legitimacy in the public domain can be consultative processes in complex societies only if a self-regulating system gains independence from the environment and social media if anonymous audience award facilitates feedback between conscious elite discourse and a responsive civil society.

W. Lance Bennett et al, 2008 on “A New Era of Minimal Effects? The Changing Foundations of Political Communication” examines the role of the Internet as a source of political information and public expression. The use of information media, whether traditional or online media content of public affairs, is expected to promote a political debate civil and online messages helping increase civic participation. National two-wave panel survey data using three types of structural equation model was tested at the same time: a cross-sectional (pertaining to individual differences), fixed effects (change inter-individual), and auto-regressive (of the total). All models show that online media complement traditional media in fostering political debate and civic message. These two forms of political expression, in turn, affect civic participation. Another variable in order to compare alternative model tested is theorized to specifications. The results show that the model produces the best fit, empirically and theoretically, the influence of the Internet, competition mobilizing the power of traditional modes of information and expression.

content analysis flagship communications and political science journals to gain an understanding of the prevalence of scientific research related to political communication in the media. Due to short supply of research in political science with political connections in magazines, three communication-based on magazine focused by Graber showed that 32 of 89 the political communication articles (36%) in the three journals during the course of the six years can be analysed as secondary. This percentage is healthy, and the statistics show that secondary analysis is a powerful technique used by researcher today's political connections.

2.2.3 Strategic communications

Julia Caplan, on the "strategic communications major", Elon University, has written the aim of this study was to gain insight into how Republican Congressman Scott Rigell and Democratic candidate Paul Hirschbiel- cultivation Twitter to attract candidates in the 2nd Congressional Virginia voters in the 2012 election. A content analysis showed strategies and tactical features of Twitter posts. Congressional candidates primarily used Twitter to send information and tweet about current activities. It was also found that Rigell has written the more direct relationship between internal and external tweets--of Hirschbiel, while Hirschbiel using the personal message to attract followers. That tactical strategy employed by Rigell and Hirschbiel was determined to be calculated by the method promising candidates to motivate citizens and activate voters. For this study, researchers collected by content analysis, classification, and code 200 new posts on Twitter, shared by each candidate starting October 20, 2012. These findings therefore clear insight into how Scott Rigell and Hirschbiel bridge cultures to Twitter to attract voters. Although the study showed that both candidates use Twitter to send information and updates about their current activities, differences is in direct and personal messages written by the candidates.

2.2.4 Social Media

Michael Dewing (2012) on “THE IMPACT OF SOCIAL MEDIA” explains Because of the widespread use of this type of communication only began in the early 2000s, social and economic implications are not yet fully known. Some people believe that the Internet is more isolated, while others hope it will increase democratic participation. Research by Statistics Canada shows "that we have not to expect a dysfunctional society nor prosperous society. Instead, we have a society that is
different from the one we have known a consistent face. "There does not seem to be any significant difference in the number of social relationships and social interaction between Internet users and non-users or the amount. Instead, the Internet is a way of fostering partnerships and enhancing relationships with community members, including through social media. Although the full impact of these changes is not yet clear. The implication of sharing personal data is not fully understood.

Holli Semetko, et al., 2012, on "wise political communication book" claimed this authoritative and comprehensive review of political communication draws together a team of leading scientists of the world to provide a state of the art search to set the agenda for future study. It is divided into five sections: the effects of macro-level political connections, such as the media industry, new media, technology, and political systems; it takes people a perspective of social network effects - real and online - in political communication, political communication discuss advances in research methods, and how it focuses on the power of the concept of political communication, international understanding, regional and comparative provides political connections in various fields.

Stephen Stiglitz, 2013, on "Social Network Analysis and Mining" reviewed previous studies have shown that from the perspective of political institutions, is an emerging need to continuously collect, monitor, analyse, summarize, and visualize relevant political information. These activities, which fall under the "Analysis of Social Media", are difficult tasks because of a large number of different social media platforms as well as a large amount and complexity of data considered. Tracking and systematic analysis method with appropriate methods and techniques in the field of political science still do not exist.

