



Political Communication and The Role of New Media in Relation to The Internet and Facebook

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Abstract

Now days new media has a direct influence on the political communication of the people. From this it is important to study how, Facebook and internet influence the collection of debates on people's political knowledge. This study aims to study the tendency and success of using Facebook and the internet in the process of political communication among the modern generation. Related to that is the role of new media. These are some of the objectives we hope to achieve through research. Namely, identifying the relationship between politics and new media, identifying the effect of Facebook and internet related information on political appointments is a special purpose of this. Let us investigate the veracity of their own new media information. Information is sought to identify political enthusiasm among new media uses. Also hope to identify the most popular profiles among news, programmes, conversations. Study can be described as a quantitative study. The random sampling method was used for the study. A total 50 people were used as a sample of people engaged in education and work. By presenting structured questionnaire to them, primary data was collected. The questionnaire was created with the help of google form and the researcher directed to the group of people through email and WhatsApp. Accordingly, in the study of biographical data, the use of new media for political communication. Researcher related to the effect of media were investigated. Political communication takes place strongly through Facebook and internet. Now days, the influence of these media is strong in political campaigns. When conducting their political campaigns through these media, they use persuasive tactics to influence public attitudes and ideologies. Sometimes people are attracted to Facebook and internet related information without thinking about the truth or falsity of the information. Although there are issues regarding the authenticity of the information, the influence of Facebook and the internet on shaping public opinion is important today.

Keywords:

