

RANDOM SAMPLE STUDY ON POLARIZATION OF NEWS DURING UP ELECTIONS

MOHIT KUMAR^{*}, SRISHTI PANDEY^{**}, SHAHEEN BANO^{**}, SANKET CHOUBEY^{**}

ABSTRACT

In recent times, media start prioritizing specific areas for news if we talk in reference to national media they prioritize news related to north India. Sometimes not so important news of Delhi, UP, Bihar, Punjab got major footage whereas important news of Southern or North-Eastern states doesn't get adequate footage. Through this study researcher trying to study the affect of news polarization on audience during UP legislative assembly elections 2017.

KEYWORDS: Media Polarization, UP Elections 2017.

INTRODUCTION

POLARIZATION (POLITICS)

In the world of politics, polarization can refer to the divergence of political attitudes to ideological extremes. Polarization can refer to such divergence like public opinion or even to such divergence within certain groups. Almost all discussions of polarization in political science consider polarization in the context of political parties and democratic systems of government. When polarization occurs in a two-party system, like the United States, moderate voices often lose power and influence.

Political polarization refers to cases in which an individual's stance on a given issue, policy, or person is more likely to be strictly defined by their identification with a particular political party (e.g., Democrat or Republican) or ideology (e.g., liberal or conservative). According to DiMaggio et al. (1996),

"Polarization is both a state and a process. Polarization as a state refers to the extent to which opinions on an issue are opposed in relation to some theoretical maximum. Polarization as a process refers to the increase in such opposition over time." Some political scientists argue that polarization requires divergence on a broad range of issues based on a consistent set of beliefs. Others argue polarization occurs when there are stark partisan or ideological divides, even if opinion is polarized only on a few issues.

Political scientists typically distinguish between two types of political polarization: elite polarization and popular polarization. "Elite polarization" refers to the polarization of political elites, like party organizers and elected officials, while "popular polarization" (or mass polarization) refers to polarization in the electorate and general public.

*Assistant Professor, Delhi Metropolitan Education, GGSIPU, Delhi.

**Research Scholar, Makhanlal Chaturvedi, National University of Journalism & Communication, Bhopal.

Correspondence E-mail Id: editor@eurekajournals.com

In either context, opinions and policy positions are characterized by strict adherence to party lines. Elite polarization and popular polarization can occur at the same time or independently of each other. A central issue in the study of political polarization is investigating the relationship between elite polarization and popular polarization, particularly any causal relationships between the two.

MEDIA COVERAGE OF UP ELECTIONS 2017

Assembly elections in Uttar Pradesh were held between 11 February and 8 March 2017. The term of the outgoing government ended on 27 May 2017.

On 4 January 2017, The Election commission of India announced the election schedule to the Legislative Assembly of Uttar Pradesh along with the other four state (Goa, Manipur, Punjab and Uttarakhand) which are due for an

ANALYSIS AND INTERPRETATION

election. The entire election is scheduled into 7 phases.

It is quite evident that media is more focused on state of Uttar Pradesh as compare to four other states , Smaller incidents related to regional parties of Uttar Pradesh got full lime light whereas big rallies of national parties ignored by media in other states through this study researcher tries to find out polarization of media during those elections.

THEORETICAL FRAMEWORK

Agenda Setting Theory is best suited theory for this study polarization of news during UP elections 2017.

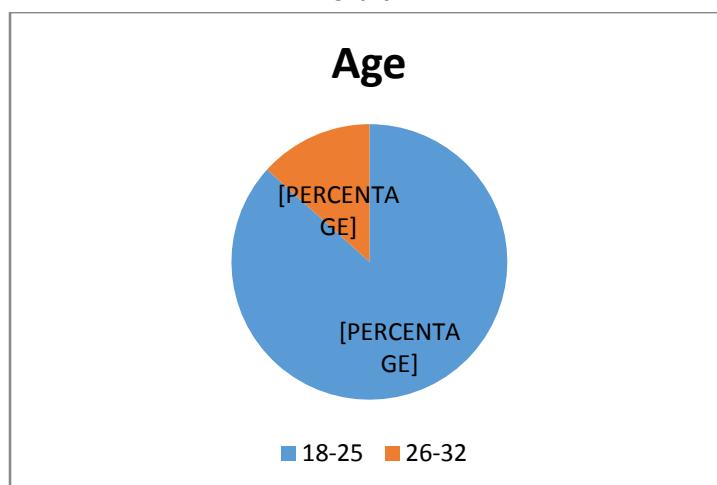
OBJECTIVES

To study the affect of news polarization on audience during UP legislative assembly election.

