CHAPTER – II

REVIEW OF LITERATURE

2.1 Introduction

Media have been an intrinsic part of civil society from time immemorial. Politics and media have remained inseparable. Media institutions are rightly regarded as the fourth estate of democracy. The legislature makes the policies, the executive implements the policies and programmes, the judiciary examines the constitutional validity of the policies and programmes and the media bridge the communication gap between the government and people. The media are also useful sources of communication on the governmental activities which affect the lives of the people. The media play an important role in the formulation of public opinion which matters most in the political system. The media also function as the voice of the people in a democracy. India has adopted the Parliamentary system of democracy and the Constitution has guaranteed the Freedom of Speech and Expression to all citizens of the country. The media also enjoy the same freedom which is subjected to certain reasonable restrictions in the interest of people and sovereignty of the state. The elected representatives are required to make use of media and discharge their duties and responsibilities in a democratic way. The media habits of people including the elected representatives are evaluated by the researchers across the globe. The studies concerning the local governance, media habits, media and democracy; and media habits of elected representatives are enumerated in this chapter.

2.2 Studies on Local Governance

Norton (1997:152) assessed the relationship between the local and regional governments in advanced democracies and observed that the world witnessed increasing decentralization of democracy. The study revealed that the process of urbanization involved certain rational methods of governing the city on the basis of liberal and democratic approaches. The scholar suggested that new avenues for participatory democracy and development should be explored by the policy makers and specialists for better urban governance in modern times.

Gimmler (2001:80) analyzed the relationship between the public sphere and Internet in modern times and noted that Internet had brought about a new age of participatory democracy and communication. The study revealed that Internet had emerged as an informal university across the world and served as a prominent means of public communication. The scholar also
explored the how new technologies could fit into this concept of public sphere; influence the quality of political debates, and the important role they can play in the political process. The scholar suggested that digital democracy and digital development should be strengthened on the basis of proper planning in modern society.

Hadenius (2003:88) examined the political decentralization and democratic governance in India, Bolivia and South Africa and pointed out that India achieved commendable progress in political decentralization when compared to Bolivia and South Africa. The study revealed that authorities in South Africa borrowed the Indian model from democratic decentralization point of view. The scholar suggested that political decentralization and media decentralization should be achieved to create enlightened people who are the angel guardians of democracy.

Sarkar (2003:186) evaluated the illusion of decentralization in Bangladesh and reported that democratic decentralization was not achieved absolutely in Bangladesh due to political insecurity and bankruptcy of political leaders. The study revealed that political democratization was impeded in Bangladesh due to political and social conflicts of interest after the creation of Bangladesh. The scholar suggested that the people of Bangladesh should be mobilized socially and politically to achieve the goal of democratic decentralization which is a pre-requisite to integrated development of the country.

Heller et.al (2007:94) studied the impact of democratic decentralization in Kerala and stated that Kerala state had achieved the goal of democratic decentralization on account of active participation of people in the political affairs of the state. The study revealed that competitive politics prevailed over Kerala mainly due to communist movement and development of secular forces. The scholars suggested that Kerala state should achieve the goal of inclusive political development by winning over the confidence of marginalized sections of society.

Joseph (2007:95) assessed the issue of local governance in India and observed that the process of local governance had considerably developed in urban and rural areas on account of constitutional amendments. The study revealed that local governance in India was not based on the concept of good urban governance which emphasizes the need for participatory governance. The scholar suggested that the system of local governance should be liberated from caste-politics and power-politics in order to facilitate transparency, accountability and social justice.
Rout (2010:179) analyzed the local-self government in Russia and India and noted that for a number of years, the federal government largely ignored the problem of local self-government which has directly affected the standards of living in both the city and the village over the long term. The study revealed that the reformation of local self-government was closely related to the problem of financing local government activities. The scholar suggested that the municipal and rural local revenues and expenditures must be balanced.

North Carolina Department of Cultural Resources (2010:151) examined the best practices for local government social media usage in North Carolina and pointed out that social media was an effective and efficient way for local governments to communicate with and participate in the larger community. The study revealed that social media would continue to shape and support the way they communicate and collaborate with constituents as they strive to provide an accountable and transparent government. The study suggested that the local governments should use social media in order to strike a balance between providing access to information and securing their government’s core network.

Mirian (2012:140) evaluated the local governance in India and Iran and reported that India had a centralized federal structure while Iran had distinctly unitary and centralized system of governance. The study revealed that both the countries make provision for the institutions of local governance. The scholar suggested that the participatory structures of local governance can lead to inclusion of all the groups and communities in India and Iran.

Mossberge and Wu (2012:143) studied the use of social networking sites in the local government bodies in America and stated that local government bodies maintained their websites to provide necessary information on administrative and developmental initiatives to the various departments and general publics. The study revealed that social networking sites had emerged as prominent means of participatory communication and development over a period of time. The scholars suggested that social media should be utilized for grassroots communication and development in a planned and deliberate manner in modern times.

Jean-Paul (2012:100) assessed the relationship between political decentralization and good governance in Bolivia and observed that the concept of good governance assumed great significance in Bolivia. The study revealed that certain progressive forces had launched active social and political movements in Bolivia to restore democracy and enable the people to gain
control over governance. The scholar suggested that urban governance should be strengthened on the basis of transparency, accountability and participation.

Islam and Fujita (2012:98) analyzed the various dimensions of rural local governance in India and noted that the Constitution of India contained series of progressive legislations for political decentralization in urban and rural areas. The study revealed that the principle of good governance was understood by the various stakeholders in India. The scholars suggested that the UN resolution on good urban governance should be implemented in order to achieve the goal of sustainable human settlements development in an urbanizing world.

Gowda, et.al (2013:84) examined the planning strategies for municipal solid waste management in Hassan city of Karnataka state and pointed out that the increase in migration, purchasing power and industrial development and civic facilities had caused urban pollution in the study area. The scholars also noted that municipal administration was not capable of managing the disposal of solid waste due to inadequate manpower, resources and campaigns. The scholars suggested that urban planning approach and media intervention strategies should be improved on the basis of empirical findings and expert suggestions.

Olube (2013:156) evaluated the use of mass media by elderly blacks and elderly whites in Houston and reported that significant difference was found in the mass media use pattern of elderly blacks and elderly whites in the study area. The study revealed that there was a statistically significant relationship between subject’s race and choice and use of electronic and print media. The scholar suggested that racial difference should be noted while delivering mass media services in modern society.

Sheikh (2014:192) studied the democratic decentralization in India and stated that India achieved remarkable progress in democratic decentralization on the basis of Gandhian influence. The study revealed that democratic decentralization empowered the women and weaker sections of the society through participatory communication, governance and development. The scholar suggested that the local-self government bodies should enable the elected representatives to cultivate media relations, public relations and grassroots organizational skills in order to empower the people.

Sheikh (2014:193) assessed the significance of people’s participation in local governance in India and observed that government was the most powerful system of local governance. The study revealed that local governance in India recognized the importance of
people’s participation in the process of governance. The scholar suggested that urban local governance should facilitate meaningful arrangements for the development of social capital in a pluralistic society like India.

Sumana (2014:199) analyzed the municipal administration in India and noted that local governments operated better when social and technological readiness exists in regards to the factors of implementation. The study revealed that development at the local level was promoted better in an environment of local arrangement despite certain practical limitations. The scholar suggested that technological import wherever seen useful shall be customized to meet the local requirements so as to have higher acceptance and minimize resistance to technological essentials.

Wall (2014:210) examined the new century local government from Commonwealth perspective and pointed out that local governments assumed significance in the new millennium for achieving the goal of sustainable development. The study provided a plethora of detailed country case studies arranged around three themes: decentralization in the Caribbean, Pakistan and England, local government finance and local economic development in India, South Africa and Tanzania, and new approaches to governance in Canada, Australia and New Zealand. The scholar also provided the shared legal and administrative histories and called upon the stakeholders of local governance to achieve the goal of sustainable development through democratic decentralization and social mobilization.

Virkar (2014:209) evaluated the relationship between the public administration and communication technologies with reference to Greater Bangalore Municipal Corporation of Karnataka state and reported that new information and communication technologies were used in the corporation for property taxation. The study revealed that the new media brought about transparency, accountability and corruption free governance. The scholar suggested that the managerial rationalism for an organization as a whole, and sensitive to an ecology of actors and their various motivations within the organization should be ensured by the stakeholders of urban governance and development.

