

Centre for Culture, Media & Governance

Jamia Millia Islamia

New Delhi



BETWEEN KNOWLEDGE AND POWER: TWITTER LIFE WORLD OF POLITICAL ELITES IN INDIA

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Abstract

In the age of connectivity through the double-edge sword in the context of time biased and space biased media, new social media emerged as the most powerful weapon in the hands of political elites to create a unique platform where they can interplay between the knowledge and power. This paper is an attempt to understand national political agenda and social engagement of ten top and most popular political elites in the micro-blogging site twitter in India. Though there are other popular social media sites, twitter is known as the mouth piece of some most influential political elites across all major political parties and can give a minute to minute update to their followers. As the part of data collection and data analysis, tweets from selected ten twitter accounts were collected over a period of one month, before the declaration of one of the national political party's Prime Ministerial (PM) candidate for the upcoming national election (2014) of India and being analyzed by adopting hermeneutics as the method of data analysis to understand the lifeworld of the political elites while balancing the knowledge and power.

About the Speaker

Santosh K. Patra, is working as an assistant professor at Mudra Institute of Communications, Ahmedabad (MICA), India. Santosh, has done his Ph.D. in New Media and Sociology from Jawaharlal Nehru University (JNU), New Delhi, India. He has both teaching and research interest in the areas of New Media & Society, Media Agenda Setting, Theories of Political-Economy, Social Media & Changing trends of Communication. He has contributed in the areas of Media, Development and Society, Governance and Public policy, ICT and Development Communication and conducted national and international research projects in similar areas.

Event Details

Venue: CCMG Network Governance Lab,

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