Table 1. Showing age of the respondents

S. No.	Age	Frequencies	Percentage
1	18-25	39	13%
2	26-32	06	87%
	Total	45	100%

Chart 1



In table 1, the age of the respondents is showing. Maximum number of respondents i.e. 86.7% belong to 18-25 years age group and very few respondents belong to 26-30 years age group i.e. 13.3%.

Table 2 showing gender of the respondents

S. No.	Options	Frequencies	Percentage
1	Male	25	55.6%
2	Female	20	44.4%
	Total	45	100%

In table 2, it is showing that the total number of male respondents is more than female respondents. Out of all, there are 25 male respondents (55.6%) followed by 20 female respondents (44.4%)

Chart 2

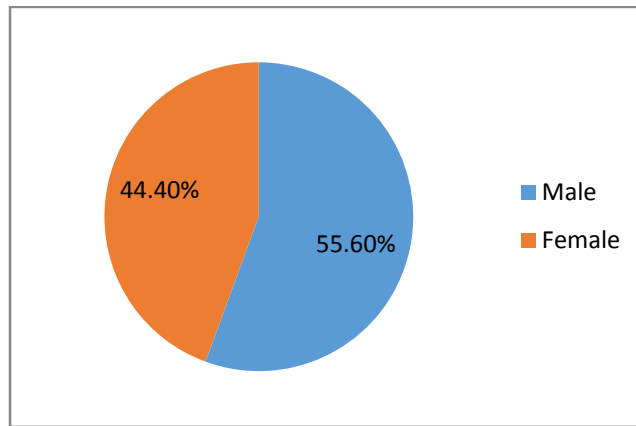


Table 3 showing respondents correctly responded No. of states in which elections recently concluded

S. No.	Options	Frequencies	Percentage
1	Wrong	7	15.6%
2	Right	38	84.4%
	Total	45	100%

In table 3, it is showing that 38 respondents (84.4%) rightly responded the no. of states in which recently elections concluded whereas 7 respondents (15.6%) responded on wrong answer.

Chart 3

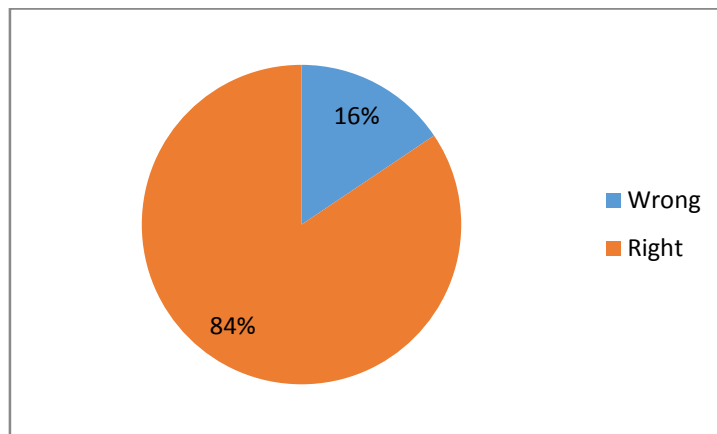


Table 4 showing how many recently concluded elections states respondent able to identify

S. No.	Options	Frequencies	Percentage
1	0 states	11	24.4%
2	1 state	16	35.6%
3	2 states	6	13.3%
4	3 states	1	2.2%
5	4 states	4	8.9%
6	5 states	7	15.6%
	Total	45	100%

In table 4, Researcher find 11 respondents (24.4%) out of 45 unable to rightly choose not even a single state in which 2017 assembly elections concluded, 16 respondents (35.6%) responded with 1 right answer in which maximum responded for UP .whereas 6

respondents (13.3%) rightly answered 2 states, 1 respondent (2.2%) rightly responded for 3 states, 4 respondent (8.9%) rightly answered 4 states & 7 respondents (15.6%) rightly choose all 5 states out of given 10 options.