2.3 Studies on Media Habits

Bogart (1972:37) studied the media habits of whites and blacks in Africa and stated that the impact of aging was a major factor which influenced the media consumption habits in African society. The study revealed that aging adults’ lives were considerably restricted by a
number of factors such as poor health, lack of social interaction, depression due to social isolation and sometimes lack of adequate expendable income. The scholar suggested that people should be empowered to cultivate better social relations and media habits in modern times regardless of racial differences.

Doolittle (1979:67) assessed the new media use of older adults and observed that older adults spent more time reading newspapers than they watching television or listening to the radio. The study revealed that this preference had only changed as the older adults started experiencing trouble with their eyesight and other physical and social constraints. The scholar suggested that special audience centered media services should be rendered in order to cope with the constraints and limitations of older adults.

Allen and David (1980:08) analyzed the influence of culture, historical and political antecedents on blacks and Latinos which were similar in their communication attitudes and behaviour. The study revealed that more educated blacks tended to watch less television while more educated Latinos watched more television. The scholars suggested that age-specific and audience specific television programmes should be broadcast in order to satisfy the communication needs of various segments of society.

Korzenny and Kenndorf (1980:113) examined the television viewing habits of elderly citizens in modern society and pointed out that most of the television programmes had catered to the needs of young generation and neglected the elderly citizens due to certain compulsions. The study revealed that modern television centers had broadcast information, entertainment and advertisement programmes which did not benefit the audience including the elderly citizens. The scholars suggested that television programmes should be directed at special audience in modern times.

Anderson and Bushman (2001:11) evaluated the effects of violent video games on aggressive behaviour, aggressive cognition, aggressive affect, physiological arousal, and pro-social behaviour of audience. The study revealed that video games increased the aggressiveness of the audience in modern times. The scholars suggested that appropriate restrictions should be placed on such video games to protect the interest of people in modern society.

Gentile and Walsh (2002:78) studied the family media habits, including the use of television, movies, videos, computer and video games, the Internet, music and print media. The study revealed that the parents had understood the negative impact of violent video games,
television programmes and movies on the children. The scholars suggested that violent media contents should be subjected to reasonable restrictions in order to protect the interest of young generation of audience.

Michael Cohen Group and U.S. Department of Education (2007:138) assessed the media habits of people in modern times and observed that care givers of various educational and income groups were concerned about fostering media literacy and learning literacy among the children. The study suggested that future researchers should examine the pre-literacy or early literacy content of television, websites, books, and games that are designed to encourage early learning.

Grabe et.al (2008:85) analyzed the role of media in body image concerns among women on the basis of meta-analysis of experimental and correlation studies and noted that exposure to mass media depicting the thin-ideal body might be linked to body image disturbance in women. The study revealed that exposure to media images depicting the thin-ideal body is related to body image concerns for women. The scholars suggested that media contents should not produce poor body image concerns among women who are very sensitive by nature.

Livingstone and Tim (2008:125) examined the contribution of media consumption to civic participation and pointed out that three important factors namely likelihood of voting, interest in politics, and actions taken in response to a public issue of concern to the respondent had a bearing on the civic participation. The study revealed that media use significantly added to explaining variance in civic participation. The scholars further observed that taking action on an issue of concern was accounted for only by political/social factors, with the exception that slightly fewer actions were taken by those who watched more television.

McLaren (2008:135) evaluated the need for understanding emerging media habits of people and reported that LMX combined two techniques to better understand the actions and motivations of consumers – a 24 hour media diary and a Usage & Attitudes module. The study revealed that LMX is a 24 hour media diary that records all media consumption in the context of daily activities as well as co-usage, location and simultaneous media activities. This approach means that LMX studies provide a complete and up to date picture of modern consumer and the technology adoption driving changes in their media consumption.

Nielsen Company (2009:147) studied the impact of media on children and stated that children of all ages and backgrounds spent a great deal of time using digital media. The study
revealed that most parents believed in the positive value of technology and used it themselves. The study further reported that many parents chose to use media as a way to occupy their children, even those who are very young, while they engage in household tasks. The study suggested that media use patterns should be balanced on the basis of meaningful parental guidance and integrated with other rich learning experiences, such as play and reading.

Polver (2009:166) assessed the media utilization study among children under six with special reference to Sesame Workshop which is well known in the world as the children’s television workshop. The study revealed that the television serial Sesame Street was premiered on PBS in the United States in November 1969, and the Workshop was formally incorporated shortly after, in 1970. The study highlighted the positive side of television broadcasting from child development point of view. The scholar suggested that similar experiments should be carried out across the world to save the children from unhealthy and destructive media contents and tendencies.

Melki (2010:137) analyzed the media habits of youth in three countries and noted that country of residence, gender, age group, education level, and income level had a bearing on the media habits of youth in the study areas. The study revealed that the respondents had cultivated different media habits in modern times due to demographic background. The scholar suggested that youth should be given proper orientation on the cultivation of healthy media habits.

Lenhart et.al (2010:122) examined the social media, mobile and Internet use among the teens and young adults in American society and pointed out that the cell-phone texting had become the preferred channel of basic communication between teens and their friends and cell calling is a close second. The study revealed that those phones had become indispensable tools in teen communication patterns. The study suggested that social media use patterns of the young adults should be systematically monitored by the authorities concerned to check the negative effects and facilitate healthy media habits in modern society.

Rubin (2011:181) evaluated the emotional rationality of users of social media in the midst of challenges of value change and reported that in the age of controversies, the audiences were enchanted by creativity and innovativeness. The study revealed that emotional universality would become, or at least with the help of skilled media PR professionals, it could be used as a means to commercialize our emotions, or it could help audiences in the process of building
universal values. The scholar suggested that judicious use of social media would enable the
audiences to change their attitudes and behaviours in modern society.

Bernier (2011:31) studied the representations of youth in local media on the basis of content analysis of news media representations of young adults specifically connected to the possible implications for library service for this age group. The study revealed that young people were depicted routinely as troubled, troubling, and dangerous, a finding consistent with more than a decade of general media research. The scholar suggested that examination of these representations would help libraries become better and more critically informed about actual youth behaviours and thus initiate institutional debate about more effective service approaches with this age group which constitutes significant portion of library users.

Carlson (2011:44) assessed the impact of digital media on youth and observed that digital media combined with the Internet and personal computing had caused disruption in publishing, journalism, entertainment, education, commerce and politics. The study revealed that digital media had taken away the time and energy of young generation who are subjected to deprivation of worthy knowledge and experience in life. The scholar suggested that digital media contents should be examined by the experts since they posed new challenges to copyright and intellectual property laws.

Ripollés (2012:178) analyzed the consumption of newspaper services among the readers and noted that the emergence of social networks as a news medium brought about the decline of traditional media including newspaper. The study revealed a high level of interest in news stories and their positive valuation in civic terms on the part of young people. The scholar suggested that news media should deliver the services in accordance with the emerging news consumption patterns.

Oliver and Ohlbaum Associates Limited (2013:155) examined the media consumption patterns in modern times and pointed out that newspaper industry had witnessed decline due to the dominant television medium and Internet based communication resources and services. The study revealed that the different media played different roles in an individual’s news consumption; differing by purpose, subject, or mood. The study also found that levels of trust apportioned to media thus differ markedly – not all sources are the same.

BBC Media Action, Research and Learning (2014:26) evaluated the media habits and information sources of youth in Cambodia and reported that BBC media action in Cambodia
was funded by the UNDP to reach young people aged 15-24 with key information about democratic institutions and civic participation through this multimedia intervention of TV, radio, online and mobile content and live events. The study revealed that the Swedish International Development Co-operation Agency (SIDA) had contributed significantly to further funding. The study suggested that multi-media campaigns would encourage youth to engage in civic participation for better civil society and participatory communication and development in modern times.

Mitchell and Weisel (2014:141) studied the relationship between the political polarization and media habits which is part of a series by the Pew Research Center aimed at understanding the nature and scope of political polarization in the American public. The study revealed that political polarization had significant bearing on the media habits of Americans who are politically active due to media association and political affiliations. The scholars suggested that media comments and criticisms should be fair, judicious and responsible to create enlightened citizenry in modern times.

