POLITICS OF MEDIA AND CASTE DYNAMICS THEIR INFLUENCE IN THE STATE OF ANDHRA PRADESH

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Abstract: The present paper focuses extensively on the politics of Media and Andhra Pradesh as a political community. The significance of this paper is to evaluate the development process of the residual Andhra Pradesh as projected sun rising state of Andhra Pradesh under the present Telugu Desam government through the medium of media. The development agenda as articulated by the government has been perceived by the common people is the same as projected by the state. The argumentative enquiry is that how far the present development issues of the Andhra as a political community in southern part of India is contributing to the federal government? The conception of the political community by the people is happening or not happening can be evaluated by studying the media reports and compared these reports with the people's aspirations. There is an extensive response to this question. Political leaders expressed that the federal government has been changing their views according to the deadlock given by the local leadership on the issue of development of the region. Few others like intellectuals, peer groups are powerfully expressed their views about the development has been expressed through the print and electronic mediums. This has created a situation of existing scenario of development from the people's point of view has been studied through the media representations of public opinion.

Introduction: The politics of media and caste dynamics of Andhra Pradesh state looked from the perspective of the process initiated by the respective political parties while forming the government. All most all political parties set forth peoples development agendas in the form of manifestos. These manifestos are presented before the voters to gain power politics, in taking these so called development agendas media play vital role. The contemporary Andhra region is so complex that it cannot be understood unless knowing complete statecraft of respective political parties. So let us have a brief survey of the political, social and cultural situations of the Andhra as one political community with socio-cultural differences and caste dynamics to understand the so called development agenda of the respective governments. It is important to bring out the social dynamics of the economic development of the people through the propaganda model of media.

The existing literature on media, caste and communities associated with it has been divided in three main categories based on the availability of the literature on the subject matter. They are precisely; media perspective, sociological perspective and political economic perspectives.

Media Perspective: In the light of media, the socio cultural construction of the region largely constitute, Tribes, Dalits, nomadic communities, pastoral and farming sections, servicing castes and Muslims. During the colonial rule in Andhra education was introduced to access all these communities.

The mobility between communities has been initiated with the introduction of modern institutions like, judiciary, journalism, publications, allopathic medicine along with the infrastructural development initiatives like irrigation technology to the formers, railways and road transport for labour and sections, market networks, commerce and banking for servicing castes, commercial agricultural practices to the other servicing sections of the society made them to move one part to the other with ease and new way of life. This kind of transformation has been captured and recorded the socio-cultural mobility and economic growth of the communities media projected as the development. After the transformation of political power from the hands of colonial masters to the native caste-Hindus how one has to perceive the development agenda of the respective governments has to be seen through the media houses. This dynamics are analysed from the perspective of the political community as speculated and constructed by the media intellectual formations.

The land and entreprenuer ownership of the community has been shown through the table:1. It clearly indiacate that the land holding of both housing and industries has been explained. Based on the land holding, the caste and communities holding those lands initiated the entrepreneurship, the outcome of the income spent for their own development rather than the societal development. Those entreprenuers wanted to capture the political power in order to sustain their land holdings rather than woring for the development agendas set forth before capturing the political power in the form of party manifestos. The role of media play politics in silencing the matters of these and propagates the development agenda of the respective governments positively rather critical about it.