Chart 4

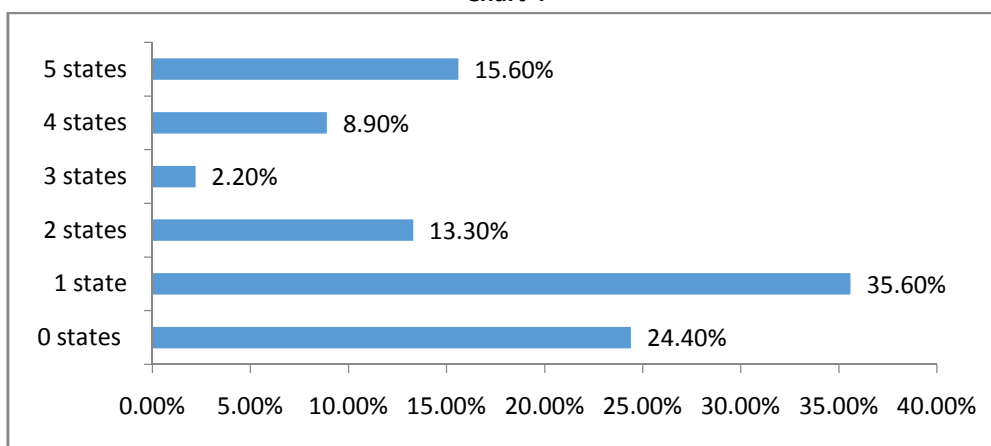


Table 5 showing no. of chief ministers of those states rightly recognized by respondents

S. No.	Options	Frequencies	Percentage
1	0 right answer	6	13.3%
2	1 right answer	18	40%
3	2 right answer s	11	24.4%
4	3 right answers	6	13.3%
5	5 right answers	3	6.7%
6	9 right answers	1	2.2%
	Total	45	100%

In table 5, Researcher fined 6 respondents (13.3%) out of 45 unable to rightly choose not even a single CM right, 18 respondents (40%) responded with 1 right answer in which maximum responded for UP's CM .whereas 11 respondents (24.4%) rightly answered 2 right

answers, 6 respondent (13.3%) rightly responded for 3 right answers, 3 respondent (6.7%) rightly answered 5 right answers & 1 respondent (2.2%) rightly choose 9 right answers out of 10.

Chart 5

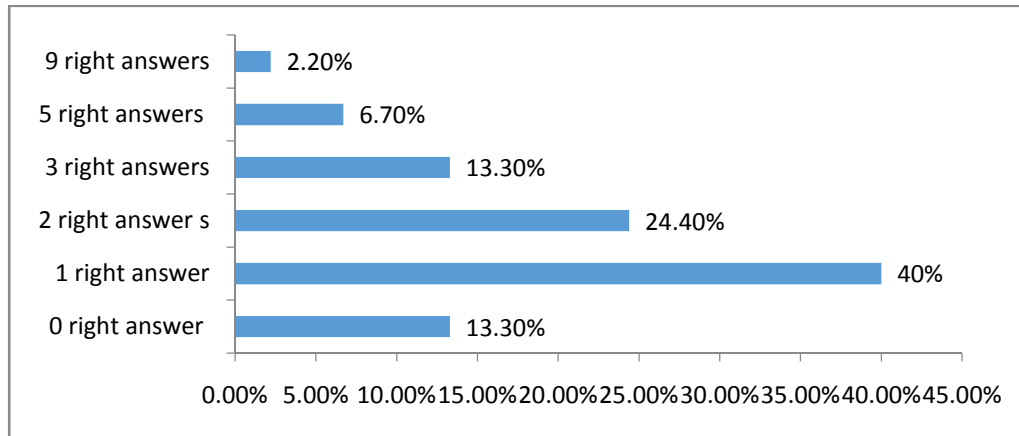


Table 6 showing no. of parties in ruling states rightly choose by respondents

S. No.	Options	Frequencies	Percentage
1	0 right answer	8	17.8%
2	1 right answer	2	4.4%
3	2 right answers	4	8.9%
4	3 right answers	6	13.3%
5	4 right answers	2	4.4%
6	5 right answers	1	2.2%
7	6 right answers	1	2.2%
8	7 right answers	2	4.4%
9	8 right answers	9	20%
10	9 right answers	8	17.8%
11	10 right answers	2	4.4%
	Total	45	100%