2.4 Studies on Media and Democracy

Pye (1963:167) assessed the relationship between communication and political development and authored a book which is a prominent work in the field of political communication. The scholars considered communication as both a set of institutions (the mass media) and as the central process of social organization. The scholar also examined the political systems and political behaviour through the process of communication in terms of nation building. The scholar has contributed a new communication theory which is relevant from political communication and development administration points of view.

McClure and Thomas (1974:133) analyzed the political advertising in television channels and noted that most of the advertisements addressed the relevant campaign issues and provided information to the audience which was often unavailable in traditional news sources. The scholars suggested that the contents should be examined in order to understand their effects on the public.

Atkin and Gary (1976:16) examined the effects of political advertising and pointed out that certain classes of voters learn a considerable amount of information about candidates and their positions on issues from ads, sometimes rivalling the effects of television news. The study revealed that exposure was moderately correlated with political knowledge and interest while
the highly exposed voters were somewhat more likely to attach higher agenda priorities to issues and candidate attributes emphasized in the commercials. The scholars suggested that effects of political advertising should be examined in order to prevent certain malpractices which affect the voting pattern of the people.

Alger (1989:07) evaluated the relationship between media and politics and presented an insightful analysis of the mass media’s critical role in politics. The study revealed that the elements of public opinion, socialization and information processing, and the nature of communication and the mass media had an impact on political system. The scholar suggested that coverage of political issues in the media should be reasonably good and fair in order to provide constructive political education to the people.

Bennett (1990:29) studied the press-state relations in the United States and stated that the people had lost confidence in the media because of news room politics. The study revealed that Journalism schools and the profession as a whole might be more receptive to conscious debate about contemporary practices; barring a concerted corporate effort to coopt or subvert such professional debate, it might become another avenue for change. The scholar suggested that certain theoretical reformulation would address what none of the existing explanations could do. The scholar also stated that the governments should define their own publics in a democratic set-up.

McCombs and Protess (1991:134) assessed the agenda setting, public opinion and policy making in America and observed that media constantly influenced the lives of the people in several ways. The study revealed that the candidates preferred to go before the people through the mass media rather than in person since the information in the mass media becomes the only contact many have with politics. The scholars suggested that news stories, columns, and editorials should constitute fair and free information upon which a voting decision is could be made by the people.

Ellen (1991:71) analyzed the relationship between television and politics in Soviet Union and noted that the Russian Republic, have their own television channels in addition to receiving one or both of the two national channels, headquartered in Moscow. The study revealed that the television channels provided radical political education to the masses and strengthened the foundations of Russia. The scholar also noted that the future of cable television
would be promising since the Soviet Cable Association was formed in 1990 on the basis of
certain political values and social responsibility.

Berkowitz (1992:30) examined the media agenda setting process and pointed out that the
news agenda was not set in the same way that the agenda-setting tradition considers the transfer
of a set of issue priorities from the mass media to the public mind. The study revealed that the
creation of a news agenda was the result of a process that depends on much more than a loosely
linked transfer of one group's priorities to another. The scholar suggested that media agenda
should be set by the policy makers on the basis of certain professional values including social
responsibility.

Brosius and Kepplinger (1992:40) evaluated the influence of partnerships and television
reporting on the electorates’ voting intentions and reported that the agenda-setting effects of the
mass media had significant implications beyond the pictures created in people’s minds. The
study revealed that there was the shifting salience of issues on the media agenda often were the
basis for public opinion about the overall performance in office of a public leader. The scholars
also noted that the pictures of reality created by the mass media have implications for personal
behaviours, ranging from college applications to voting on Election Day.

Chaffee et.al (1994:48) studied the political knowledge and the campaign media of 1992
and stated that campaign media, including both news coverage and special events (conventions,
debates), added significantly to the prediction of both kinds of knowledge about the candidates,
even after controlling for major demographic variables and for habitual uses of news media. The
scholars noted that television sources of various types tended to contribute more to learning
about the candidates, whereas the newspaper was the medium more associated with knowledge
of policy differences between the two major parties.

West (1994:214) assessed the political advertising and news coverage in the 1992
presidential election and observed that the electoral competition and the nature of the strategic
environment mattered most from political advertising point of view in America. The study
revealed that people should study the complex way in which messages get communicated and
framed during campaigns. The scholar also observed that it is only by looking at both the
demand and supply-side of political communications that people can fully appreciate the media
role in electoral campaigns.
Ansolabehere and Shanto (1995:13) analyzed the political advertisements and noted that modern political parties had invested funds on political advertising through television and newspapers. The study revealed that political advertising campaigns stimulated the people by increasing their store of political information. The scholars also noted that the informational effects of political advertising on political knowledge would encourage campaign involvement and political engagement.

Kaid and Christine (1995:106) examined the political advertising in western democracies and pointed out that research examining the content of campaign ads and their effect on the public suggests that candidate commercials provided positive benefits. The study revealed that most of these advertisements addressed relevant campaign issues and provided information often unavailable in traditional news sources. The scholars also observed that the contents of political advertisements had influenced the voting pattern in the western society.

Brians and Martin (1996:39) evaluated the role of television commercials, news and newspapers in the political campaign and reported that watching televised political advertisements led to being more accurately informed about candidate issue positions than watching television news. The study revealed that the voters were most likely to evaluate candidates in issue-oriented terms. The scholars suggested that political advertising should not mislead the voters in times of elections on the basis of exaggeration of facts.

Hacker (1996:87) studied the uses of computer mediated political communication in the presidential campaign of America and stated that political structuration could occur as users of CMC construct new forms of political interaction that produced new rules and resources for political communication. The study revealed that such changes appear to occur mainly at micro levels of interaction, their cumulative effects are argued to be capable of initiating significant changes in social systems. The scholar pointed out that CMC and political participation would encourage such links by showing how specific political uses of communication technology can facilitate political agency in modern society.

Capella and Jamieson (1996:43) assessed the new frames, political cynicism and media cynicism and observed that media commodified news into branded infotainment and dumber down journalistic values to the point where fact and fiction are indistinguishable within politics itself. The study revealed that media focused the attention of the people on the activities of the
establishment silencing difference and dissent. The scholars suggested that media should overcome cynicism and enable the people to make the right choice in times of elections.

Lippmann (1997:123) analyzed the significance of public opinion in democracy and authored a classic book based on his expertise. The scholars have noted that the book is a fundamental treatise on the nature of human information and communication. The classic text examines democratic theory, citizenship in a democratic society and the role of the media in forming public perceptions, expectations, and actions. The work covers varied issues like stereotypes, image making, and organized intelligence. The scholar has called upon the media to furnish objective, fair and constructive views for public opinion formation that would sensitize the stakeholders of democracy.

Hazen (1997:93) examined the significance of environmental democracy and pointed out that direct participation of citizens in climate policies was still a potential that largely lies idle. The study revealed that the topic of citizen participation had entered the stage of sustainability policy prominently already in the late 90ies with the adoption of the Aarhus Convention (UNECE 2000) and the coining of the concept of environmental democracy. The scholar pointed out that public, community groups, advocates, industrial leaders, workers, governments, academics and health care professionals should participate in the environmental decision making since it is important in education, health care, finance and government spheres of human life.

Perloff (1998:161) evaluated the role of politics, press and public in contemporary America and reported that political messages were constructed and communicated from public officials and politicians through the mass media to the ultimate receivers—the people. The scholar also provided an overview of the most significant issues in the study of politics and the media. The work also addressed major issues about the press and politics that continually resurface, such as question of press bias and the use and manipulation of media by politicians to accomplish national goals. As a comprehensive and engaging introduction to contemporary political communication, this work provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America.

Coleman (1999:56) studied the role of new media in democratic politics and stated that modern communication technologies would enhance sovereignty of the people. The study
revealed that new media opened up new vistas of political communication in modern society and engaged the people in active political debates and discussions. The scholar suggested that new media should be used judiciously for the purpose of political communication in times of elections.

