
TURMOIL CREATED BY FAKE NEWS IN POLITICAL SCENARIO

Asha S

*Assistant Professor, Department of Management, Center for Management Studies, Jain
(Deemed-to-be University), Bangalore, India
Email Id- asha_s2015@cms.ac.in*

Abstract

There's nothing new about fake news. History is full of countless examples of manipulating the evidence, called misinformation, generally called lying, or twisting the truth for political benefit, to maximize materiality. Fake news is widely thought to be as old as journalism itself, and "Gatekeeper" means trustworthy information has hardly ever played a role in reputable media outlets. In the fast-moving age of the Internet, this status was challenged, when rumours and false information became viral, leading to catastrophic consequences sometimes. The fourth pillar of the responsibility of capitalism has grown many folds with the coming of mass media and the growth of the internet. The aim of the research before us is to highlight the role of digital media through social media campaigns with regard to fake news and the imaginative face of politics. This study paper also discusses few instances that have resulted in disharmony the country due to social media dissemination of misinformation. The researcher has essentially gathered many examples of the enormous issue, the nation, which prevails in this study. The steps taken by social networks in general are also discussed in this article..

Keywords: *Fake News, Digital Era, Social Media, politics, journalism, Consequences, Law and order.*

I. INTRODUCTION

Fake news is a concern in over-populated countries like India, however. It can almost become dangerous. Video clips, jokes, tweets, pictures that are widely used to polarise communities and propagate abuse to cause trouble. There was still no awareness of the legitimacy of social media, particularly between time limits and talking about different stories. The fact is that social media tends to be more authoritative than corporate media in the present scenario. The truth is, information no longer has the power of classical newspapers to manipulate understanding and gain attention. Online media also basically trumped mass media to a larger degree [1].

After Mr. Donald Trump (U.S. President) started debating this word in 2017, the two words 'Fake News' appeared as a 'Word of the Year' and the news outlets started flashing both the photo shopped photos and Whatsapp forwards. Undoubtedly, fake news still exists, but it gained recognition in India just a few years ago. False news turns out to be a broad parable for the immediate dissemination of myths with different meanings and definitions attached to it in India. A successful slayer of fake news, announced the "true news can be a little bit deceptive. Might mean a few things- news sowing confusion, error, fabrication of knowledge, deliberate twisting of a story of news, etc [2].

So in this highly confused setting, the description must first be perfectly articulated, if one also needs to denounce the propagation of half-truths and discourage that. In 2018, India's Press Council (PCI) recognized the need for the moment and published a description of fake news in relation to the well-being of the country [3]. Justice Chandramauli Kumar Prasad, chairman of the PCI quoted: "false information mean headlines, story, and facts, aware of the data this is, or is, in whole or in part wrong.

During the preliminary analysis, it was noted that not many studies were made for the Indians to understand fake news and its effect in a better way. Therefore, scholars have been concerned with trying to analyze fake news through different examples to understand its impact on society in a safe way. The present study focuses primarily on the current scenario of this deadly national problem. Figure 1 has been showing that a normal news is become viral via passing through a person. This is very common that when a news passing through a one person to others person, there is a multiple chain relation established to pass the news from a one person to many persons [4].

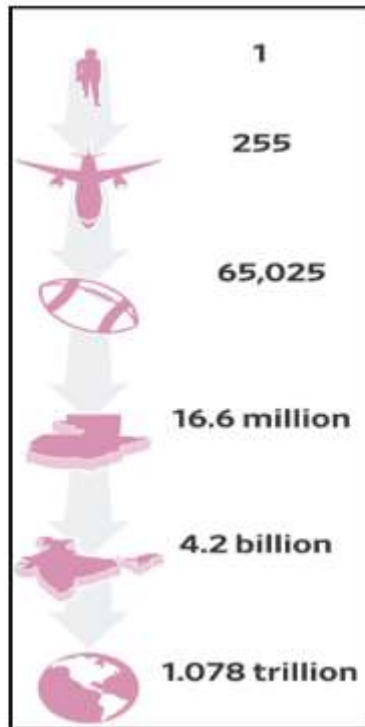


Fig. 1 Spread of News from a Person to Many

II. ROLE OF DIGITAL COMMUNICATION IN INDIA'S ELECTIONS

One of the most important components of any kind of national contest is digital media. The Party of Politics spends a massive amount of money, time and tools to coordinate its motivations. Several huge sums of campaign donations were spent on various social media ads that were rightly pointed out by the Election State Commission. Since the campaigns have been digitalized, the electoral commission has advised political parties and candidates to share their spending specifics similar to the traditional social media advertisement strategy. Candidates must also state that its social media accounts and the parties involved must certify the ads before publishing on their official site.

Indian politicians' cares a great deal about promote yourself through various digital means champagnes. Election in 2014, current opposition leaders resisted being part of Twitter and Face book. Mr Shashi Tharoor, former President Minister of State for Human Resource Development was previously a Twitter adopter of others nation's leaders. Milind Deora, pro- State information minister is also considered one Tweeterian prolific [5].

