



---

---

**“ELECTIONS AND PRINT MEDIA”****Mrs. Nagaveni D.****Ph.D. Research Scholar, DOSR in Political Science, Tumkur University, Tumkur.****ABSTRACT:**

*Newspapers also create awareness among the people by publishing reports on elections and indicate how the government should respond to the people's wishes about the elections, which are the true measure of democracy. Karnataka Political design, Political system, challenges in Electoral Politics, Coping with crises, various forms of relevance, are newspapers performing the role of newspapers in shaping positive Public opinion in coping with crisis? The objective of the present research article is to answer that question. If there was no party media, people would not have been aware of the political parties, the real actions of the government, the loopholes, Policies, rules and laws had to face a lot of difficulty to reach the common people.*

**KEYWORDS:** *Karnataka Election, Media, Power Politics.***INTRODUCTION**

As the Thinking Power of Man Grew, The Struggle to Subject Himself to A Planned System Continued and The Concept of State & State Arose. The Process of Electing People's Representatives Was Started to Simplify the Governance of The State. Elections Are Also One of the Basic Features of Democracy. Light Is A Symbol of Knowledge and Awareness. Research That Started with Light Has Been Going on Continuously In Many Areas For Many Centuries Around The World. Even Today, They Are Constantly Moving and Moving. Various Kinds of Revolutionary Changes Have Taken Place in The Way of Life of Man Due to Scientific Discoveries. Science Is Not Stagnant Water. Yes, It Is an Ever-Flowing Stream of Rice. Since There Is Also the Flow of knowledge in science, how Can the Unscientific Stand in the Grip of scientism? Many Scientific Discoveries from The Beginning to the Present Have Had Many Influences on mankind. The Invention of The Printing Method Is One of The Few Most Important Inventions. Given the Revolutionary Developments in The Field of Printing Today, The Printing Method or The Invention of The Printing Press Also Stands Out as One of The Greatest Inventions. The Art of Printing Has Given Impetus to The Collection and Dissemination of Knowledge. It Is Because Of The Invention of The Printing Press That Journalism Has Grown Tremendously All Over the World Today. Today Thousands of Newspapers Are Published in Hundreds of Languages Around the World. From Politics to Science, From Fashion to Technology, Newspapers Are Being Published in Every Corner of The World. The Newspapers Printed by This Print Medium Bring the Reader with All the News of The Day-To-Day Development with Freshness and Give the World a glimpse of it.

As Part IV of The Constitution the Media Has Always Increased Its Role and Is Engaged in Its Responsibilities and The Media Has A Huge Presence. The Newspapers Are the Lifeblood of The Media.

Prajavani and Vijay Karnataka Is Known to Be A Well-Known Newspapers That Gives Great Importance to Current Political, Economic, Social and Educational Issues and Fulfils the Aspirations of The Common People.

"Election Means Choosing or Decision Making" We Can See the Media Actively and Actively Functioning in Elections, Article 19(1)(A) Of the Indian Constitution Considers Freedom of Speech and Expression to Be an Integral Part of The Fundamental Rights of The Constitution. In This Research Paper, I Want to Make A Critical Study of Election and The Press. It Is Also the Professional Responsibility of The Press to Keep an Eye on The Administration as The Backbone of Democracy as A "Watchdog".

### **RESEARCH STUDY OBJECTIVES:**

1. To Understand the Role and Importance of Elections in A Democracy.
2. To Recognize the Social Responsibilities and Duties of Newspapers.
3. To Discuss the Role of Print Media Prajavani and Vijay Karnataka Daily in Creating Awareness and Awareness Among the Voters.

### **RESEARCH STUDY THE REVIEW OF LITERATURE:**

1. The Following Research Papers Have Been Subjected to A Literature Review for The Current Research.
2. "The Effect of newspaper Entry &Exit on electoral Politics" Written By - Matthew Gentzkow, Jesse M. Shapiro, And Michael Sinkinson.
3. "Print Media Impact on State Legislative Policy Agendas". Written by - abbykral.
4. "Role of Media in Strengthening Democracy in India". Written by - Priyanka Sarkar.
5. "The Press and Popular Culture". Written By - Martin Conboy.
6. "The Role of Media in Indian Democracy". Written By - mohdayub Mir.
7. "Paid News or Fake News: Media Ethics". Written by - Anil Kumar Jharotia.
8. All of Those Above Are Research Articles Provide A Source of Literature for This Writing Article.

### **RESEARCH STUDY LIMITATION:**

"This Article specially focused on 2 Newspapers; Prajavani and Vijay Karnataka regarding 2023 Karnataka Vidhana Sabha General Election".