However, Tomaž Deželan et al., (2016) on “(R)evolutionizing political communication through social media” offers important perspectives on the use of online social networks in political discourse and how these changes affect previous state correspondence. Highlight key issues through theoretical and case studies of, this book is a central reference source for penetration of technologies is emerging in the political arena.
2.2.5 Social Media for Political Communication

Leticia Bode et al., on “A New Space for Political Behaviour: Political Social Networking and its Democratic Consequences” predicting what motivates adolescents to use social networking sites politically is a particularly timely investigation, given its growth in importance and utility during the 2008 presidential election, especially among young adults. Results confirm that both media use and interpersonal conversation about politics are important predictors of political use of social networking sites, particularly when those behaviours occur in the online realm. But more imperative is the conclusion that adolescents using these sites for political purposes are provided with a new avenue for into more traditional forms of political participation, even above and beyond the impact felt from traditional predictors of such activism. Results confirm that political SNS use was strongly predictive of teens engaging in traditional political participation in 2008. Of course, even though political SNS use has a strong impact on predicting growth in participation, this impact is currently limited to a small group of people. However, as more and more political activity goes online, this slice of the adolescent population will grow and become increasingly relevant. In the 2010 elections, for instance, over 12 million Facebook users reported that they voted via their Facebook profiles (Ostrow, 2010). Moreover, a lower level of SNS use within sample should bias against finding effects at all, and the small size of the participating group does not abate the importance of the patterns of political participation demonstrated in the study.

Philip Behnke, 2010, on “Social Media and Politics; Online Social networking and Political Communication in Asia” explained to communicate communicators, journalists and marketers these days, effects and opportunities of social media and social networking. Barack Obama not only dose successful use of online communication but also among politicians and all ages. Although still a wide range of different opinions about the use of this tool, and there are real effects, one thing is clear: "Why" is no longer the question. It's just "how". 90% of young people in Malaysia is in Facebook, Indonesia, some 22 million people using social networks on a daily basis and the Philippines rightly is known as "social networking capital of the world. In addition, effortlessly rise of social media led its effects to changes in the behaviour of politicians, journalists and voters. Social media and politics - online social networks and political connections in Asia and comprehensive overview of
current developments across the region are very topical. In the recent elections in the Philippines, President Benigno "Noynoy" Aquino III, make good use of this tool. In Thailand, Twitter was the most important source of information for journalists and the public during the turmoil of the Red Shirts. Pure numbers prove this fact. In South Korea, twitter leads to a change in the results of elections throughout the country, which is a large group of young voters in the afternoon, encouraging tweets from your friends, hoping to snatch a victory of the Conservative Party. Another social media tool to continually blogs is popular in Asia. In Vietnam, for example, despite having 174 newspapers, 470 magazines, blogs are having a great acceptance and dealing with a number of explosions in the last few years. Obviously, the less surprising development in countries such as Pakistan and Cambodia is limited, although both countries are catching up. The figures in the literature show evidence for this in a broad perspective: The citizens moving to be Netizens.

Stefan Stieglitz et al., (2012) on “Usage of Social Media for Political Communication” mentioned in democratic countries, political parties and participate in political debates plumbing responsibility to the public. As a result, journalists and other professionals as a "keeper" institutionalization of the measure and the information for publication in any newspaper or TV work. Now, politicians United States Barack Obama's is said to have a leadership role in this area with the most prominent example being able to successfully use social media in the last campaign. However, social media connection to political actors in other countries is unclear. It seems that many politicians are reluctant to integrate the use of social media into their daily business. For example, studies have shown that a majority of German politicians do not support political communication by social media. However, the lack of academic research examining is the reasons for the reluctance of politicians. The next phase is to identify key aspects of successful use and adoption of a broader concern that may disrupt social media in politics. Based on the findings, the results of two years of exploration, a member of the German parliament (Bundestag) have been reported with respect to the use and potential of social media. Also, in contrast to campaign on social media in the United States play an important role in the campaign in Germany. However, awareness and relevance of social media shelter is steadily rising among politicians. For each of the five major political parties in Germany, researchers track statistics on social media activity and popularity (CDU, SPD, FDP,
left, Grüne). While the measures include the number of tweets posted, Flickr, and YouTube videos, popularity is the number of Facebook fans, Twitter followers, YouTube and followers have been captured. Statistics are for March 2012 and June 2010. In January 2011 retrieved and compared with those numbers generally, indicate the increase in social media from the perspective of political institutions and the citizens. For example, the average number of Facebook fans increased for all parties 4,065 (2010) to 20,627 (2012) fans, showing an increase of 407% amazing. On the other hand, in 2012 the German political parties have become more active in social media. The findings by Kaufman (2010) show that German politicians have begun to follow the trend of social media. These results are in line with the findings of Mono and Catalfamo (2010) "Evaluation of digital democracy" of politicians in Europe. They noted that the web is generally left (mono and Catalfamo 2010, Efron et al. 2006). It’s online communities, social media is based on political connections has increased steadily in recent years. In particular, young voters spend more time online on social networks such as Facebook or MySpace from watching TV or reading newspapers (OECD, 2009). The main objective for the future political connections of politicians is to increase the degree of "e-participate" actively engaging in social media while being able to monitor the social web. It is, however, a simple task due to time and financial constraints, and, in particular, a large number of social media and a large amount and complexity of data and unstructured data. Management information systems have the theoretical framework and technical solutions for monitoring and analysis of social media data provides the political context. "However, as Bell et al., (2010) also point out, the analysis of social media to challenge such a rich collection of data or metadata (eg, tags, user subjective opinions expressed, ratings, user profiles,), human computation centered with its unique emphasis on social interaction among users, semantic inconsistencies / inaccuracies, misinformation and lack of structure as well as the dynamic nature of social media and its size.

