Polity & Governance · GS - II

Examine how social media is transforming political communication and electoral mobilisation in India.

EXAM YEAR	PAPER	SUBJECT
DAILY PRACTICE 24/11/2026	GS - II	Polity & Governance

MARKS	WORD LIMIT
15	~250 words

Answer Hint

Political communication, digital campaigning, party-centric outreach, algorithmic influence, misinformation, electoral accountability

Model Answer

Introduction

Social media platforms have emerged as important instruments of political communication in India. Changing engagement patterns, including the growing prominence of political party accounts, reflect the evolving nature of digital campaigning.

Transformation of Political Communication

1. **Direct Political Outreach:** Leaders and political parties can communicate with citizens without relying exclusively on traditional media.

2. **Institutionalised Campaigning:** Political parties increasingly use official accounts to disseminate narratives, announce policies and coordinate campaign messages.

3. **Targeted Mobilisation:** Digital platforms enable political actors to reach specific demographic and regional groups through customised content.

4. **Participatory Engagement:** Likes, comments, shares and other interactive features allow citizens to respond to political messaging and participate in public debates.

Emerging Concerns

1. **Algorithmic Influence:** Platform algorithms influence the visibility of political content, potentially creating unequal digital reach.

2. **Misinformation:** Manipulated content, misleading narratives and deepfakes can distort public opinion.

3. **Political Polarisation:** Selective exposure to content may reinforce ideological divisions and create echo chambers.

4. **Unequal Visibility:** Differences in digital resources and online influence can affect the ability of political actors to reach voters.

Way Forward

1. Strengthen transparency in political advertising and sponsored content.

2. Promote digital literacy and independent fact-checking mechanisms.

3. Ensure accountability of social media platforms regarding political content distribution.

4. Protect freedom of expression while addressing unlawful and deceptive online practices.

Conclusion

Social media has expanded democratic participation but also introduced new challenges to electoral integrity. Transparent digital campaigning, responsible platform governance and informed citizens are essential for strengthening democratic discourse.

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