Sociological Perspective: The sociological perspective can be viewed from Elizabeth M. Perse, Jennings Bryant Dolf Zillmann (2001)[1] explains that Media Effects and Society provides an in depth look at media effects and offers a theoretical foundation for understanding mass media's impact on individuals and society. Working from the assumption that media effects are common and are underestimated, author Elizabeth M. Perse identifies dominant areas of media effects and provides a synthesis of those areas of research. She focuses on the theoretical explanations for media effects, offering explanations of how media effects occur so readers can understand how to mitigate harmful effects and enhance positive ones. The author provides comprehensive coverage of the range of media effects, including news diffusion, learning from the mass media, socialization of children and adolescents, influences on public opinion and voting, and violent and sexually explicit media content. He also presents a variety of theoretical approaches to understanding media effects, including psychological and content based theories. In addition, he demonstrates how theories can guide future research into the effects of newer mass communication technologies [2]. Sharma (2013) in his article pointed out that contemporary society exhibits deep dependency on mass media and is dominated by media in all aspects of life. It is a well-known fact that media has an immense power to shape the attitudes of people in reconstruction of reality. People develop shared construction of reality through mass media. The media-provided interpretations of certain issues have a deep and far reaching impact on the masses. The media has the power to push various issues into the public domain [3].

Neil Postman, in his book *Technopoly* (1992), delineates three types of cultures. The first was seen at last till the 17th century and was marked by the use of simple tools. The second is identified as a technocratic culture where people have great faith in the benevolence of technology that emanate from the belief that knowledge is power that humanity is capable of progressing, that poverty is a great evil and that the life of the average person is as meaningful as any other. The final phase of culture is technopoly, which is a culture, shaped entirely by the machines in a paradigm of techniques. This is a frightening prospect for Postman if not reversed. Postman's fear emanates from what can be termed as a conservative approach to culture. He does not divorce media from culture and sees it embedded in a larger socio- cultural milieu [4]. M. S.A. Rao (ed 2000) "*Social Movements in India*" in this book the author emphasized that the concept of Social movements attracted by the social science scholars in the era of globalization, it deals with the society and the contemporary social issues, any kind of social movement is have its own historical structure with particular ideology over the change. According to him three main theories plays very important to explain the structural change of the social movements such as relative deprivation theory, strain theory, and theory of revitalization**.** He also narrated five conceptual problems in the

study of social movements like the meaning and categorization of the movement, emergence of the movement, ideology and distinctiveness, collective mobilization and the problems of the character and consequences for changes[5]. In this book various social movements analyzed by various scholars regarding the social issues like peasant movements, backward class movements religious and sectarian movement tribal movements and the women movements. But not at concentrated on the regional, sub regional and statehood movements.

In the table II indicates the case composition of the party ownership explains that the interests of that section who would capture the political power are working for their own interests rather development agendas prepared at the time of elections. The basic observation is that who do the people own the political party? What kind of development agendas is prepared? After capturing the political power what are these parties working for are fundamental questions. Does Dalits, OBCs Minorities interests represented or not is the burning question to the respective governments.

Political Economy Perspective: Jennings Bryant, Susan Thompson (2002) [6] book *Fundamentals of Media Effects* provides historical evidence for media effects and for societal concern about media effects. The book also dealt with the concepts and theories that serve as the basis for different types of media effects research. The finally the author explained about Key Areas of Research, delves into the specific areas of inquiry. The author mainly explained that mass media influence on the people [7]. Robin Jeffrey (1987) says that involvement in great social and political campaigns, or other exciting events, during the freedom struggle fuelled newspaper growth and circulation and built up the credibility and image of particular publications. Sudipta Kaviraju (1979) in his edit book "*politics in India*" he mentioned in post independent India there are so many separatist forces growing on against the government for equal sharing of resources and powers for the state, or separate states, according to him separatism in Indian scenario identified in five types such as linguistic, cultural, separatism, regionalist separatism, based on economic and political grievances, original separatism, and sons of the soil separatism. The creation of linguistic states with reference to SRC strengthened the hands of the regional awareness, this awareness began to establish strong ties with the linguistic, communal and caste groups in order to strengthen their demands in the field of decision making and power politics at the local level, this caused a shift in the country's political life from an all India to a regional and sub-regional orientation. Capitalizing growth in India after Independence has shown a strong tendency towards self-maintenance and inequality both region wise and community wise In the contemporary phase the un even development of capitalism of a particular region is cause for the sub regional concentration and regional imbalances. These regional imbalances are producing prosperity and poverty between regions and sub regions [8]. Athl Kohli (1988) in his book *India's Democracy: an analysis of changing state society,* elaborated that the democracy in India is somewhat an irregularity. The minorities political intervene is inevitable in the politics. During the Indira Gandhi regime the dilemma of democracy cultivated by multiple strains, those can be seen as the regime of emergency illustrated the lack of good leadership is the responsible for the breakdown of Democracy, it created socio economic crisis in the society due to that so many demands came from the people from their consciousness [9]. Ghanshyam Shah (2004) "*Social movements in India: a review of literature*" has focused on social movements in the country according to him by historians, sociologists, political activists or journalists, political scientists have ignored this area. A majority of their studies are related kinship, caste, and village society. The Indian journal of political science has published only 10 articles on movements, out of as many as 370 articles between 1996. Out of 906 doctoral dissertations in political science accepted by Indian universities between 1857and 1979, only 15 dealt with movements. The situation has not changed in the 1980s and 1990s. The first trend report of research in political science specially made by the Indian council of social science Research (ICSSR) in 1971 did not include them as a topic for the review of the literature [10].