In table 6, Researcher fined 8 respondents (17.8%) out of 45 unable to answer not even a single ruling party in any of the states. 2 respondents (4.4%) responded with 1 right answer. whereas 9 respondents (20%) rightly

answered 8 right answers, 8 respondent (17.8%) rightly responded for 9 right answers, & 2 respondent (4.4%) rightly choose all 10 right answers out of 10.

Chart 6

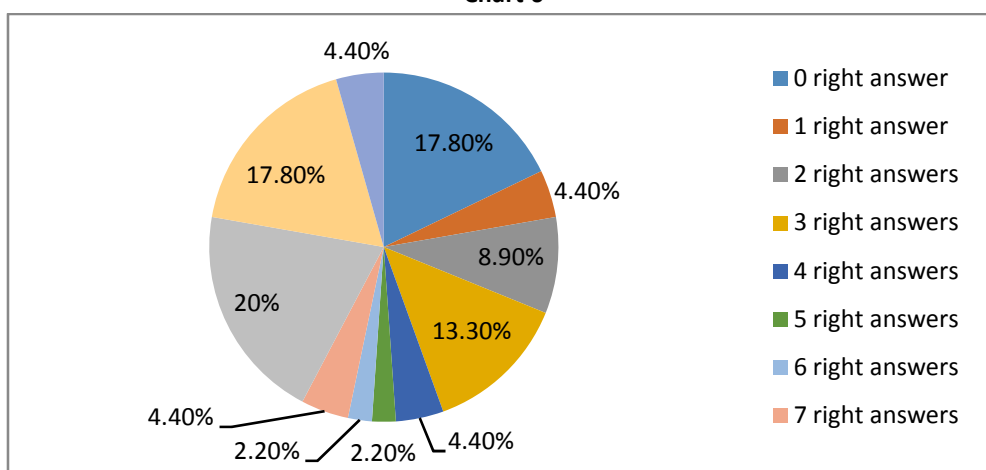


Table 7 showing how many respondent rightly answered political question regarding Goa election.

S. No.	Options	Frequency	Percentage
1	Right	40	88.9%
2	Wrong	5	11.1%
	Total	45	100%

In table 7, it is showing that in total 40 respondents (88.9%) rightly answered regarding Goa election whereas 5 respondents (11.1%) give wrong answer.

Chart 7

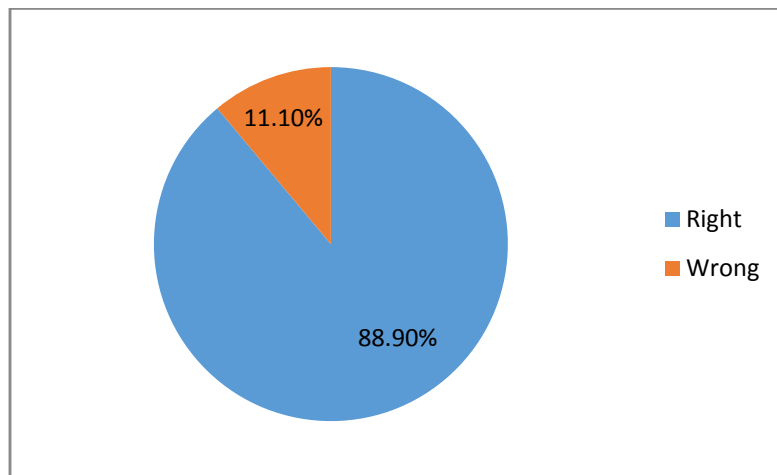


Table 8 showing how many respondent rightly answered political question regarding Punjab election.

S. No.	Options	Frequency	Percentage
1	Right	21	46.7%
2	Wrong	24	53.3%
	Total	45	100%

In table 8, it is showing that in total 21 respondents (46.7%) rightly answered question regarding Punjab election whereas 24 respondents (53.3%) give wrong answer.