Sumit Pande, 2015 on “Changing Paradigm: Social Media and Political Communication A Situation in Delhi” mentioned social media can be a tangible impact on the election campaign and the political discourse in the media is competitive, strong, independent and have been well-established with uncensored Internet. Media coverage of the election campaign of Barack Obama in the 2008 presidential election, Prof. Anup Kumar, is defined an empty signifier of political
communication as "high-rise" words "that often attract emptiness". In this context, Obama's political rhetoric noted full of words like hope, courage, change, we, the people, and colleagues. Now fast forward to India, April and May 2014. The bigger issue in the campaign, BJP candidate for prime minister Narendra Modi was the run-up to general elections hope. Ten months later for Delhi elections, the party and its leaders tried to repeat this concept but met with fierce resistance. Effective anti-dote to empty signifiers inherent in another type of political populism. Comprehensive, targeted campaigns spell out the details of delivery and effective expression of the agenda by the leadership can cope empty signifier. AAP anti-narrative uses this to good effect. AAP statement attached for the portability solutions tangible and concrete were committed with the specific timeline. Party frame design multiple campaigns (eg dialogue Delhi) to reach a diverse demographic. And most importantly, the political discourse of anti-power was expressed by its leadership. Congress, on the other hand, under the leadership of Sheila Dikshit has been done in the past with the facts made by the government. As a campaign strategy was quite surprising. If the voters of this discussion in 2013, has denied any stretch of the imagination, why they bought it fourteen months later? Important and comprehensive digital campaign activist campaigns are more likely to lead to positive results of the election, but in the political sense. The researchers call "The contextualization election campaigns” - or digital heritage - around leadership and made certain political issues in the field.

Paul Nultya, et al., 2015 on "Social Media and Political Communication in the 2014 Elections to the European Parliament” studied on language and national distribution of the message, the relative size of different types of communication, and describe the factors affecting the adoption and use of social media by the candidates. The dynamics of the volume and content of communications during the campaign is referring to both the discussion and the importance of integration in Europe leading the list of the most visible candidate analysis. Results showed that lead candidates and their televised debate, had a significant impact on the volume and content of communications, and content and the emotional tone of communication to further the settings after The European Union competition along political rather than national issues related to the classic left-right difference. The largest and perhaps best-known inquiry into the matter so far 2012 study in the journal Nature, "A 61 million experiment in social influence and political mobilization," published that shows the
user's Facebook message nutrition can significantly influence voting patterns. The data - in collaboration with scientists analysed Facebook data - show that specific messages promoted by the "Friends of approximately 60,000 voters and indirectly through social contagion have increased by 280,000 voters more directly, for a total of 340,000 additional votes." Real close friends with -World relations are much more effective than online casual acquaintances.

Corneliu Bjola and Lu Jiang (2015) on “Social Media and Public Diplomacy: A Comparative Analysis of the Digital Diplomatic Strategies of the EU, U.S. and Japan in China” concluded the use of social media by the European Union delegation and the US and Japan embassies for public diplomatic purposes, especially to create real talks with target audiences, did not result. As the analysis shows, digital diplomacy is primarily used as a means of disseminating information. Analysis of the diplomatic strategies of the European Union representation and the US and Japanese embassies in China shows that digital diplomacy is primarily used as a means of disseminating information and more to attract audiences in a bilateral dialogue. Social media can help in a very effective way to deliver a strong message, but cannot replace good planning, communication, and crisis management, signs of professional diplomatic behaviour.