Davis (1999:64) assessed the effect of the new media, which include tabloid journalism, television talk shows, entertainment media, and computer networks, on modern politics. It discusses the new media’s cultural environment, audience, and content, before going on to evaluate its impact on everything from elections to policy making to the old media itself. The scholar suggested that new media literacy and political literacy should be promoted among the people in order to ensure judicious new media applications for political endeavors.

Freedman and Ken (1999:77) analyzed the media exposure and the effects of negative campaign advertisements by creating two different measures of individual-level and exposure. The study was directed at assessing the propensity through respondents’ self-reports of the individual television programs they watched. The scholars suggested that new media oriented political advertising should be carried out on the basis of professional ethics and social responsibility.

Wattenberg and Leonard (1999:213) examined the negative campaign advertising and pointed out that political campaigns had become increasingly adversarial. The study revealed that scholars had given attention to the effect of negative advertising on turnout disadvantage for those who recollected negative presidential campaign advertising. The scholar also noted that their aggregate study was deeply flawed and exaggerated political advertising campaigns would pose a serious threat to democracy and public interest.

Center for Democracy and Governance (1999:47) evaluated the role of media in democracy and reported that media sector support was a critical prong of strategies to support democracy and good governance. The study revealed that challenges to media sector development are great and some such as media oligarchs, hostile political regimes, and restrictive economic environments may prove beyond the scope of USAID assistance. The study suggested that the strategic approach would highlight some of the best practices and lessons learned within USAID and other organizations involved in media development.

Mcleod et.al (1999:136) studied the community, communication and participation in the context of local political participation and stated that television remained as the most important
source of political communication in modern times. The study revealed that attracting and sustaining citizens’ collective attention was a central challenge in modern democracies and a prerequisite for most political or civic action. The scholars suggested that politically motivated campaigns should be evaluated by the experts and voters for their objectivity and responsibility.

Fox (2000:75) assessed the civil society and political accountability and observed that an interactive approach was needed to account for how different actors’ capacities to pursue their goals changes through conflict and convergence. The study revealed that the strength or weakness of pro-reform forces is shaped through their strategic interaction with each other and with their opponents. The scholar suggested that an interactive approach was required to ensure political accountability in modern times.

Coleman (2001:182) analyzed the role of Internet in the UK election and noted that the new media revolution had revitalized the democracy in modern times. The study revealed that new media applications strengthened the parliamentary democracy. The study revealed that this capacity to link citizens to their representatives, irrespective of distance or space, offered opportunities of strengthening the connections that constitute democratic representation. The scholar suggested that new media should give voice to the voiceless in a democratic society and strengthen the electioneering process.

Jørgensen (2001:104) examined the relationship between Internet and freedom of expression in Germany and pointed out that Internet empowered freedom of expression by providing individuals with new means of expressions. The study revealed that free flow of information had raised the call for content regulation, not least to restrict minors’ access to potentially harmful information. The scholar suggested that the time has come for states to take on their responsibility and strengthen the protection of freedom of expression on Internet.

Netanel (2001:146) evaluated the relevance of commercial mass media in the new millennium and reported that the system of expression should include considerable space for decentralized, individual expression, such as on the Internet. The study revealed that the system of free expression must include a plurality of speaker types, including commercial mass media, government-subsidized non-commercial media, independent publishers, political and non-profit associations, universities, and individuals. The scholar suggested that the commercial media plays a unique and vital role within this complex mix.
Chan (2001:50) studied the media, democracy and globalization on the basis of a comparative framework and stated that in most of the developing world, democratization is transculturation, a process by which Western democracy is transformed for self-aggrandizement. In the age of globalization, the media are potentially important sources of international and domestic referencing. The study revealed that the roles of the media in a society were very much defined by its mode of media control, which varies mainly with its power structure. The scholar suggested that media should perform a positive role in a democratic system.

Goldstein and Paul (2002:82) assessed the political campaign advertising and voter turnout and observed that television advertising had influenced the voting pattern in modern society. The study revealed that political campaigns and advertisements were used increasingly in modern society by the stakeholders to change the mindset of people who mattered most in a democracy. The scholars called upon the stakeholders to judiciously use these tools in times of elections.

BBC (2002:25) analyzed the public disillusion with politics and noted that news engagement combined the cognitive, motivational, habitual and normative in a manner that consistent with qualitative work on news consumption in everyday life. The study was intended to understand the views of the people who were the representatives of lower socio-economic groups – relating to politics. The study emphasized that the percentage of people who trust the government to put the needs of the nation above the interests of their own political party has dropped to a new low of 16 percent in 2000 compared to 39 per cent in 1974. The study also suggests a clear trend away from class-based, party political structures to a more individualized, marketized approach to politics.

Beck et.al (2002:28) examined the social calculus of voting in times of presidential choices and pointed out that such a thing focused on social and motivational aspects underlying discussion. The scholars emphasized that for social pressure to keep up with the news and to appear informed among peers also reinforces the value and identity aspects of informal civic participation or non-participation.

Paletz (2002:158) evaluated the role of media in American politics and reported that the media were increasingly tabloidized and developed civic journalism as a contrasting alternative. The study revealed that the media in American Politics emphasized the contents and
implications of popular culture, making the study of media and politics relevant to students’ lives. The scholar suggested that media effects on politics and people should be evaluated with a view to improve the state of affairs.

Lee Kaid (2002:120) studied the political advertising and information seeking behaviour of people and stated that Internet channels gained an upper hand over traditional channels in providing advertising contents. The scholar stated that the significance of this new medium suggests the need to compare its effectiveness with that of more traditional media channels as a means of disseminating the current dominant form of candidate communication and political television advertising.

Herman and Chomsky (2002:96) assessed the political economy of mass media and observed that modern mass media were owned, managed and controlled by the market forces which manufactured the consent of people in favour of the products and services delivered by them. The study revealed that contrary to the usual image of the news media as cantankerous, obstinate, and ubiquitous in their search for truth and defence of justice, in their actual practice they defend the economic, social, and political agendas of the privileged groups that dominate domestic society, the State, and the global order.

Franda (2002:76) analyzed the politics of information technology in China and India and noted the growth of the Internet in these countries—with regard to technical standards, management and government issues, and commercial and legal frameworks. The scholar also explored the rivalry between China and India in their quests for increased international power. The study emphasized that India and China had gained considerable potential for future economic, diplomatic and political expansion.

Hall (2002:90) examined the role of government and the distribution of social capital in Britain and pointed out the decline in social capital, concomitant with the decline in social trust. The study revealed that the core of the theory of social capital is extremely simple since social networks matter in contemporary society. The scholar also noted that volunteering has increased, with consequences for the relationship between social trust, civic involvement and political engagement.

Marche and McNiven (2003:131) evaluated the process of e-governance and reported that the modern public sector organizations had adopted e-governance based on Internet technologies. The study revealed that these organizations are required to manage increased
speed of reflexivity in their relationship with the citizenry. The scholars also proposed the dimension of e-government versus e-governance.

Odendaal (2003:153) studied the role of information and communication technology in the process of local governance and stated that the new media enhanced the status of local governance in the study areas. The scholar stated that the phenomenon of e-government made a difference in the style of local governance and provided adequate networking opportunities which facilitated better institutional learning.

Kripa (2003:114) assessed the linkage between local government bodies and radio in Karnataka and observed that community radio had provided better linkage between the people and local government bodies. The study revealed that community radio facilitated participatory communication, governance and development at the grassroots level. The scholar suggested that local broadcasting services should be utilized for the purpose of grassroots development in India.

Sarkar (2003:186) analyzed the right to free speech in a censored democracy and noted that it is always the best that the viewers themselves watch it and form their own opinion. The study revealed that no group takes the role of a proper guide. The scholar suggested that the censor board should be more autonomous rather than to be a puppet in the hands of the Government.

Macintosh (2003:128) examined the role of new media in the process of citizen engagement and pointed out that online citizen engagement had become a new way of life in modern times. The study revealed that the potential for participation of all stakeholders in climate protection measures, particularly at local level, is still largely unexplored. The scholar suggested that different levels of information should be explored for participatory communication and development in modern society.