Chart 8

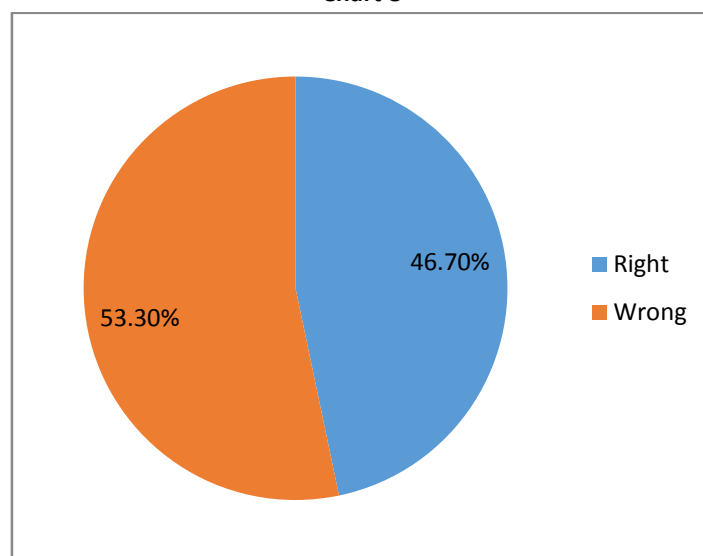


Table 9 showing how many respondent rightly answered regarding complete majority in 2017 assembly elections

S. No.	Options	Frequency	Percentage
1	Right	32	71.1%
2	Wrong	13	28.9%
	Total	45	100%

In table 9, It is showing that in total 32 respondents (71.1%) rightly answered question regarding complete majority in 2017 elections whereas 13 respondents (28.9%) give wrong answer.

Chart 9

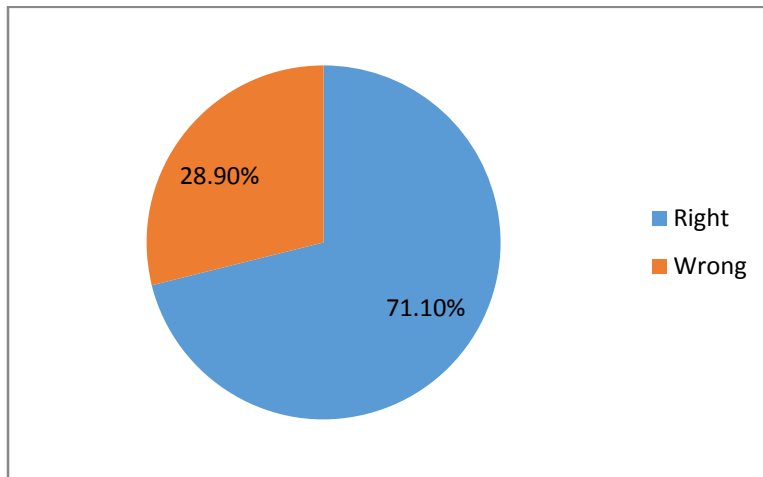


Table 10 showing how many respondents rightly answered political question regarding Manipur election.

S. No.	Options	Frequency	Percentage
1	Right	28	62.2%
2	Wrong	17	37.8%
	Total	45	100%

In table 10, it is showing that in total 28 respondents (62.2%) rightly answered question regarding Manipur election whereas 17 respondents (37.8%) give wrong answer.

Chart 10

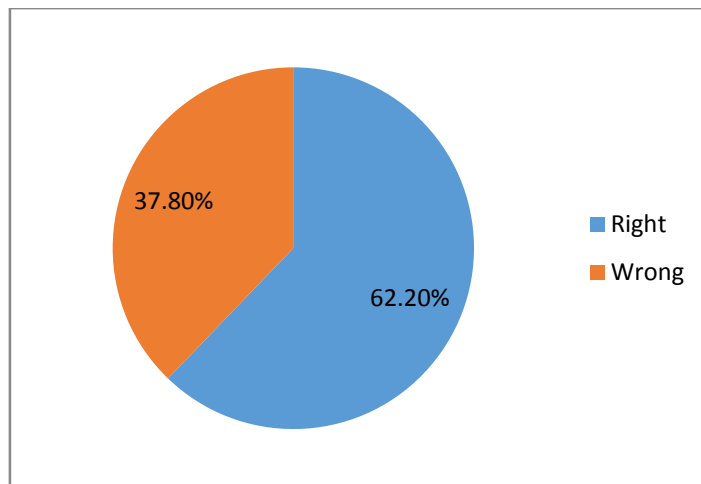


Table 11 showing how many respondent rightly answered political question regarding no. of states having complete majority in 2017 elections.

