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Media predisposition in Gujarat Elections: A comparative analysis of Hashtags utilized by Republic TV and Times Now TV Channels

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Abstract: Hashtags are words or multi-word phrases preceded by the # symbol, such as #picoftheday or #sweepstakes. People can search for posts with a specific hashtag, so they are used to categorize content and track topics on Twitter and other social media platforms including Facebook, Instagram, and Pinterest. Using hashtags helps people find posts and tweets that interest them. Offer Tweet Subscribe Indian media has gone on an overdrive from the time that the Election Commission declared the dates of the Gujarat races. It isn't unforeseen with Gujarat being Prime Minister Modi's home state and his much touted Gujarat model of improvement. In spite of the fact that stations like NDTV, India Today and CNNNews18 chose impartial hashtags like #GujaratElection2017, #Battle for Gujarat, #ElectionsWithNews18 and#AssemblyElections2017, others like Republic TV and Times Now picked hashtags that were emphatically stubborn. They utilized these hashtags to crusade and shape general assessment for or against the political gatherings in the shred.

These papers discusses the impact of hashtags used during Gujarat elections by various news channels and try to find out the glaring divided position taken in the endeavor to impact prominent conclusion for the decision.

Keywords: Hashtags, Political Communication, Intstagram, Twitter

I. INTRODUCTION

Hashtags didn't start with Twitter, but social media platforms have made them wildly popular. Hashes were used in programming languages and in IRC chat for decades before Twitter user Factory Joe suggested bringing them to social media in 2007 with the tweet: "how do you feel about using # (pound) for groups. As in #barcamp [msg]?" It took another two years for Twitter to take the suggestion to heart, according to this article from AdWeek. In 2009, Twitter began linking hashtags to make them searchable by simply clicking on them. The next year, Twitter used hashtags to identify Trending Topics, which they posted on their homepage. As hashtags became more popular, other social media sites started to pick them up as well. You can find hashtags on Google Plus, Instagram, Facebook, Pinterest, and more. With so many people posting on social media, it can be hard to find the posts you want to read and the people who discuss topics that interest you. There is so much information being posted at any one time that wading through them is time-consuming and many interesting things can be overlooked. Hashtags help solve that problem by making it easy to search for Tweets with hashtags that are interesting to you. Some hashtags that sweepstakes fans might enjoy include:

A. #sweepstakes
B. #win
C. #contests
D. #giveaway

If you search Twitter for those hashtags, you will receive a list of all of the recent posts people have made on those subjects. This is an excellent way to find new social media contests to enter which is important since many Twitter giveaways have a very short entry period. If you use a Twitter client like Tweet Deck, you can set up permanent searches for topics that interest you, so that you have a constantly updated source of information. In some social media clients, you can also mute specific hashtags. So if you are sick of hearing about #sports or the #grexit, you can easily skip those posts in your feed. Many Twitter sweepstakes use hashtags to identify the entries into their giveaways. Sponsors see who entered by searching for hashtags they specify in their rules. To enter, you may be asked to answer a question, give an opinion, or share a story, followed by a specific hashtag to enter.

Indian mainstream media has gone on an overdrive from the time that the Election Commission reported the dates of the Gujarat elections. It isn't sudden with Gujarat being Prime Minister Modi's home state and his much touted and renowned Gujarat model of

development. It has observed that the hashtags elevated by various TV channels to construct online networking engagement. Despite the fact that TV Channels like NDTV, India Today and CNN-News18 chose nonpartisan hashtags like #GujaratElection2017, #BattleForGujarat, #ElectionsWithNews18 and #AssemblyElections2017, others like Republic TV and Times Now picked hashtags that were unequivocally stubborn. They utilized these hashtags to battle and shape popular feeling for or against the political gatherings in the shred. Other than an occasional neutral hashtag like #BattleForGujarat or #GujaratBattleground, the hashtags used by Republic TV and Times Now betrayed a clear agenda. In a war for the louder and the more outrageous hashtag, any debate on issues affecting the common people took a backseat.