Goel (2004:81) evaluated the political participation of women in the process of local governance in India and reported that women had come forward to participate in the process of local governance due to political representation and social mobilization in the country. The study revealed that women faced challenges in the new millennium from the point of view of participatory governance and development at the grassroots level. The scholar suggested that decentralization of political power and economic resources would improve the status of women in modern India.
Basu (2004:23) studied the e-governance in developing nations and stated that the strategic objective of e-governance is to support and simplify governance for all parties; government, citizens and businesses. The study revealed that active participation of people in e-governance was possible if governments are willing to decentralize responsibilities and processes, and if they start to use electronic means. The scholar suggested that further research should examine how far the developing countries have been successful in providing a legal framework.

Vijayakumar and Vijayakumar (2004:207) assessed the right to information and freedom of expression in India and observed that all library associations in India were active but their views were not strong enough to bring the expected changes in this field. The study revealed that there was not much of a repression - too strong a word - that Indian libraries and librarians face when it comes to intellectual freedom. The scholars suggested that library professionals should be enabled to provide user friendly information services in order to honour the right to information of the users.

McChesney (2004:132) analyzed the problem of media with reference to American politics and noted that the growth of infotainment and advertorials, staff cuts and concentration of ownership, increasing conformity of viewpoint and suppression of genuine debate made certain differences in the contemporary American politics. The author also explored the political economy of the media, illuminating its major flashpoints and controversies by locating them in the political economy of US capitalism.

Ridout, et.al (2004:177) examined the impact of advertising campaign on political learning and pointed out that there was a relatively simple measure that predicted knowledge about information featured in advertisements. The study revealed that duration of television viewing remained as an insignificant predictor of knowledge of facts in the advertisements. The scholars suggested that political advertising should be carried out on the basis of professional ethics and social responsibility.

Graber (2004:86) evaluated the relationship between mediated politics and citizenship in the new millennium and reported that media consumption was not treated as a significant consequence of civic participation. The study also examined the social capital and cognitive engagement models, treating these as prominent exemplars of theories that propose media consumption to either increase or decrease civic participation. The scholar suggested that media
consumption should be encouraged for better participation of people in political decision making in modern times.

Norris (2004:150) studied the consequences of the rise of mediated or indirect channels linking parties and the electorate in modern and post-modern campaigns. The study revealed that critics commonly blame the mass media including television for many of the supposed ills of representative democracy, from public disenchantment with elected leaders to increasing detachment from party loyalties, lack of awareness of public affairs, and half-empty empty ballot boxes. The scholar suggested that unbiased, positive and constructive media coverage would ensure responsible political campaign and facilitate healthy voting pattern.

Klvaňa (2004:109) assessed the relationship between civil society, democracy and media in Europe and observed that by promoting and further developing the cultural expression infused by communist taste, the media flattened public life around the stale mainstream. The study revealed that in a small, relatively poor and culturally homogeneous market and society hampered by a residual civic passivity, the media deprive citizens of a broad range of cultural resources and slow down their pursuit of a greater equality and freedom. The scholar suggested that media should play a responsible role in strengthening the foundations of civil society and democracy in modern times.

Wanyande (2004:212) analyzed the contribution of the mass media to the transition from single to multi-party democracy in Kenya. The study revealed that access to the mass media was critical to actors involved in the politics of transition from single to multiparty democracy. The scholar suggested that the role of the media in this enterprise can be greatly enhanced by the support of other democratic social forces in society.

Cho (2005:54) examined the relationship between media, interpersonal discussion and electoral choice and pointed out that interpersonal discussion mattered for interest in politics and for taking action. The study revealed that people exercised their franchise on the basis of their personal beliefs and interests rather than interpersonal communication. The scholar also noted that the peers played an effective role in convincing the voters in times of elections.

Shah et.al (2005:189) evaluated the effects of Internet on civic participation and reported that media consumption had become an important aspect of civic participation. The study revealed that the social capital and cognitive engagement models propose media consumption to either increase or decrease civic participation. The scholars suggested that Internet use patterns
and effects of Internet on people from civic participation point of view should be examined systematically in modern times.

Srivastava (2005:198) studied the new media applications in the Indian elections and stated that major political parties at the national and regional levels had invested sufficient funds on political communication. The study revealed that new media were used to reach out to various sections of voters and mobilize political action in times of elections. The scholar suggested that new media literacy campaigns and political literacy campaigns would ensure better social and political mobilization in the country.

Adler and Henman (2005:01) assessed the relationship between computer application and welfare state and observed certain factors associated with the process of computerization. The study revealed that computerization was adopted in the expectation that it would lead to increased productivity and higher standards of performance, thus providing most support for the fourth hypothesis. The scholars suggested that computer technology should be adopted for national security management on the basis of tested methods.

Brown (2005:41) analyzed the role of new media in public administration and noted that electronic governance had become a new phenomenon which benefitted the people and administrators. The study revealed that four aspects of e-governance had lasting impacts on public administration: citizen-centered service, information as a public resource, new skills and working relationships, and accountability and management models. The scholar also pointed out that the challenges of e-government are even more acute in developing countries, although it also offers solutions.

Corneo (2005:58) examined the media capture in a democracy and pointed out that captured media could seriously distort collective decisions due to the influence of market forces and imperialist forces in modern times. The study revealed that media secretly colluded with interest groups in order to influence the public opinion. The scholar suggested that media should function in an independent manner and strengthen the foundations of democracy.

Hadl (2005:89) evaluated the civil society media theory and reported that the global discussion on media democracy and communication rights verged on a consensus: there can be no democracy without a third media sector, consisting of media organizations that are non-commercial and non-state and are by, directed at and for the benefit of citizens. The study revealed that the emerging media democracy agenda requires nothing less than the systematic
remapping of the media landscape, long conceived two-dimensionally along the axes of ‘public’ and ‘private’ media. The scholar suggested that civil society media can thus be conceptualized in a way that clarifies their role within a bigger agenda of media democratization.

Reljic (2005:176) studied the role of media, civil society and the quest for transparency in security sector and stated that journalists should not tap the state legally in order to protect the sovereignty and security of the state. The study revealed that journalists should safeguard the state secrets and protect public interest. The scholar suggested that media and civil society organizations should obtain documents through freedom of information acts.

Andersen and Kristensen (2006:10) assessed the relationship between individualism and community and observed that media consumption in Denmark as well as other western democracies seemed to be in transition in several ways. The study revealed that few people kept up with politics and societal developments. The scholars also noted that the media continued to play an important role as a central tie between laymen and political authorities but its status and functioning is changing and its decisive role in democracy might be in decay. The scholars suggested that media contents should not cause any kind of erosion of the public spirit or the common good.

Amoretti (2007:09) analysed the role of e-governance in political development and noted that new technologies provide new channels of access to political information and participation in decision-making processes. The study revealed that international organizations such as World Bank, Organization for Economic Co-operation and Development, United Nations played an important role in the reformation of political institutions in modern times. The scholar suggested that particular attention should be devoted to e-democracy and e-government as policies to build democracy in developing countries.

Kubicke (2007:115) examined the role of e-governance in the process of urban development and pointed out that the decentralized networking structure provided for instant messaging and interactions without restrictions of location. The study revealed that new media provided better platforms for interactions via social media. The scholar pointed out that e-participation promises to offer greater convenience of interactions and hence may facilitate and ease active engagement.

Couldry et.al (2007:59) evaluated the media consumption and public connection and reported that use of media and, especially, a positive engagement with the news, seemed to
sustain both voting and an interest in politics. The study revealed that news engagement fed into a virtuous circle: the already-engaged become more interested and engaged; however, the opposite, ‘vicious circle’ was also indicated, with the unengaged becoming less interested or engaged. The scholars suggested that the cognitive, motivational, habitual and normative aspects of news consumption should be examined to create a meaningful circuit of civic engagement.

Murphy (2007:144) studied the media and democracy in the age of globalization and stated that structure and ideology remained important areas for scientific research. The study revealed that political organizations and media played an important role in the political mobilization for better governance and development in modern times. The scholar suggested that media should help the nations to carve out a sovereign and productive vision of democracy.

Carrizales (2008:45) assessed the functions of e-government with reference to local government bodies and observed that the municipalities increasingly embraced the notion of electronic government. The study revealed that managerial support for each function of e-government was critical for growth, while negative views toward particular functions can thwart e-government development. The scholar suggested that e-governance should be strengthened on the basis of appropriate infrastructure, human resources, technologies and strategies in modern society.