S. No.	Options	Frequency	Percentage
1	Right	32	71.1%
2	Wrong	13	28.9%
	Total	45	100%

In table 11, it is showing that in total 32 respondents (71.1%) rightly answered question regarding complete majority in 2017 election

whereas 13 respondents (28.9%) give wrong answer.

Chart 11

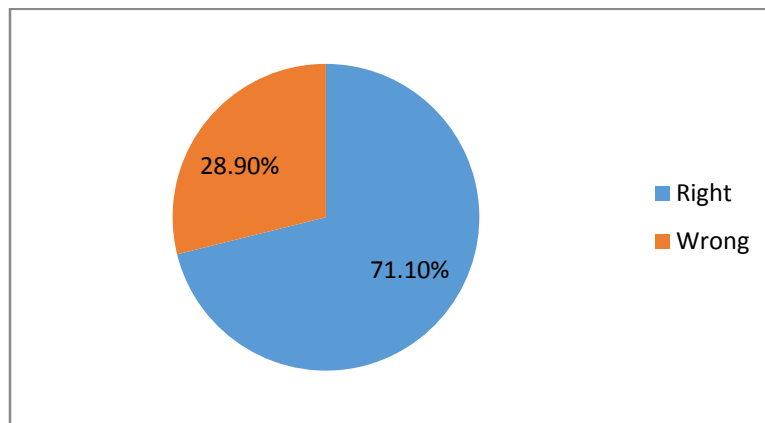


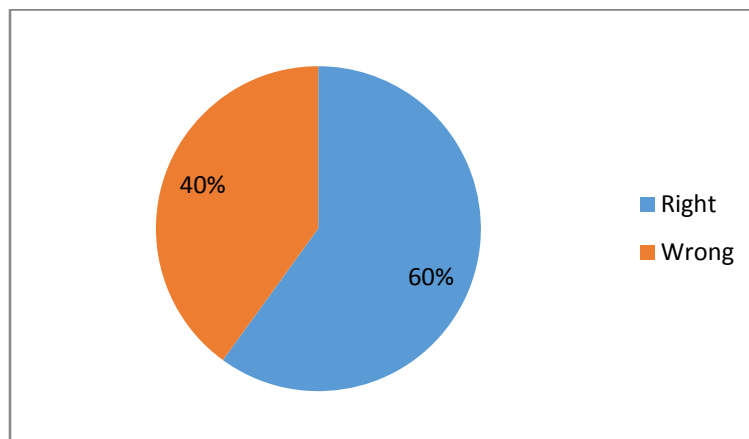
Table 12 showing how many respondents rightly answered subjective question regarding UP election.

S. No.	Options	Frequency	Percentage
1	Right	27	60%
2	Wrong	18	40%
	Total	45	100%

In table 12, it is showing that in total 27 respondents (60%) rightly answered question regarding UP election whereas 18 respondents (40%) give wrong answer. In this question

respondent doesn't have any option but still 60% respondents accurately answered this question.

Chart 12



FINDINGS

Present paper dealt with the perception of people towards UP as compare to other states in which 2017 assembly elections takes place. It also tackles with media polarization on audience during those elections, the respondent have expressed their views on the particular topic through their response in questionnaire after analysing their response major findings of the study are as follows:

- Maximum respondents knows about Uttar Pradesh only
- The data also revealed that only one or two respondents knows about all the 5 states in which election occurred
- Maximum respondents unable to give right answers related to other states than UP despite of giving options

- Maximum respondents give right answer related to UP despite of not giving any option

CONCLUSION

Researcher concluded that most of the respondent knows about UP but when researcher asked about other states respondents unable to give accurate response that means media focusing on UP election directly affect the understanding of people but lack of coverage in others states affecting the knowledge of people related to those states at the same time

REFERENCES

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