2.2.6 E-Participation

Michael Xenosa, et al., 2006, on the study about “The great equalizer? Patterns of using social media and political participation of youth in the three advanced democracies” explains social media and a model of political participation among young people, using examples of youth in Australia, United States and England. The results showed that the link between the use of social media and positive political participation among young people in the three countries indicates a strong connection between the use of social media and the processes that youth engage in. Attention, the results also provide evidence for optimism about the overall impact of this the new digital media in political inequalities that offer a long pattern.

Blunder- Brown, 2009 on "policy: the role of blogs in America politics" shows Great Britain in the 2010 elections is an example of how traditional media and the Internet are able to get a private connection and play it again and again. The labour party was able to control the reaction. With such a large amount of data, it is hard to distinguish
reliable from unreliable sources. Free Internet and "e-government where ideas and minds meet. According to Search Engine Land, Google had about three billion searches per day in 2010. Search engine Yahoo had 280 million searches per day in 2010, while Bing Social Services, about 80 million searches per day. Share multimedia such as YouTube users upload 24 hours of video every minute video is, according to Director of Product Management Mr. Hunter Walk said YouTube: "A day's worth of content uploaded to YouTube every minute ... speaks to the role video plays in connecting and changing the world one upload at a time."

Shelley Boulianne, University Grant MacEwan, Canada, Journal Information, Communication & Society, on “Social Media Use and Participation: A Meta-analysis of Current Research,” mentioned the analysis of 36 studies on the relationship between the SNS and civic participation is widely concrete actions such as voting and objectionable language. Some focus on the youth population, others in SNS use in countries outside the United States. In the 36 studies was 170 "coefficients" There are separate - different factors potentially associated with the use SNS. Out that all studies based on a self-reported survey, with the number ranging from 250 to more than 1,500 respondents. Twenty studies between 2008 and 2011, was conducted while 2012-2013 was eight. Among all the factors that examined, 82 percent indicated a positive relationship between the SNS and some form of political or civil partnership or company. The strongest effects can be seen in studies that randomly samples the young crowd. These studies generally show that Social media plays a positive role in citizen participation. In general, given doubts about whether the SNS use the "cause" of a strong and truly "transformative." The popular discourse on the use of social media by the focused Obama campaign may be revolutionary aspects of online campaigns, such as collecting donations, meta data is little evidence that social media aspects of the campaign were successful in changing the level of participation provides. Greater use of social media is not affected the likelihood of people from voting or participating in the campaign. Because people may use SNS is now in the first place. Moreover, some researchers see as a form of participation and interaction itself SNS help shape public understanding of the narrative and the general public.

Georg Aichholzer et al., “Evaluating e-Participation: Frameworks, Practice, Evidence” recognized a gap assessment in the field of e-participation practice and research, lack of evaluation system according to the organization, their results and
effects. This book addresses e-Participation state of the art research and evaluates existing gap by examining the different assessment methods and provide a multi-disciplinary concept to evaluate output, outcome and impact of citizen participation through the Internet as well as through traditional media. It offers new knowledge and its application based on experimental results (according to various electronic forms and levels of participation) in a comparative international perspective. This book is a scientific study and practice the use of electronic participation through new insights advance, largely drawing on theoretical arguments and empirical research results obtained in Europe joint project "E-democracy". This research tool is a set of processes similar citizen participation in seven local communities in three countries (Austria, Germany and Spain). General evaluation framework has been designed to a set of test tools, and present and discuss the evaluation results with clear objectives to what extent these tools can be applied to other processes of consultation and cooperation, making books of interest to policy makers and researchers.

Shelley Boulianne, 2015 on “Social media use and participation: a meta-analysis of current research” reviewed 36 studies of the relationship between the use of social media and participation in civic and political life. The results of a meta-analysis show a positive relationship between the use of social media and participation. More than 80% of the coefficients are positive. However, questions about whether the relationship is causal and transformational remain. Only half of the coefficients were statistically significant. Using panel data studies are less likely to report positive and significant coefficients using social media and participation in a cross-sectional study. Metadata also shows that the use of social media has a negative impact on participation in the campaign.