Castells (2008:46) analyzed the public sphere, global civil society, communication networks and global governance and noted that global civil society was the organized expression of the values and interests of society. The study revealed that the relationship between government and civil society was the organized expression of the values and interests of the society. The scholar also noted that the process of globalization had shifted the debate from the national domain to the global debate.

Eom and Shim (2008:72) examined the role of e-governance in the elimination of corruption and pointed out that new communication technologies and social capital served as major factors to reduce corruption. The study revealed that ICT had the potential to reduce unnecessary human intervention in government work processes, thus reducing the need to monitor corrupt behaviour. The scholars suggested various dimensions of social capital should be evaluated since the relationship between social capital and ICT is inconclusive.
Barr (2008:19) evaluated the sustainability, policy and citizens from the point of view of environment and society and reported that sustainability policy needed to move towards a positive perspective, utilizing the well-known techniques of segmentation and social marketing. The study revealed that mainstreaming of sustainable lifestyles was likely to be the only effective means of engaging the majority of citizens in the environmental debate, given the major influence of the consumer society on individual aspirations and beliefs. The scholar has provided an excellent companion to all researchers interested in sustainable lifestyles.

Kolsaker and Lee-Kelley (2008:111) studied the citizens’ attitudes towards electronic government and stated that whilst interest in e-government was generally low overall, users appreciated personalization, user-friendliness and the ability to communicate. The study revealed that the users and non-users perceived moderate value in e-government for knowledge acquisition and communication, but little as a vehicle of democratic engagement. The scholars suggested that elected members should be encouraged to view with web as a means of reaching out to voters and those citizens should be educated in exploiting the potentially valuable online tools to enhance participation.

Livingstone and Markham (2008:125) assessed the mediating public participation on the political significance consequent on media consumption and observed three indicators of civic participation – likelihood of voting, interest in politics, and actions taken in response to a public issue of concern to the respondent. The study revealed that interest in politics was accounted for by political/social factors and by media use, especially higher news engagement and lower media trust. The scholars suggested that media should provide responsible coverage on political issues including voting pattern and safeguard democracy.

Dalal (2008:62) analyzed the expanded horizons of right to information in India and noted that these rights were legally couched in terms of mandates, which are primarily, directed against the State, its instrumentalities and even against private individuals. The study revealed that the state is not only under an obligation to respect this right of the citizen, but equally under an obligation to ensure conditions under which this right can be meaningfully and effectively enjoyed by one and all. Right to information is basic to and indivisible from a democratic polity. The scholar suggested that it is the best way to find a truest model of anything, since it is only through it that the widest possible range of ideas can be circulated.
Floss (2008:74) examined the impact of mass media on political institutions and activities and pointed out that mass media had produced moderate impact on the political life of the people. The study revealed that media coverage and political preferences were derived by socialization in a political culture which accounts for variations in political confidence at the individual level. The scholar also developed a distinct set of specific media frames that correspond to a variety of political preferences as well as aspects of political legitimating.

Tripathi and Siddiqui (2008:203) evaluated the effectiveness of mobile advertising in India and reported that mobile Internet applications enabled the consumers to access a variety of services: Web information search, SMS (short message service), MMS (multimedia message service), banking, payment, gaming, e-mailing, chat, weather forecast, GPS (global positioning service), and so forth. The study revealed that digital media potentially improved the possibilities to reach consumers by allowing personalization of the content and context of the message. The scholars suggested that the users should adopt healthy techniques of mobile advertising in order to avoid confusion and inconvenience.

Anduiza et.al (2009:12) studied the role of Internet in political participation in terms of three relevant aspects: the estimation of the impact of Internet on the levels and types of political participation; the analysis of the causal mechanisms that lie behind the relationship between Internet use and participation; and the effect of the Internet on participatory inequalities. The study reported that there was a relative consensus among scholars, the debates surrounding controversial conclusions obtained from different empirical analyses, and those questions where further research seems particularly necessary.

Asare (2009:15) assessed the media liberalization and democracy in Ghana and observed that media had played a notable role in Ghana which had about six coups intermixed with some form of democracy since independence in 1957. The study revealed that Ghana had experienced the transition to democracy and also paved way for the media to flourish into vibrancy. The scholar suggested that the media should safeguard democracy by offering responsible and useful service to the society.

Pew Internet (2009:162) analyzed the role of Internet in the 2008 campaign and found that more than half the voting-age population used the internet to connect to the political process during an election cycle. The study revealed that about 60% of internet users were involved with new media election campaign and talked about politics online with others over the course
of the campaign. The study emphasized that a majority of the respondents used Internet to receive political communication.

Ray (2009:175) examined the changing face of Indian media and delivered inaugural speech during National Press Day jointly organized by the Press Council of India, Government of Andhra Pradesh and AP Press Academy. The jurist observed that the press in India had always been at the forefront of national life. The jurist lamented that there has been a considerable erosion of ethics over the decades since independence, the basic values adhered to by the Indian Media over the ages, still continue to inspire. The scholar suggested that the media should not provide booming information and mind boggling entertainment and in the context of global invasion and competition.

Bertola (2010:32) evaluated the relationship between power and Internet and reported that Internet moved power from governments and private entities to individual citizens, restructuring our societies and creating a new global stakeholder class – individual users of the internet. The study revealed that this shift of power might be beneficial to solve deadlocks in the governance of global phenomena and to ensure that solutions pursue the global public interest. The scholar suggested that this social evolution could be protected from opposing forces, countering the opinion that the freedom of the internet is intrinsic and not needing regulatory supports.

Calista et.al (2010:42) studied the digitalization of government with reference to global municipalities and stated that the local government bodies headed towards a more seamless transactional relationship with customers. The study revealed that individuals are more and more shifting to non governmental and private networks for debating public issues. The scholars suggested that the role of private networks should be examined by the policy makers since it involved serious threat to sovereignty.

Min (2010:139) assessed the digital divide with reference to political Internet and observed that while the first-level divide was associated with socio-demographic factors, the second-level divide was associated with factors such as motivations and Internet skills. The study revealed that the democratic divide concerns the differences between those who actively use the Web for politics and those who do not. The scholar suggested that the policy makers should take appropriate steps for bridging the digital divide in modern society.
Chavez, et.al (2010:53) analyzed the use of social media in local government agencies in America and noted that social media allowed local governments to communicate with their residents in a more interactive way, but they could not replace the traditional emergency management systems and communication strategies. The study revealed that social media were used as complimentary to an organization’s existing emergency management efforts. The scholars suggested that at a certain point a decision should be made local government managers will have to decide if social media will serve their communities.

Pina et.al (2010:164) examined the e-governance initiatives at the regional and local level in the EU through the opinion of those agents directly involved in the projects. The study revealed that the legitimacy of democratic governance was linked with service delivery and CSCs can enable better interface between the public and authority. The scholars suggested that the promise of transparency and accountability offered by e-governance initiatives in local government should be monitored by the authorities concerned.

Oelofsen (2010:154) evaluated the connectivity between the civic works of journalists with the civic work of citizens and reported that in a system of representative government, the media was assumed as an important institution to reflect public concerns and holding government accountable for the way in which it addresses these public concerns. The study revealed that the authority of the media to frame public concerns in a way that is useful for ordinary citizens to bridge the gap between the private, domestic world and the concerns and activities of the wider society. The scholar also explored the potential of a more productive relationship between the media and citizens to rekindle and energize the role of citizens to contribute to the public work of solving common problems that face the wider society.

Deane (2010:65) studied the relationship between media, democracy and public sphere and stated that public service broadcasting institutions should provide information and education to address issues of poverty; and to ensure that public service broadcasters provide universal service. The study revealed that national communication policies should be developed that address access to communication for people living in poverty. The scholar suggested that Journalists should be provided with living standards and working conditions which enable them to realize these professional standards.

Wangmo (2010:211) assessed the relationship between media and democracy and observed that the role of media in Bhutan had increased manifold after the country’s transition
from monarchy to democracy in 2008. The study revealed that print, electronic and new media had grown in Bhutan as prominent instruments of democracy. The scholar suggested that the media should inform, educate and enlighten the people in order to enable them to make informed decisions and to fully participate in the democratic process.

