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# Role Of News Portals In Political Communication Through Instagram : A Study

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*Abstract* A news portal is an access point to news through internet service. This is generally thought of as a Internet connection to a news source but the definition of a “Portal” would include a newspaper, magazine or any other access to news which is also a part of media convergence today. Many news portals in India have evolved in the last decade and because of internet service these portals have active users. In the study the content has been analysed which is disseminated through given news portals. The response of the users and its impact has been analysed through content analysis. As political parties mostly utilize the online platforms to flow the persuasive message to the mass. In many scenario like political campaigning and image building news worthy information is disseminated through such portals. News portals such as The Wire, The Print and The News Laundry has a wide range and active users in India. Mostly youngsters are using these portals through instagram nowadays. [1] Their daily interviews, news analysis has been seen as the effective content to which users respond and give feedback in real time itself. The study has been conducted around these three news portals and the content has been analysed to study the appeals, likes, comments in political communication.

*Keywords:* news, portals, the wire, the print, the news laundry, ethos, persuasion, political communication, social media, Instagram.

## **1. INTRODUCTION**

Significance of the study: The study is significant to analyse the role online news portals and there various type of content in the politics. The researcher has taken major online news portals to analyse the content being used for the political communication. The three major news portals, The Wire, The Print and The news laundry. These portals are active in giving newsworthy information consisting of political news. The researcher will study the persuasive, pathos and ethos of information being disseminating through these portals. The researcher has analysed the content from 13 November till 14 December 2020.

## **2. OBJECTIVES**

1. To analyse the content being shown through the online news portals.
2. To analyse the response of the users and visitors on the news portals.
3. To find if the persuasive appeal and news value is being used in political communication.

## **3. METHODOLOGY**

Research methodology is a scientific approach to solve the research problem. The researcher goes through the various scientific steps which are taken to the study the research process.

Researcher has followed the Content Analysis to solve the research problem.

A deep and thorough study and analysis will lead to the accurate answers.

### 1.5 Data Interpretation

News Portal	The Print India[2]
Headline/ Special edition	The print interrupted
News value	Political
Appeal	Ethos
likes	2,035
Comments	01

News Portal	The Print India
Headline	BJP harasses opposition using central agencies
News value	Political
Appeal	Ethos
likes	2,039
Comments	Nil

News Portal	The print India
Headline	Former US president Barack Obama described Rahul Gandhi as a Student
News value	Political
Appeal	Ethos
likes	2,032
Comments	Nil

News Portal	The Print India
Headline	Gandhi Silent, but Ashok Gehlot & Bhupesh Baghel vocal on 'love jihad'
News value	Political and Religious
Appeal	Ethos
likes	2,182
Comments	Nil

News Portal	The Print India
Headline	Leaders pay tribute to top congress leader, party strategist Ahmed Patel.
News value	Political and death
Appeal	Persuasive and emotional
likes	5,111
Comments	2

News Portal	The Print India
Headline	Congress leaders including Rahul Gandhi and others pay tribute to Party leader Ahmed Patel
News value	Political & Death
Appeal	Persuasive

likes	2,238
Comments	3

News Portal	The Print India
Headline	News Analysis
News value	Political
Appeal	Ethos
likes	3,358
Comments	4

News Portal	The Print India
Headline	#PurePolitics
News value	Political
Appeal	Ethos
likes	1,428
Comments	Nil

News Portal	The Print India
Headline	#cuttheclutter news analysis
News value	Political & Religious
Appeal	Ethos
likes	1,747
Comments	Nil

News Portal	The Print India
Headline	#PoliTicker news analysis
News value	Political
Appeal	Ethos
likes	2,870
Comments	2

News Portal	The Print India
Headline	Cut the Clutter
News value	Politics
Appeal	Ethos
likes	5,019
Comments	4

News Portal	The Print India
Headline	The Print Uninterrupted
News value	Political
Appeal	Ethos
likes	1,581
Comments	2

News Portal	News Laundry
Headline	Myth and reality of love jihad
News value	Religious, political, conflict
Appeal	Ethos
likes	5,567
Comments	1

News Portal	News Laundry
Headline	Amid farmer protest, AAP and BJP lock horns over Kejriwal's 'house arrest'
News value	Political, conflict
Appeal	Ethos
likes	996
Comments	4

News Portal	News Laundry[3]
Headline	Rift in Ram-Laxman Jodi- Local media focus on Sushil Modi being left out of Nitish Kumar's cabinet
News value	Political , conflict
Appeal	Ethos
likes	623
Comments	1

News Portal	News Laundry
Headline	Bihar: Same Chief Minister, different power equation
News value	Political
Appeal	Ethos
likes	967
Comments	2

News Portal	News Laundry
Headline	Interview with Kanhaiya Kumar
News value	Political, Conflict
Appeal	Ethos
likes	15,442
Comments	33

News Portal	The Wire
Headline	Why are Kashmiri Politicians denying interviews to local journalists?
News value	Political, conflict
Appeal	Ethos
likes	4,453
Comments	20

News Portal	The Wire
Headline	Interview with Vinay Sitapati
News value	Political, literature
Appeal	Ethos
likes	4,384
Comments	Nil

News Portal	The Wire
Headline	State govt documents Belie Nitish Kumar's claim on grain procurement in Bihar
News value	Political and agriculture
Appeal	Ethos
likes	1,224
Comments	5

News Portal	The Wire
Headline	With Sushil Modi's steady rise, Nitish Kumar's fortunes Fall
News value	Political
Appeal	Ethos
likes	1,402
Comments	2

News Portal	The Wire[4]
Headline	Debate I bollywood, media, civil service thrive on dynasties. Why single out the congress/
News value	Political, entertainment
Appeal	Persuasive
likes	2,532
Comments	24

News Portal	The Wire
Headline	Three shown in sting clips now in saffron camp, BJP removes its Narada video from youtube
News value	Political, conflict
Appeal	Ethos
likes	3,299
Comments	39

News Portal	The Wire
Headline	
News value	Political, conflict
Appeal	Ethos
likes	3,299

#### 4. CONCLUSION

The news portals covering current news worthy information and mostly the coverage is of political news.[5] The major three portals, The Print, The news Laundry and The wire, are covering latest information from political news value and are giving the fact based content. The reach of the these portals are above average as likes and comments on each political news story is analysed. The users or followers of the news portals are increasing by every hour. As internet is fastest service in the world, and has the wide reach in every country. Instagram is being used by social media users rapidly and users are active on various news portals.

Political communication is the way through which the political parties and candidates share their views and opinions and other political messages. [6]Various major parties nowadays have their own official websites and other web portals. Through those websites and social media platforms these parties disseminates the information or persuasive messages to enhance their image and names among voters.

Instagram has been observed and analysed as a effective platform to give political information and various news portals come with related videos, text, captions and images to flow the news worthy information regarding politics.

The Researcher has analysed the news portals on Instagram are highly and effectively being used for the political information. [7]The content being flown by these portals are not using persuasive and appealing content and political parties are not utilizing these portals effectively.

#### 5. REFERENCES

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