Political science in India has largely determined on political institutions such as the executive, legislature parties and elections. But the study of the politics of the masses, and their interests in the affirmation of their demands, the expression of their problems and their modus operandi in the assertion of their demands outside the formal institutional framework have been, by and large, ignored by political science and academics. But Post independent India is witnessed various social movements

with unequal distributions of wealth, power, and privilege, from the early 1970s new forms of social mobilization began in India, they gained a variety of names like social movements and people's movements, these kind of movements were inevitable shape in the politics of India. It is habitually forgotten that functioning of the state cannot be fully understood without an understanding of the politics of the masses. Perception, attitude, ambitions and the views of the subaltern classes can helps to academicians to define and redefine different concepts.

Table II on Caste, Media Ownership illustrates the quality of the news coverage and that are covered through the media houses are purely based on the community interests rather the development agendas of the respective governments. Even if these media ownership propagated the welfare schemes meant for the lower sections of the society benefits to the respective governments. In the power politics those who own the media houses also own the political parties. So the whole development agenda of Andhra Pradesh is in the hands of particular caste and community. The political economy of the state can be seen through the ownership of the educational institutions, corporate hospitals, industries are in the hands of the upper caste people.

Research Questions: Firstly: what is the empirical relationship between caste and politics of media in Andhra Pradesh? This question allows us to test whether there is more contrast of caste and media ownership are working for the advancement of upper caste political leadership in Andhra Pradesh than the lower caste political leadership. Secondly: has the similarity between caste and ownership of the media houses are helping the upper caste political parties and political leadership in presenting the more news coverage to the same caste groups who are owning the media houses has been increased over time? Finally, to analyze the interaction of power politics and caste question) on specific outcomes, e.g., media coverage and Dalit political leadership, we asked: Do Dalit leadership find it harder to get media coverage than leaders from other communities/castes in Andhra Pradesh.

Data Collection and Methodology: Data has been collected from both Election Commissions of India and media houses based out in Andhra Pradesh. The enquiry to find out the proposed objectives was organized in multiple lines. In the first phase media houses are primary source of data and this has to be considered as the sample unit. This media units divided in to two broad categories; print and electronic. In the second stage analysed the programs and propaganda material of the media published and covered programs. The technique used to analyse the collected data by arranging the tables to find out the association between Andhra Pradesh as a political community and how did this political community influence the development programs through power politics having the caste based media ownership. How did this ownership influence both political leadership and society in general is the other major concern of the paper.

