



Content Analysis of Tweets by INC Chhattisgarh & BJP Chhattisgarh

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Content Analysis of Tweets by INC Chhattisgarh & BJP Chhattisgarh Bichitranda Panda, Assistant Professor & PhD Research Scholar, Amity School of Communication, Amity University, Raipur C.G. Mail Id: bnpanda@rpr.amity.edu <mailto:bnpanda@rpr.amity.edu> / bnpanda20@gmail.com Dr. Suresh Chandra Nayak, Professor, Amity School of Communication, Amity University, Raipur C.G. Mail Id: scnayak@rpr.amity.edu / sureshchandranayak1@gmail.com Abstract: Political parties

ABSTRACT

Political parties across the globe are using traditional mediums of advertising such as television advertisement, FM radio, newspaper advertisement, billboards advertising and more. In the era of digitalization with mobile and internet, the total number of active internet users in India is around 622 million (62 Crores) by June 2021, said a report by the Internet and Mobile Association of India (IAMAI). In the age of the Internet, popular social network sites are assumed to have the potential for increasing political participation. The Internet helps to spread information with minimum costs and this information reaches a very high number of individuals. This is an analytical study between social media (Twitter) usage pattern of INC Chhattisgarh and BJP Chhattisgarh. The main objective of this study is to examine the political communication usage patterns on social networking site Twitter. The study is a systematic analysis and method of the study is quantitative and qualitative. For this purpose, content analysis takes to consideration and data collection is based on observation.

KEYWORDS

New Media, Political Communication, Social Networking Sites, Media Usage Pattern, Twitter.

INTRODUCTION

The content on internet remains in the public domain for eternity. With the Internet putting the spotlight on them round the clock, the narrative and image of these influencers are open to scrutiny for every word they communicate. The internet has created many platforms to directly communicate

with audiences without having to rely on traditional news media. Political communication has grown increasingly complex over the past decades with the advent of new communication techniques and the evolving communication technologies. Politicians have been known to adapt themselves to changing times and forms of media. In the 19th century, if politicians made heavy use of newspaper, pamphlets, magazines and posters, the 20th century saw them diversifying into radio and television to reach their electorate. The 21st century is seeing them become increasingly involved with utilization of social media and smart phones through the internet. This constantly changing relationship between politicians, journalists and citizens has transcended into a horizontal and a vertical dimension, where the political elite and the traditional media work together but also compete with each other, and at the same time interact with the public (Brants and Voltmer, 2011). Today, Political parties have taken to social media channels to make their voices heard without third party intervention. Twitter is a prominent communication tool for politicians with two potential uses: as a “substitute” channel to circumvent constraints from other political arenas, or as an “amplifier” that reinforces party messages. Twitter has become a popular element in political campaigns around the world. The posts and interactions of political elites, journalists, and the general public constitute a political communication space. A number of in-depth studies have been conducted at the global level on the use of Twitter by politicians in USA, UK, Australia, Korea, Norway, Finland, Germany, France, Italy and other developed countries. The use of Twitter and other social media for civic protests and against totalitarian regimes too are well documented and researched.

REVIEW OF LITERATURE

The book ‘Research Methodology: Methods and Technique’ by Kothari C.R. and Garg G. (2014) had extensive discussion on content analysis that it consists of analysing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed. Content-analysis prior to 1940’s was mostly quantitative analysis of documentary materials concerning certain characteristics that can be identified and counted but since 1950’s content analysis is mostly qualitative analysis concerning the general import or message of the existing documents.

The research paper entitled ‘Content Analysis method- An introduction’ by Kuthiala B.K. in Media Mimansa July-September (2010) had a comprehensive discussion analyses content analysis is an important method of communication research to understand, describe, rectify and plan human communication. Today, content analysis has evolved as an important tool for evaluative media studies. Its applications are so widespread that many software packages have been developed to carry out the analysis of not only the textual content but also of visual content and meta-communication.

The research paper entitled ‘Politicians unleashed? Political communication on Twitter and in parliament in Western Europe’ by Silva, B. C., Proksch, S. O. (2021) had shed new light on essential aspects of parliamentary politics and political communication. Social media in general, and Twitter in particular, offer members of parliament instant and individualized communication opportunities, raising the question whether they use it to amplify existing partisan rhetoric or to appear as unleashed party members offering their own discourse which may be at odds with the party.