One of those lovers of digital politics is the current Prime Minister of India, Mr Narendra Modi. He realized the power of new media very early on. He has a large number of followers on various social media sites, and many studies show that his success has managed to gain so much traction due to his digital presence. The Party now has a dedicated team to deal with its social media

policies and to spread its nationalist and democratic views through different chat groups and WhatsApp. The Parties also have an immense array of run by those young lovers of techno. The sides have different divisions to deal with varying ages concurrent groups [6].



Fig. 2 The Way to Spot a Fake News

A niticentral.com (NIT) website has been created launched by new backers of the Government with the creative products to make India transform. The in essence, followers are trained to become 'ekaryakartas.' It is assumed that the issues mentioned by the adversaries via aimed texts and are decided to launch for an organized cohesive solution video updates to different phones and social sites. The opposition party is getting gradually get active on diverse digital platforms and they have developed a web site Fekuexpress.com to fight government attack. The platform is structured essentially to highlight promises that were made by the ruling party that are not being fulfilled. Figure 2 has been showing the way to identifying news whether it is real or fake?

Young people are generally hired, and highly paid to execute by various national parties/politicians. For their Image and Digital Strategies. They get involved range of graphic designers, and IT professionals as well as communication experts are responsible for creating authentic electronic information between the public. AAP was among the influential social media users and while carrying India Free from Corruption campaigning. They have essentially galvanized the middle class users challenge them to miss out on a call to help the movement register yourself. The database built by missed calls made, that were later used to support their party agenda via SMS. With the change in dynamics regarding propagation political views within the Indian mindset people, spreading disinformation and this brings the country to a volatile situation. At the nation now seems fundamentally divided in national and anti-state groups highlighting complex political agendas the country parties [7].

Political Communication Highlighting Social Media Usage

As the 2014 Lok-Sabha election is a case in point, social media and politics are connected to diversified and regulating policy change. The party's online campaign was fantastic. The social media became a political battleground where Mr Amit Shah emerged as leading fighters, eminent leaders such as Mr Narendra Modi. It has also expanded to encompass a wider range of mass media and has made a positive shift in public policy over the past few years [8]. The underlying reason for NaMo waves is instigated to be the existence of social media by different analyses. With online promotion, regional parties have also received strong reactions. In Maharashtra, for instance, ten long years have passed since the former ruling party was defeated. As international campaigns that were created by social media and positive presence, the key reason for this is foreseen.

III. CONCLUSION

Internet blackouts are used by the government as a way to track the spread of rumours about social media. The state attorney has submitted ideas to India's Supreme Court, such as connecting Aadhaar to social media sites. The government has been conducting fake news classes in school systems in some parts of India, such as Kannur in Kerala. Some argue that in order to make people more conscious of fake news, the government should take more public education steps. Virus-related misinformation comes in the form of social media messages about unverified herbal remedies, bogus advice and conspiracy theories. At least two people were arrested for spreading false news regarding the pandemic coronavirus. Prime Minister Narendra Modi made an appeal on 7 March 2020 not to believe any pandemic-related rumours. On 24 March, the Press Information Bureau published a fact check that reports of a financial emergency being declared in India are inaccurate.

IV. REFERENCES

-
- [1] S. Knshnan and M. Chen, "Identifying tweets with fake news," 2018, doi: 10.1109/IRI.2018.00073.
- [2] H. Ahmed, I. Traore, and S. Saad, "Detection of Online Fake News Using N-Gram Analysis and Machine Learning Techniques," 2017, doi: 10.1007/978-3-319-69155-8_9.
- [3] E. & I. S. Department for Business, "Industrial Strategy: Building a Britain fit for the future," 2017.
- [4] N. Gaumont, M. Panahi, and D. Chavalarias, "Reconstruction of the socio-semantic dynamics of political activist Twitter networks—Method and application to the 2017 French presidential election," PLoS One, 2018, doi: 10.1371/journal.pone.0201879.
- [5] A. Murray and V. Scuotto, "The Business Model Canvas," Symphonya. Emerg. Issues Manag., 2015, doi: 10.4468/2015.3.13murray.scuotto.
- [6] B. R. Gunther, P. A. Beck, and E. C. Nisbet, "Fake News May Have Contributed to Trump's 2016 Victory," The cancer journal from Scientific American. 2018, doi: 10.1145/nnnnnnnn.nnnnnnnn.
- [7] S. Kumar, A. Gupta, and A. Arya, Triple Frequency S-Shaped Circularly Polarized Microstrip Antenna with Small Frequency-Ratio. 2016.
- [8] E. N. Kumar and E. S. Kumar, "A Simple and Robust EVH Algorithm for Modern Mobile Heterogeneous Networks- A MATLAB Approach," 2013.