

# "Digital Media and democracy"

## 1. Introduction

Thesis statement:

Digital media being a potential force has certainly shaped the democratic system. The impacts and challenges ensuing democracy are discussed in the essay. However, challenges can be overcome by taking certain steps.

## 2. Nexus of media and democracy.

## 3. Impacts of Digital Media on democracy.

- a) Political participation of masses increases due to active media
- b) Political cohesion enhances as a result of media
- c) Increase in electoral turnout
- d) Decrease in gap between political leaders and masses

## 4. Challenges imparted by Media to democracy

- a) Hybrid warfare due to misuse of media
- b) Biased media platform a menace to democracy
- c) External and Internal propaganda campaigns de-stabilizing democratic system.

## 5. Way forward

- a) Proper check and balance of Social media
- b) Financial support to media provided by government

c) Acquiring latest media technology.

## 6. Conclusion

According to Dave Brat "The media <sup>does</sup> play a important role in our democracy, and if we cannot depend on journalistic ethics, the nation's in trouble". From the above content it is clear that media plays a vital role in democracy. The impacts of media on democracy can be either of the side of card. It can be positive and negative impacts on democracy. The positive impacts are: Political participation of masses increases, political cohesion enhances, and other impacts. The challenges faced by democracy due to media includes, hybrid warfare, biased media platform de-railing democracy. However, by taking certain steps such as proper check and balance of media platform, financial support of media

and acquiring the latest technology the problems can be addressed efficiently.

Digital media is becoming a driving force. Similarly, the advancement of technology in the modern era has raised its demand in every field particularly, in democracy. In fact, media is playing an active role in democratic system. Media is like a mirror to democracy, but sometimes, this mirror can be biased, and is certainly responsible for derailing of democracy. In a nutshell, digital media has immediate and far-reaching linkage with democracy.