Results and Conclusion: As specified earlier that the paper intended to evaluate the development process of the residual Andhra Pradesh as projected sun rising state of Andhra Pradesh under the present Telugu Desam government through the medium of media. The data shows that the development agenda as articulated by the government has been perceived by the common people are not the same as projected by the state. The data clearly indicate that the argumentative enquiry is that how far the present development issues of the Andhra as a political community in are purely manifested through the media propaganda method rather projecting the actual development? The conception of the political community by the people are not happening and political leadership of the state expressed that the federal government has been changing their views according to the deadlock given by the local leadership on the issue of development of the region is misrepresented through the medium of the media.
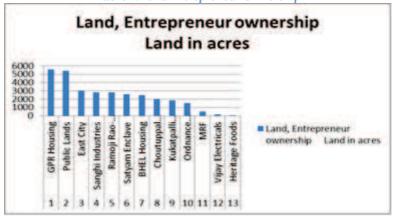
Appendix:

Table I: Land Entrepreneur Ownership

Table II: Caste, Political Party Ownership

Sl No	Caste Composition	Political Party
1	BC / Vaisya	Congress
2	Kamma	TDP
3	Kamma	CPI
4	Kamma	CPI-M
	Kapu	PRP/Jana Sena
6	Kapu/Brahmin/OBC	BJP
7	Kamma	Lok Satta

Table III: **Caste, Media Ownership**

Sl No	Caste	Print Media
1	Kamma	Eenadu
2	Reddy	Saakshi
3	Kamma	Andhra Jyothi
4	Vaisya	Vaartha
5	Reddy	Andhra Bhoomi
6	Vaisya	Andhra Prabha
7	P.Velama	Surya
8	Reddy	Praja Shakthi
9	Reddy	Vishalandhra
10	Reddy	Deccan Chronicle
11	Muslim	Siastat
12	Muslim	Munsif

Table IV: **Caste, Media Ownership**

Sl No	Caste	Print Media
1	Kamma	Eenadu
2	Reddy	Saakshi
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7	P.Velama	Surya
8	Reddy	Praja Shakthi
9	Reddy	Vishalandhra
10	Reddy	Deccan Chronicle
11	Muslim	Siastat
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Table V: Caste, Electronic Media Ownership

Sl No	Caste	Electronic Media
1	Kamma	Etv
2	Kamma/Raju	Tv9
3	Reddy	Sakshi
4	Kamma	ABN/Andhra Jyothi
5	Kamma	NTV
6	Kamma	Gemini
7	Kamma	TV5
8	Kamma/Kapu	Maa
9	Raju	I New
10	Velama	Raj
11	Kamma	Studio N
12	Velama	HMTV
13	Marwadi	Z 24 Hours
14	Not known	RTV
15	Kamma	Maha TV
16	0	A1
17	Kamma	Incable (Ctv)
18	Kamma	Local TV

Table VI: Caste, Corporate Hospital Ownership		
Sl No	**Caste**	**Corporate Hospitals**
1	Reddy	Apollo
2	Velama	Yashoda
3	Raju	Care
4	Reddy	Medicity
5	Muslim	Owaisi
6	Kamma	Kims
7	Kamma	Usha Mullapudi
8	Reddy	Sigma
9	Reddy	Asian Institute of Gastroenterology
10	Kamma	Image

Table VII: Caste, Educational Institutions Ownership		
Sl No	**Caste**	**Education**
1	Balija	Narayana
2	Kamma	Sri Chaitanya
3	Kamma	Vikas
4	Kamma	Vignan
5	Reddy	Malla Reddy Institutes
6	Muslim	Deccan
7	Muslim	Shadan
8	Kamma	Geetham
9	Kamma	Nalanda
10	Kamma	Goutham
11	Kamma	Bashyam

Table VIII: Caste, Industrial Ownership		
Sl No	**Caste**	**Industries**
1	Kamma	LANCO
2	Reddy	Reddy Labs
3	Kamma	Matrix
4	Reddy	GVK
5	Reddy	Arabindo
6	Kamma	Andhra Sugars
7	Reddy	Wipro Labs
8	Reddy	Hetero Drugs
9	Reddy	Davis
10	Reddy	Santha Biotics
11	SC	Visaka Industries

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