II. HERE ARE SOME OF THE COMMON THEMES THAT EMERGED IN THE REVIEW OF THE HASHTAGS

A. Attack Congress

Congress remained a consistent focus of assault by hashtags of both Republic TV and Times Now. Hashtags like CongNeechPolitics blamed it for playing governmental issues though those like #CongSlamsIndiaRise and #CongTerrorPhoto endeavored to depict it as hostile to improvement and against national. After Prime Minister Narendra Modi said in a decision rally because of the Congress party that he had sold tea yet not the country, Times Now parroted the same with the hashtag #UPANeDeshBecha

The primary tweet of Republic TV on the hashtag #CongNeechPolitics made the inquiry whether Rahul Gandhi will act against Mani Shankar Aiyar for 'Neech comment'. Rahul Gandhi's activity however did not discourage the channel from proceeding to utilize the hashtag. What took after were more than 150 tweets by Republic utilizing this hashtag including a rundown of which Congress pioneer offended Narendra Modi and when? The channel called it an "immediate classist assault on PM Modi by a superannuated individual from the Lutyens Circuit" and reported that "The fight has now moved toward becoming between the rich first class and those they call 'Neech'". Not to be deserted, Times Now called it #RahulNeechPolitics with an equivalent number of tweets

Times Now additionally centered around the "self-objectives" of Congress. It was #CongChaiSelfgoal after the Youth Congress tweet and #RaGaSomnathSelfGoal, after Rahul Gandhi's visit to Somnath Temple. Transfer of Teesta Setalvad's supplication for reasons known to Times Now became#CongTeestaSelfgoal. Obviously, when it came to BJP, there were no self-objectives. The hashtag #CongIgnoredPatel based on the prominent conservative story and blamed Congress for disregarding Patel. At long last when all else comes up short, acquire Robert Vadra. Republic TV took after this mantra on the most recent day before the second period of the surveys with #VadraEntersGujaratPolls. "In what limit was Sonia Gandhi's child in-law meeting Hardik Patel?" Asked Republic TV in what it called a "plan setting newsbreak daily before Gujarat votes."

B. Portray Congress As Anti-India Political Party

Rahul Gandhi's agree on Gujarat model and simplicity of working together evaluations was accounted for by Republic TVwith the hashtag #CongSlamsIndiaRise. One day after the races were reported, Republic TV ran the hashtag #PakHawalaUnderCongress. Rahul Gandhi's comment saying PM Modi's Gujarat demonstrate has fizzled was discussed on Times Now as #RahulVsIndiaRising The unconfirmed and unsubstantiated claim of PM Modi about Pakistan submit Gujarat decisions was accounted for by Republic TV with the hashtag #PakCongMeeting even after reality checks by different media outlets raised questions about it. Times Now was not a long ways behind by uncovering a 2013 photo of Former Finance Minister P. Chidambaram in an indistinguishable room from Taliban pioneer Mullah Abdul Zaeef and showing it as a restrictive newsbreak with the hashtag #CongTalibanTango. Read more about this edgy endeavor by Times Now in this Alt News story.

C. Ridicule Rahul Gandhi

Any questions about which party Times Now effectively battled for can be let go with a speedy take a gander at its hashtags taunting Rahul Gandhi. At the point when Gujarat state Election Commission raised protest on the utilization of word 'Pappu' in ads, Times Now called it #PappuCensored and even conveyed a survey on it. At the point when the survey board cleared BJP's Gujarat commercial with the word 'Yuvraj', TimesNow announced itas #YuvrajReplacesPappu which soon transformed into #PappuBanaYuvraj.

A ponder confusion of Congress Leader Mani Shankar Aiyer's comment differentiating the Mughal govern to the just procedure of races by Prime Minister Narendra Modi was played to the grip by Republic TV with the hashtag #RahulMughalEmperor. Indeed, even after the lie was gotten out and the full video of Aiyar's announcement surfaced, Republic TV proceeded with its hashtag and scope. You can read more about this ponder twisting here Rahul Gandhi's public interview was exhibited by Republic TV as

#RahulDucks. Arnab Goswami had some significant things to ask "For what reason did Rahul Gandhi get up three times in middle of inquiries to end the preparation?" and "Why was Ashok Gehlot passing notes to Rahul Gandhi while sitting on his right side?" Republic TV attempted each trap in the exchange to rundown the question and answer session and assemble general sentiment against Rahul Gandhi. Here is a survey it kept running on the point.