Crispin Butteriss, 21 March 2016 introduced “Public Participation for 21st Century Democracy” by Tina Nabatchi, et al., explores the theory and practice of public participation in decision-making and problem-solving. It explores how public engagement developed over time to include opportunities and countless common, in both face-to-face sessions and online configurations happen. This book explores the use of partnerships in various areas, including education, health, land use, and state and federal government. It offers a practical framework for thinking about how to engage citizens effectively, and clear explanations of the participating states, tactics, and plan. Finally, this book is a sensible approach to reshape our infrastructure to
meet the needs of public authorities and citizens' participation provides. This book is filled with illustrative examples of innovative activities, participatory and filled multiple sources for more information. This text puts the spotlight on the need for long-term and cross-sector planning, participation, and tips for leaders, citizens, activists, and others who are determined to improve the ways in which participation and democracy provide the function.

2.2.7 Qualitative Analysis

Chareen L. Snelson, 2016 on “Qualitative and Mixed Methods Social Media Research: A Review of the Literature” analysed social media technology considerable attention among the many types of users, including researchers who have published studies for several years. This article provides an overview of trends in the qualitative and mixed methods research literature from 2007 to 2013. Social Media published a collection of 229 qualitative studies were identified through a systematic literature review process. A subset of 55 of these studies reported the combination of qualitative and quantitative methods. Articles were reviewed analysis, and code through a qualitative content analysis. The general trend with respect to the entire set of articles after mixed method research and analysis methods specified in the subset of 55 studies presented. The most commonly used research methods involve the collection of data through interviews, focus groups and survey methods. The second most commonly used content analysis approach which the researchers of Facebook posts, tweets (Twitter posts), YouTube videos, or other social media content as a data source. Many studies on the combination of qualitative and quantitative data for a design like Creswell and Plano Clark General mixing methods typology (eg, converging parallel, sequential explanation successive exploration). Regardless of the similarity of the facility of mixing method, the author conditions such as converging parallel, sequential explanation, or successive discovery in the description of the methods. This suggests that the terminology associated with mixed method research designs are still widely used by researchers adopted a blended approach of social media. More research on the role of technology is essential for the study of social media content, according to a number of studies that integrate content from social media sites. It can be precious access to software or other technologies that support qualitative and mixed methods studies have social media. However, it is equally
important to use this tool in well-designed studies conducted with appropriate methods for answering research questions.

2.3 Significance of the Study

The media has the capacity with the use of image, sound, colour, light, voice, and factors like being universal, availability for all, low cost, ignoring the importance of time and space; to enter the new era that widespread in the world. Computers, Internet and Mobile give the people new opportunity to get informed about each other in each part of the world. To unite ideas and to reach a consensus reaction, advertising model changed and the way of using media by politicians came into the consideration. In communication field study, the communication strategy is one important field that discusses how the organisations use media to advance their goals such as political stability and social presence.

The Internet and social networks make international politicians direct communication in an online community and led the global village shapes as McLuhan predicted. Media became a message that its use and its ability are important to introduce politician and their aims. On the other hand, after the 11/09*, a new form of public diplomacy came into the public consideration. Soft power and in fact, interaction and dialogue between people formed to effect and these social networks have made it possible. Always a ruling group seeks to provide new interpretations; by using media to their voice can be heard and they encourage, promote or lure a group to follow and empower them. When a medium, magazines, newspapers, particularly radio and television were formed, the politicians establish themselves with their propaganda based on different theories to mobilization people for a participation in natural disasters or wars.

As the researcher reviewed the previous studies with the respect to theoretical framework, it can be noted that this study is going to review the status of most followed political leaders internationally. It also observes the features of social networking sites, international political leaders’ media usage pattern, and text written by them about most important international issues. This kind of study is rare while at least can be a good usage pattern for a different population, time and place. This is a new area which has not studied till date. They are some studies on Social Networking Sites and Political communication in local studies, but this study is taking new angel
at the global level of public diplomacy. The proposed model can also be applied to other groups, such as religious leaders, a particular region or a particular subject, such as diplomacy on Twitter at important international negotiations such as P5+1** or G-8 (now 7)***. It also may encourage other international politicians to get more engagement with new media.