### **Relevance of The Study**

The Prajavani & Vijaya Karnataka Daily Also Creates Awareness Among the People Through Its Reports on Elections and Suggests How the Government Should Respond to The Aspirations of The People and Elections, Which Are the Real Measure of Democracy.

Karnataka Political Structure, Political System Challenges in Electoral Politics in dealing with Crises, Various Forms of Relevance, Is Prajavani performing the Function of Newspapers in Shaping Positive Public Opinion in Dealing with The Crisis? The Purpose of The Present Research Is to Get an Answer to The Question.

## Example Paper Articles Analysis

ಕರ್ನಾಟಕದ ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

**ಉಪ ಸಭಾಧ್ಯಕ್ಷ ಸ್ಥಾನಕ್ಕೆ ಕೃಷ್ಣಾರೇಡ್ಡಿ ರಾಜೀನಾಮೆ?**

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

**ಜೆಡಿಎಸ್ ಜತೆ ಸಾಗಲು ಕಾಂಗ್ರೆಸ್ ನಾಯಕರ ಒಪ್ಪದ ಮನಸ್ಸು**

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

**ಲೋಕಸಭೆ ಚುನಾವಣೆಗೆ ಮೈತ್ರಿ ಅನಿವಾರ್ಯ**

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

**ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ**

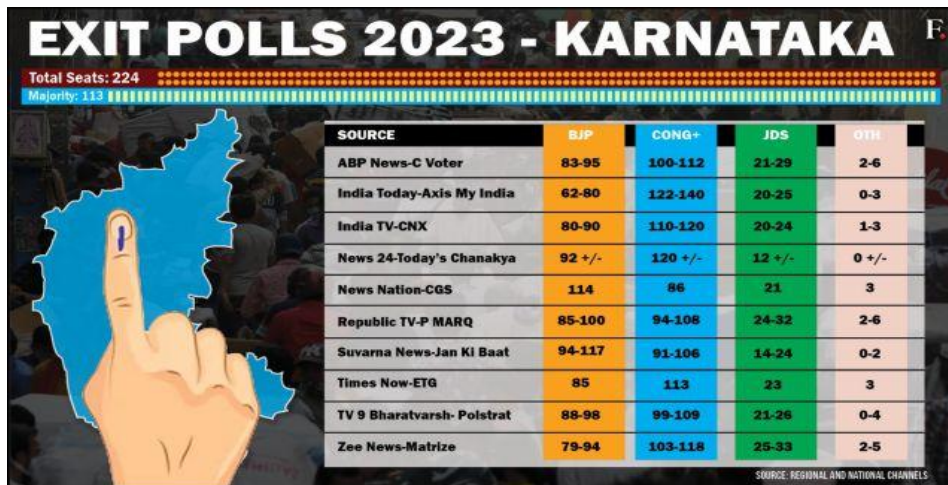
ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

**ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ**

ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯು ಈಗಾಗಲೇ ಪ್ರಗತಿಯಲ್ಲಿದೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ. ಈ ಸಂದರ್ಭದಲ್ಲಿ, ಪ್ರಜಾವಾಣಿ ಮತ್ತು ವಿಜಯ ಕರ್ನಾಟಕ ಪತ್ರಿಕೆಗಳು ಚುನಾವಣಾ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿಸ್ತೃತವಾಗಿ ವರದಿ ಮಾಡುತ್ತಿವೆ.

Before 2023Vidhana Sabha General Election Prajavani And Vijay Karnataka Papers Collect the Public Opinion and Revel to Karnataka Peoples to understand the Moto of Parties and Elections Are Two Sides of The Same Coin, A Country in Which Elections are Held in A Transparent and Fair Manner Is A Truly Democratic Nation.



This Diagram Explain to The What People's Choice Your Representative to Rule Us Because BJP Parties Scams and Corruption to Changes to Karnataka Peoples Mind to Decide to Change the Ruling Government. Congress Ad in Newspapers Urges Voters to Shun '40% Sarkar' Many Political Scandals in Karnataka Were Exposed to The People During Elections by prajavani and Vijaya Karnataka Dailies in Many Guises. Actively Involved Itself in The Election of Jana Nayaka 2023 Among the Citizens of Karnataka. Articles Published in Prajavaniand Vijaya Karnataka, Karnataka's Most Widely Read Dailies, Led to The Congress's Counter-Offensive to Persuade The Voters, Leading To People Switching The Ruling Party.

## RESEARCH METHODOLOGY.

This Research Study Is Theoretical or Doctrinal. This Is Because the Prajavani and Vijay Karnataka Is A Source of Positive Study of Election Political Ideologies Published by The Daily

Newspaper. Secondary Source Data Were Used In This Research. Research Is the Study of Analytical and Critical Methodology.