D. Attack Leaders Who Have Collaborated With Congress

The assault did not stop at Congress and its pioneers. It reached out to each one of the individuals who restricted BJP. The purported sex tape of Hardik Patel was a point of unending level headed discussion with hashtags like #HardikTapeTrouble #HardikTapes and #GujaratSexScandal. Times Now named Hardik Patel, Alpesh Thakore and Jignesh Mevani as #TheCasteCowboys and furthermore advanced the hashtag #RahulHardikTango A photo of Jignesh Mewani, accepting a check from individuals from SDPI, the political front of the PFI prompted the hashtag #CongTerrorPhoto. "Rahul visits sanctuary for votes, partner signs fear settlement for notes", read the content on the screen alongside the reference to "Hindu haters"

E. Play The Religion Card

As it's been said when all else comes up short, play the religion card. Both Republic TV and Times Now did only that at general interims. Republic TV needed to know #RahulHinduOrCatholic when the news broke about his name being entered in the non-Hindu enroll at the Somnath sanctuary. Without a fundamental certainty check, the divert went crazy in its reportage of the episode. You can read more about this fake contention here. In its absurd scope, Republic TV broadcast Arnab Goswami's five inquiries to Rahul Gandhi over his religion. Indeed, even CNN News18 that normally shies far from utilizing solid dialect not at all like the other two hopped into the level headed discussion with #RaGaSignatureRow and the inquiry "Will India know whether RaGa is a Hindu, Christian or an Atheist?" Republic TV accused Congress of playing the Muslim card with the hashtag #CongMandirLie.

F. Build The Image Of Bjp & Narendra Modi

At the point when the channels were not caught up with assaulting the restriction, they were building the picture of BJP and Prime Minister Modi. A fine case of this is the hashtag #GujaratGaaliPolitics that was advanced with publications asserting "PM wrecks #GujaratGaaliPolitics" and "PM corners Congress on Gaali Politics". Answers of PM Modi to Congress had committed hashtags like #SoldChaiNotNation and #UPAnedeshbecha. On Oct 25th, the day decision dates were reported, Times Now shared the aftereffects of its 'TimesNow – VMR' overview with the hashtag #GujaratModiVerdict. Utilizing the hashtag #ModiSweepsGujarat, the channel asked "Is Rahul still an obligation for the gathering?" and guaranteed to "foresee precisely the outcomes previously the decision"

Strikingly it was just a single sided criticize amid the Gujarat races that was seen by Times Now and PM Modi was depicted as a casualty with the hashtag #ModiMalignedIn2017. Any comment or assault by Congress had a devoted hashtag like CongChaiwalaAttack, #RahulNeechPolitics however assaults by BJP either went totally unnoticed or were effectively bolstered. Republic TV was the supporter of BJP's race battle, tweeting with hashtags #BJPGujaratBlitzkrieg and #ModiMillionRally PM Modi's seaplane ride had committed hashtags like #ModiAirShow and #PMTakesOff and was touted as the "first-since forever seaplane in India". Despite the fact that PM's own site has made the amendment that it was not a first-ever in India, the Republic story is as yet on the web.

Republic TV went over the edge in cheerleading calling it "notable" and "the best political prop in India's history". Chitra Subramaniam, Advisor to Republic reacted to feedback saying "I believe it's surprising, PM taking off was extremely representative. In any case, they will bunk, in light of the fact that Narendra Modi's cardinal sin is that he was conceived 'poor'". The decision of hashtag by Republic TV was intriguing in light of the fact that in the meantime the channel was running #PMTakesOff and RahulDucks.

