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Topic: Communicating the Political: Media Campaigns in Kerala during the General Elections of 2019

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Findings

This research finds that caste-based organizations play a crucial role in shaping democratic sensibilities in Kerala, often emerging through historical episodes of popular mobilization aimed at achieving various political goals. These organizations have been central to fostering political awareness and participation across diverse social groups.

Another key finding is the influence of political polarization, which has been significantly driven by the strategic use of partisan media. Media outlets aligned with specific political ideologies have played a central role in deepening political divides, reinforcing existing allegiances, and shaping public opinion.

The study also highlights how political parties employ a range of unique communication techniques, tailored to resonate with the diverse electorate, which in turn generate varying responses from different segments of the public.

Traditional campaign methods remain a dominant tool for political actors, even in contemporary settings, showing their enduring relevance in voter canvassing.

Finally, the research emphasizes that communalism and secularism are pivotal in shaping voter choices and determining electoral outcomes, particularly evident in the 2019 General Election.