### ANALYSIS.

Elections Are One of The Hallmarks of India, The World's Most Populous Democracy. Newspaper, The Fourth Pillar Of India, Has Been Performing A Unique Function Of Conveying Information To The Masses In Their Own Language In A Simple Manner, The Working Behaviour Of The Current Rulers And Political Parties, Opposition Parties, On The Other Hand, It Has Been Performing The Task Of Conveying The Votes Of The Political Parties, Government Schemes And Policies To The Masses. It Is the Responsibility of The Media to Provide and Gather Correct Information Among the People. These Media Are the Basic Platform for The Political Parties to Know the Opinion of The People.

### Important Role of Print media in Election :

1. Newspapers Report and Deliver to The Citizens the Party's Manifestos, Party's Objectives, Decisions Taken to Improve Democracy in The Future and Continue to Be Successful and Complete During Elections.
2. Acts in A Timely Manner by Providing Complete Information of The Candidate Contesting the Election.
4. Creates Negative or Positive Images of The Party or Candidate in The Run-Up to Elections as Well As Gives A Wake-Up Call to Political Parties to Undertake Reform Works by Holding Referendums.
5. During Indian Elections, The Media, In Which the Newspapers Are Like A Watchdog, Always Watches the Government and Political Parties.
6. Karnataka Assembly Elections 2023 The Congress Government's Successful Rise to Power Is Because Of The Advertisements of Five Schemes Given in Newspapers Which Is A Good Example.
7. It Can Be Seen Helping Political Parties to Gain the Affection and Support of The People by Introducing Advertisements in Newspapers and Successful Works Performed by The Parties.
8. We Can See That These Advertisements Were Reported in the 2023 Elections in Vijaya Karnataka And Prajavani Dailies, Which Have the Highest Readership in Karnataka. And These Pre-Poll Reports Have Played A Significant Role in Changing the Government.

### Rules and regulations on media framed by the Election Commission of India.

- \* Paid news published in newspaper.
- \* Exit poll collection.
- \* All Political parties given equal priority and opportunity.
- \* Providing Media advisers.

As Indicated in The Above, The Election Commission of India Has Been Conducting The Elections In Many Different Forms In A Successful Manner And In A Successful And Complete Manner While Maintaining Fairness And Transparency. It Has Already Held Assembly-Lok Sabha General Elections Several Times in India And This Transparency Has Contributed to The Success of Democracy.

### CONCLUSION

The role of elections has proved to be very important for democracy to function in a proper manner. Prajavani and Vijay Karnataka Is Credited with Promoting A Democratic Motivation Among the Public Regardless of Caste and Parties Secular Impartial Information Science Technology Sports Women's Development Village Development Knowledge Awareness. Even after 75 long years, it has not changed the method of analysis of its paper. It Is A Harsh Truth That Journalism Is the Backbone of The Government for The Growth of Democracy Selfless Service in Matters That Inspire Awareness Is Working Without the Expectation of Any Profit from The Public. Though there are more than 1,000 Kannada medium dailies nowadays, Print media has not lost its importance. It is a newspaper that strives daily for the development of the nation and society. It is increasing its recognition as an integral part of people's lives.



---

**REFERENCES:**

1. Lal, Shiv. 'India Electoral Behaviour 1987 – 1988'. New Delhi: Elections Archives, Tagore, Garden, 1988.
2. Ramakrishna R. 'Press and Politics in An Indian State: Mysore 1859-1947', New Delhi, Delta Publishing House 1994 (Mul 399013).
3. Rao, M. Chalapathi, 'Journalism & Politics, New Delhi: Vikas Publishing House Pvt. Ltd., 1984.
4. Sainath. P. 'Everybody Loves A Good Drought', New Delhi. Penguin Books Ltd.2006.
5. Ramchandra Guha "India After Gandhi: The History of The World's Largest Democracy", New Delhi, Picador India. 2011.
6. Sikka, S K "Mass Media and Contemporary Social Issues", New Delhi, G.S. Ravat For Cyber Tech Publication. 2010. Ssrn: <https://ssrn.com/abstract=3785741>.
7. Lok Sabha Secretariat. 'Nehru And Parliament'. New Delhi: 1985.
8. Madan, G.R. 'Social Changes and Problems of Development in India'. New Delhi: Allied Publishers Pvt. Ltd., 1978.
9. Mukherjee, Biswa Nath. "Mass Media and Political Modernity". India: National Psychological Corporation, 1979.