Alongside building the picture of PM Modi, he was likewise depicted by the two channels as a casualty with hashtags like ModiFaithAttacked and #RahulHateModiBrigade

G. Focus On Everything But Development

Constantly, consideration was occupied from main problems confronting the general population and concentrated on issues like GujaratTemplePolitics, #MuslimQuotaPlot, #RahulSeparatistBhakt, and #ModiAttacksRahulBhakt. We likewise observed hashtags on #AnthemFirstNoCompromise, #BJPISISCharge, #ISISGujaratPlot, #ChurchVsNationalists and RahulHinduTerrorCable.

H. *Here is a rundown of some hashtags identifying with Gujarat decisions advanced by the these two channels since Oct 25, 2017:*

Republic Tv	Times Now
• #RahulHinduOrCatholic • #RahulMughalEmperor • #GujaratGaaliPolitics • #CongNeechPolitics • #PakCongMeeting • #RahulHinduTerrorCable • #SoldChaiNotNation • #HardikTapeTrouble • #ChurchVsNationalists • #CongChaiwalaAttack • #MoodysBacksModi • #HardikTapes • #GujaratSexScandal • #CongSlamsIndiaRise • #CongIgnoresPatel • #BJPVsPadmavati • #AnthemFirstNoCompromise • #PakHawalaUnderCongress • #BJPISISCharge • #ISISGujaratPlot • #GujaratTemplePolitics • #CongMandirLie • #BJPGujaratBlitzkrieg • #ModiMillionRally • #RahulTaxScam • #RahulBreaksCode	• #RahulNeechPolitics • #GujaratModiVerdict • #ModiSweepsGujarat • #RahulKiSena • #SabKaSardar • #RahulVsIndiaRising • #TheCasteCowboys • #ModiMalignedIn2017 • #WinterSessionFight • #PappuCensored • #YuvrajReplacesPappu • #PappuBanaYuvraj • #CanRaGaTrumpModi • #CongChaiSelfgoal Youth Congress tweet • #RahulHardikTango • #MuslimQuotaPlot • #RaGaSomnathSelfGoal • #RahulSeparatistBhakt Salman Nizami #ModiAttacksRahulBhakt • #CongTeestaSelfgoal • #CongTerrorPhoto • #CongTalibanTango • #CongPakPollLink • #CongBetrayedRam

III. CONCLUSION

There was not a solitary hashtag identifying with financial issues or advancement. What we saw rather was segments of media taking a conspicuously factional position and utilizing hashtags to control general sentiment for one gathering. There was likewise an unmistakable endeavor to characterize the account of the race on common issues trying to divert the natives from concentrating on and addressing political gatherings over their position on issues of financial hugeness. Hashtags are a quick and easy way to find like-minded people to follow, to attract more people to the posts you make, and to enter giveaways and win fun prizes while injecting more personality into your posts. You can't really go wrong with them, so play around with them when you post on social media and see what kind of effects they bring!

Is it too much to expect the fourth pillar of democracy to play a responsible role by debating the stand of political parties on critical issues that affect the people of Gujarat? There was not a single hashtag relating to economic issues or development. What we saw instead was sections of media taking a blatantly partisan position and using hashtags to manipulate public opinion in favor of one party. There was also a clear attempt to define the narrative of the election on communal issues in an attempt to distract the citizens from focusing on and questioning political parties over their position on issues of socio-economic significance.

Independent journalism that speaks truth to power and is free of corporate and political control is possible only when people start contributing towards the same. Nowadays, people have plentiful opportunities to engage themselves in selective exposure, the selection of information matching their beliefs. Whether this is occurring, however, is a matter of debate. While some worry that people increasingly are seeking out likeminded views, others propose that newer media provide an increased opportunity for

exposure to diverse views. In returning to the concept of selective exposure, this article argues that certain topics, such as politics, are more likely to inspire selective exposure and that research should investigate habitual media exposure patterns, as opposed to single exposure decisions. This study investigates whether different media types (newspapers, political talk radio, cable news, and Internet) are more likely to inspire selective exposure. Using data from the 2004 National Annenberg Election Survey, evidence supports the idea that people's political beliefs are related to their media exposure—a pattern that persists across media types. Over-time analyses suggest that people's political beliefs motivate their media use patterns and that cable news audiences became increasingly politically divided over the course of the 2004 election.

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