Methodology

The methodology used for this research by the researcher is the content analysis of tweets by the state units of both BJP and INC. The method used to select tweets was topmost five liked tweet in a duration of one week. The tweets from December 16, 2021 to December 22, 2021 are chosen for analysis. The content is analysed with different parameter of political communication.

OBJECTIVES

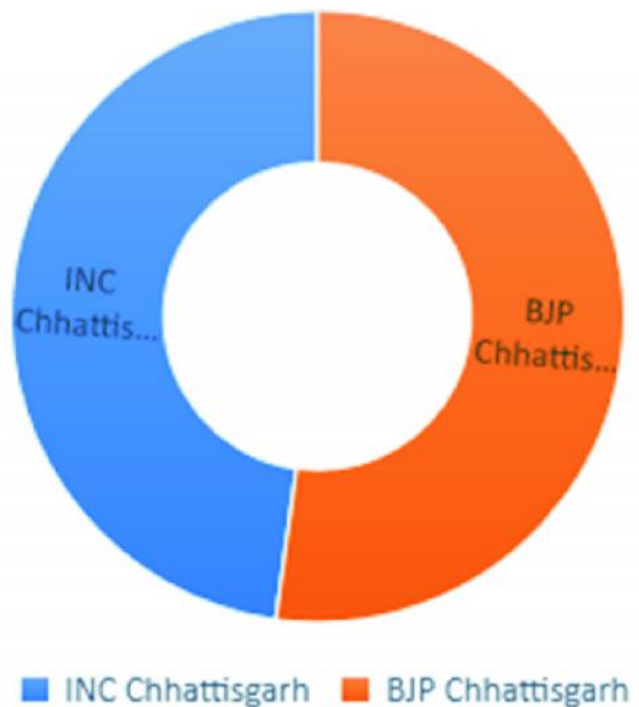
1. To assess the uses of Twitter by state unit of both BJP and INC
2. To understand the number and nature of content of Tweets by BJP Chhattisgarh & INC Chhattisgarh and the most liked tweets of the week.

Analysis

In a period of one week, it has been found that a total of seventy-seven tweets are from INC state unit and eighty-four tweets are from BJP state unit. The contents posted are mostly infographics, images and videos. Thirty-one tweets posted by INC are the Vox pop on occasion of three-year completion of congress Government in Chhattisgarh, in the other hand most of the tweets of BJP state unit are to counter the state Government in various issues. As both the party are national political parties, many of the tweets are based on the national agenda. Most common tweets from both the party were on birth anniversary of *Baba Guru Ghasidas* and *1971 Vijay Divas*. Allegations of BJP to *Chhattisgarh* chief minister as dictator and INC to prime minister the same are also there in few of the tweets. Flagship scheme for small farmers were presented by the ruling party in the other hand counter tweets are there from the opposition.

The most liked tweets of BJP are the allegation of former minister and MLA, *Shri Ajaya Chandrakar* on the 100-200 fake voters in *Birgaon*, in *Baghel* Government all classes are on trouble, tribute to *Baba Guru Ghasidas* on his birth anniversary, an appeal of the party to vote in local urban election and an apple to the voter to participate in the election. The above tweets have 206, 188, 198, 238 and 191 likes respectively. The most liked tweets of INC are contribution for construction of Shri Ram temple, the tweets of NDTV report on Raman medical store, the participation of Chief Minister in cremation of senior congress leader late Shri Ramesh Barlani, the compliment of Rahul Gandhi to Chhattisgarh CM Bhupesh Baghel on completion of three year in the state, demises of congress leader Yashwant Deshmukh. The above tweets have 1122, 386, 1889, 515 and 445 likes respectively. The tweets are evaluated on the end of the week, the likes may increase. The likes of the tweets for INC are more as compare to BJP.

Number of Tweets



CONCLUSION

Twitter is a popular medium for political communication in Chhattisgarh and around seventy to eighty-five tweets are posted in one week by each of the party from their Twitter handle. Allegation to one another in the tweets are also found. The ruling party in its twitter handle stress on the success of the government in last three year where in the opposition counter the policies of state Government. Both the party have a proper communication strategy and they are doing it well.

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