Omoera (2010:157) analyzed the import of the media in an emerging democracy in Nigeria and noted that the mass media had been instrumental to the delivery and consolidation of the current democratic experience. The study revealed that the socio-economic reengineering of structures in a country faced with enormous problems which militate against its optimal performance as an emergent democracy. The scholar suggested that the Nigerian government should revoke all laws that have served as clogs on the wheels of the Nigerian media.

Sharma (2010:191) examined the role of Indian and US media in times of war and pointed out that this role had become even more pronounced during crises and war as the media are often the only and primary channel through which the public experience war and get information about what's happening on the frontlines and in the war zones. The study revealed that the national security had become a major pivot around which the media discourse is shaped. The scholar suggested that media should not become an extension of the theatre of war when they go beyond reporting conflict and become a means through which the conflict is played out.

Daniels (2010:63) evaluated the role of media in a democracy and reported that media in South Africa functioned responsibly. The study revealed that the government announced a plan to channel advertising to patriotic media. The scholar suggested that an independent, robust media should be steadfast in performing its watchdog role of holding power to account. The scholar also noted that open, independent and responsible media strengthen the foundations of democracy.

Ahn and Bretschneider (2011:04) studied the politics of e-governance and control of bureaucracy and stated that the new local political leadership in Gangnam made strategic use of e-government applications to exert greater political control over the local civil service bureaucracy. The study revealed that e-government applications possessed political properties that can be applied effectively by the political leadership as instruments to improve control over the government bureaucracy as well as to enhance essential government accountability and transparency. The scholars suggested that the political circumstances underlying e-government
development as well as its impact on local government should be evaluated by the future researchers.

Beatty (2011:27) assessed the Internet governance which had transformational influences on human society in modern times due to technological capabilities. The study revealed that governance mechanisms had gained increasing sophistication in direct proportion with the increasing sophistication of the medium itself. The work steers clear of ethical arguments about the value of the Internet, its impact on society, and therefore the proper role of governance in the value chain. It also draws lessons about effective and ineffective governance mechanisms.

Dutta (2011:69) analyzed the social responsibility of media and Indian democracy and noted that media had a powerful presence in the country. The study revealed that in recent times Indian media had been subject to a lot of criticism for the manner in which they have disregarded their obligation to social responsibility. The scholar suggested that Indian media should not become instruments of profit making for big industrial conglomerates in the business of media have threatened the existence of pluralistic viewpoints.

Bhuiyan (2011:35) examined the modernization of public administration in Bangladesh on the basis of application of new media and pointed out that ICT-induced income generating activities were on the rise, which contributed to poverty reduction. The scholar pointed out that government should upgrade the quality of governance on the basis of the development of ICT skills and technical know-how among the officials.

Christensen (2011:55) evaluated the political activities on the Internet and reported that there was potential for improvements among the panels despite certain limitations of space for sustainability improvements among participants with already higher levels of sustainable practices decreases their interest to continue the participation over the projected two year-period. The study also revealed that Internet was systematically utilized for speeding up the governmental administrative, managerial and developmental activities.

Devanesan et.al (2011:66) studied the e-democracy in India and stated that e-democracy could be defined in terms of full franchise combined with good governance. The study revealed that India emerged as a promising nation in the field of e-governance. The scholars carried out an in-depth study which demonstrated absolute scope for e-governance and e-development in
India. The scholars suggested that adequate funds, resources, man power and other facilities should be earmarked for the development of e-democracy in the new millennium.

Ram (2011:169) assessed the changing role of the news media in contemporary India and observed that media had not developed active consciousness, a coherent theory of their own role in society, higher professional norms and standards and benchmarking, a better-informed socio-political and ethical side to their practice, a systematic critical monitoring of their own performance, a break with the illusion of self-sufficiency, an internal accountability to higher intellectual standards, a whole-hearted acceptance of social responsibility, a more precise and less breathless style, and a sober advocacy of their own role as an indispensable part of the striving for a democratic and just system. The scholar suggested that Indian media should not shy away from these challenges and go about these tasks earnestly and intelligently, their immediate and medium-term future can be considered secure.

Karunasena et.al (2011:107) analyzed the public value of e-governance with reference to Sri Lanka and noted that the status of e-governance had improved since the effectiveness of public organizations was good enough. The study revealed that the government of Sri Lanka had used new media and methods to improve the quality of governance. The scholars suggested that the impact of their e-government efforts on their citizens and societies should be evaluated by the future researchers.

Austrian Study Centre for Peace and Conflict Resolution (2012:17) examined the role of civil society, human rights and new media in the transformation process in the Arab world and pointed out that the transition processes had been accompanied by violence and human rights abuses. The study revealed that the political reforms were complimented by new media applications and brought about the active involvement of women and marginalized sections in the mainstream of national life. The study suggested that social media should be judiciously used for the purpose of active social and political mobilization in the Arab world.

Aggarwal and Singla (2012:02) evaluated the impact of e-governance initiatives in State of Punjab and reported that Punjab had achieved notable success in the field of e-governance in the urban areas. The study revealed that e-governance scheme had not been properly implemented in rural areas of the state due to inadequate funds and facilities. The scholars suggested that e-governance should be developed in urban and rural areas to control corruption and other impediments to development.
Aichholzer (2012:05) studied the role of e-participation in local government strategies for improving climate protection performance in Australia and stated that participants had a special profile characterized by significantly higher levels of engagement in climate change, of sensitization, issue knowledge, and beliefs in efficacy of targeted action. The findings lend support to expectations of enhanced community building and positive effects of online tools. The scholar suggested that application of new media would improve the quality of governance and facilitate better climate protection in modern times.

Ghanta (2012:79) assessed the new media technologies in contemporary Indian society and observed that these technologies had played a major role in disseminating the information in all walks of life including politics. The study revealed that the ethical use of new technologies in journalistic work is imperative given the widespread use of such technology for the benefit of society. In general the usage of information technology can be found in the form of Internet-based technologies in information gathering and news writing. The scholar suggested that unethical contents should be avoided under normal circumstances in order to safeguard the interest of young generation of audience.

Unwin (2012:205) analyzed the role of social media in democracy and noted that the creation of new forms of digital social media during the first decade of the 21st century has transformed the ways in which many people communicate and share information. The study revealed that social media had made the political processes more democratic, and yet the evidence is not always there to support such assertions. The scholar suggested that social media should be utilized actively for political mobilization and democratic revolution in modern times.

Jwadder and Hazarika (2012:105) examined the development news scenario with reference to print media in Indian Republic and pointed out that the press in India had played a notable role in transformation of a traditional society to a modern society as modern day development is communication oriented. The study revealed that as the fourth estate of democracy, press is expected to play a vital role in mobilizing and accelerating the process of development. The scholars suggested that the press should give wider coverage to development issues thereby creating mass awareness.

Kononova and Alhabash (2012:112) evaluated the media use and media multitasking activities among college students in Kuwait based on the results of a cross-sectional survey. The study also explored how media ownership, sensation seeking, and demographic characteristics
affect media use and media multitasking of students in Kuwait. The study revealed that students in Kuwait tend to multitask with electronic media the most. The scholars suggested that students should be enabled to use media for personal and academic progress in modern times.

Bhattacharyya and Hodler (2012:34) studied the media freedom and democracy with special reference to corruption and stated that democracy and media freedom had been suggested as useful tools in the fight against political corruption, but so far their interplay in this fight has received scant attention. The study revealed that the complementarily between democracy and media freedom in the fight against corruption is also supported by Indian state level data. The scholars suggested that media should facilitate social and political mobilization against corrupt forces and save democracy.

Lavarch (2012:119) assessed the free speech, responsible media, law and liberal democracy in modern times and observed that media ownership, diversity of content and opinion, responsible journalism, the impact and role of the internet, freedom of the press, rights to privacy and mechanisms for accountability were seriously examined by the stakeholders of democracy. The scholar suggested that media should serve the needs of democracy rather than the other way round in modern times.

European Commission (2012:73) analyzed the media use pattern in European Union and noted that online social networks were ranked in second place as a source of information on national political matters by the youngest respondents. The study revealed that old generation of respondents placed themselves at the top of the social scale and those who almost never have difficulties paying their bills prefer institutional or official websites, which they rank in second place after information sites and ahead of social networks. The study suggested that media orientation should be ensured to enable the people to cultivate healthy media habits and facilitate better political decision making in modern Europe.

Lemish and Caringer (2012:121) examined the role of media in civil society and pointed out that media endeavours required a shift from business and marketing models to a development communication perspective. The study revealed that the critical communicator would be guided by a rights-oriented, civil society-driven social change vision; critique of the corporatization and marketization of CSOs; lateral, holistic management strategies in facilitating the efforts of the communication – media team; use of multiple media including new media technologies, in particular Web 1.0, 2.0 and 3.0, in order to advance audience-user participation
in knowledge production and dissemination [participatory informatics]; and media campaigns that seek to maximize the CSO’s contributions to the advancement of justice, equality, democratization and civic engagement in governance and public policy debates.

Elanchenny and Maraşliyan (2012:70) evaluated the role of civil society and media in Turkey-Armenia relations and reported that the media covered hate speech and created unrest in the society. The study observed that the media should avoid publishing news in a provocative manner that may potentially reinforce misperceptions. The scholars suggested that the media should give more space to personal, human stories related to Turkey-Armenia relations.

Jebril et.al (2013:101) studied the relationship between media and democratization and stated that media had played a significant role in modern democracy and facilitated social and political mobilization. The study revealed that media had also functioned as a democratizing agent. The scholars suggested that the role of media should be assessed in terms of political accountability and the accountability function of ‘watchdog journalism’ in Latin America.

Kumar (2013:116) assessed the freedom of speech, expression and advertising in India and observed that freedom of speech and expression was a natural right of the people in a civil society. The study revealed that the right included freedom to hold opinions without interference and to seek and receive and impart information and ideas through any media and regardless of frontiers. The scholar suggested that freedom of speech should be subjected to reasonable restrictions in the interest of state.

Kumar (2013:117) analyzed the relationship between right to information and freedom of speech and noted that freedom of expression was a basic foundation of democracy. The study revealed that freedom of expression guaranteed everyone's right to speak and write openly without state interference, including the right to criticize injustice, illegal activities and in competencies. The scholar suggested that one of the most notable proponents of the link between freedom of speech and democracy is Alexander Meiklejohn, who argues that the concept of democracy is that of self-government by the people. The study emphasized that an informed electorate is necessary in order to be appropriately knowledgeable; there must be no constraints on the free flow of information and ideas.

Pandita (2013:159) examined the print media scenario in Jammu and Kashmir and pointed out that a majority of publications belonged to the category of weeklies and disseminated political, social, cultural, religious and other contents. The study revealed that
Urdu newspapers and English newspapers were published in large number and a majority of the readers relied upon print media for in-depth coverage of various trends and developments which affected the people. The scholar suggested that secular and nationalist political propaganda should be carried out by the press in Jammu and Kashmir.

Duggan and Brenner (2013:68) evaluated the demographics of social media users and reported that Young adults were more likely than older adults to use social media. The study revealed that women, African-Americans and Latinos showed high interest in sites like Twitter, Instagram, and Pinterest. The scholars suggested that social media should be used intelligently as means of participatory communication and development in all walks of life.

Sadruddin (2013:184) studied the role of media, NGOs and civil society in promoting pluralism in Pakistan and stated that media, non-governmental organizations and civil society organizations were the key development sectors, which have played an important role in Pakistan for advocating civil rights for the social and economic development in the urban and rural communities of Pakistan. The study revealed that pluralism and good governance were key prerequisites that facilitate human progress covering all dimensions of human existence. The scholar suggested that there was copious scope for the civil society sector to work through independent media to promote pluralism.

Shailashree (2013:190) assessed the role of media in the political empowerment of women in Kolar district of Karnataka and observed that mass media assisted the women in accessing resources for their development by means of exposure, knowledge and information. The study revealed that Stree Shakthi Programs had brought social change in the village but it has not made the women politically conscious or politically empowered and the mass media have not really played any major role in their lives in making political decisions. The scholar suggested that mass media should educate the women representatives about the constitutional, political and developmental opportunities for their empowerment.

Kaur and Kaur (2014:108) analyzed the role of media in contemporary Indian society and noted that media monitored administration and kept a check on corruption and bad administration. The study revealed that the fight against corruption has been largely fuelled by the media. The media was the most vigilant sector towards the rule of law, according to the study. The scholars suggested that media should promote a peaceful environment for the implementation of law in a developing country like India.
Pew Research Centre (2014:163) examined the relationship between political polarization and media habits on the basis of a scale composed of 10 questions asked on Pew Research Centre surveys going back to 1994 to gauge people's ideological worldviews. The study covered a range of political values including attitudes about size and scope of government, the social safety net, immigration, homosexuality, business, the environment, foreign policy and racial discrimination. The study suggested that political polarization should take place on the basis of sound ideological conviction and cultivation of healthy media habits.

Upadhyay and Bal Krishna (2014:206) evaluated the effectiveness of print and electronic media and reported that electronic media advertising had gained an upper hand over print media advertising in all walks of life including politics. The study revealed that electronic media provided creative and glamorous messages which reached out to different sections of society in the present times. The scholars suggested that ethical norms and guidelines should be followed while disseminating advertising messages in order to safeguard professionalism and public interest.

### 2.5 Studies on Media Habits of Elected Representatives

Jackson (2003:99) studied the use of web technologies among the parliamentarians and stated that the relationship between MPs and their constituents considerably changed after the implementation of area development programmes. The study revealed that Internet had the potential battleground between MPs who wanted greater control of their own local campaigning and the party elite who wanted to ensure a consistent, coherent and controlled message. The scholar suggested that parliamentarians should be given adequate orientation on the use of new media technologies for their day to day developmental activities.

Machaiah (2006:127) assessed the media habits of legislators of Karnataka state in terms of newspapers, magazines, television, radio, internet and mobile downloads. The study revealed that media and politics are two inseparable entities, which exert an undeniable influence over each other. The scholar analyzed the credibility perception and the impact of the media on the performance of the legislators. The scholar suggested that legislators should ensure optimum utilization of media services and perform their duties as the voice of the people in the legislature.

Hanssen (2008:92) analyzed the need for strengthening Councillors and Citizens bondage in Norwegian local government set-up by using different communication channels.
The study revealed that e-mail had become an important channel of communication between local politicians and citizens, while e-debates were not adequately practiced. The scholar observed that the informality of e-mail lowers the threshold for contact, increasing the politicians’ knowledge about the experiences, problems and preferences of the citizens, thus broadening their pattern of communication and reaching new interest groups.

Shirky (2011:194) examined the political power of social media technology and pointed out that social media had gained a new momentum in America and facilitated free flow of information between the elected representatives and other stakeholders of good governance. The study revealed that social media added a new dimension to public communication in the political sector since the activists in both repressive and democratic regimes used the Internet and related tools to try to effect change in their countries. The scholars suggested that traditional and new media should be utilized in proper combination for effective political communication.

Thomas (2012:201) evaluated the acceptance and perception of e-governance among elected representatives of Kannur district of Kerala state and reported that elected representatives of local bodies in Kannur district were well aware of the role of ICT in governance and expressed positive inclinations towards online services. The study revealed that the IT policies of the government devoted special attention to service delivery through electronic mode. The scholar suggested that proper orientation and adequate training were essential to enhance the capacity of elected representatives.

2.6 Summary

Media habits of people are examined across the globe. This chapter has dealt in considerable length with the review of literature in order to provide a holistic approach to this study. It is thus borne that media and politics are two inseparable entities, which assert an undeniable influence over each other. There have been innumerable studies across the world on media and politics, the most common among them being media habits of people. In reality, the communications media exert strong influence over the political agenda. The policy makers also play a vital role in setting the media agenda. The media habits of elected representatives warrant serious research since they affect their day to day activities and political performance under normal circumstances. Studies which are directly related to the topic include – Atkin and Gary (1976:16), Alger (1989:07), McCombs and Protess (1991:134), West (1994:214), Kaid and Christine (1995:106), Perloff (1998:161), Davis (1999:64), Freedman and Ken (1999:77), Wattenberg et.al (1999:213), Anderson and Bushman (2001:11), Coleman (2001:182),