



<https://doi.org/10.5281/zenodo.22724803>

Making sense of political discourses through television debates: A study among university students of Prayagraj, India

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Abstract

A large population of India consists of young students, who are the country's biggest voter group. It has often been seen that these young people are not very politically aware, and this has become a common perception. Television is a medium whose presence in every home confirms its impact and credibility. In this context, the presented research has studied how television news and discussion programs are influencing the voting behavior of students at the University of Allahabad regarding their political understanding, awareness, and political leadership. New media is a new means of mass communication that effectively influences a large segment of the public. Among students, new media is also influencing their electoral behavior and choices. It has been found that new media plays an important role in spreading political awareness. It was also found that university students like to spend time on social media, and most students studying at the university are politically influenced mainly by social media. After coming into contact with new media, most students admitted that their voting behavior has changed. It is true that various types of new media tools have influenced the voting behavior of young people. In this study, undergraduate, postgraduate, and research scholars studying at the main campus of Allahabad University took part, coming from the Faculty of Arts, Faculty of Commerce, Faculty of Science, and Faculty of Law.

Keywords:

Voting behavior, political awareness, television, young voters, voting pattern and democracy

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Submitted: August 31, 2026 Accepted: September 9, 2026 Published: September 12, 2026.

1.0. Introduction

The current 21st century is referred to as the era of digital and information revolution. At this time, whoever controls information and communication can control the entire system, the government, and society. In this context, in countries with a democratic setup, which mostly include developed Western countries and developing countries like India, the electoral process holds great importance (Sharma & Srivastava, 2024). Nowadays, governments are committed to getting votes from the public, and perhaps that's why most governments create policies and rules that include beneficial schemes for people. In a democracy, coordinating elections and the electoral process and convincing voters to support them is something political parties strive for in various ways; this also includes directly communicating their policies, schemes, work, and promises to the people. This is where communication or mass communication tools become part of the electoral process. (Ali and Ali 2014)

Political parties take advantage of mass communication tools to reach larger groups of people in less time and at lower costs, including radio, newspapers, magazines, TV, and social media. Traditionally, television began to be used for election campaigns after the 1980s, with parties trying to win over the public through various advertisements. It's not difficult to say that the television, which completely changed people's everyday needs, also had an impact on their voting behavior and political awareness. Since 2002, television has revolutionized the communication medium, and private entertainment and news channels started being watched in every household! Special programs and TV shows focusing on political issues began to be broadcast, which ordinary people eagerly watched during prime time. The growing popularity of news channels also influenced political issues. People of all classes, genders, and ages watch these channels to understand politics and choose their political party, ideology, and leaders based on these debates. A large part of a country like India, which has a huge young population, studies at different universities across the country. It can be said that the first awakening of their political awareness happens by watching programs

on these news channels. Keeping this context in mind, we will look at the role of programs and debates on these news channels in influencing the voting behavior of students studying at Allahabad University, to see whether they really affect the selection system of university students or not. This research highlights the impact of television news and discussion programs on the voting behavior of students at Allahabad University. In the present study, a quantitative research approach has been adopted.

A large population of India consists of young students, who are the largest voter group in the country. It has often been observed that these young people are not very politically aware, and this has become a common perception. But since the 2014 general elections, it has been seen that this common perception is changing. Young people are actively participating in the voting process. Many communication researchers believe that this change may be the result of awareness brought about by various tools of mass media. One such traditional tool of mass media is television, whose presence in every household confirms its influence and credibility. In this context, the present study examines how television news and talk shows affect the voting behavior of students at Allahabad University in terms of their political understanding, awareness, and political leadership. New media is a new medium of communication that effectively influences a large segment of the public. Among students, new media is also influencing their voting behavior and preferences, making them aware of their electoral rights. Elections and media can be seen constantly influencing each other. After coming into contact with new media, a large number of male and female students have changed their voting behavior.

In conclusion, it has been found that new media plays an important role in spreading political awareness. It was also found that university students like to spend time on social media, and most students studying at the university are politically influenced mainly through social media. After coming into contact with new media, most students admitted that their voting behavior has changed. It is true that various types of

new media tools have influenced the voting behavior of young people, but this influence affects them in both positive and negative ways. This is based on the political thinking and voting behavior of students studying in universities. Nowadays, students have become quite vocal and aware about their political awareness and preferences. Current traditional media and social media have influenced students' voting behavior. In a democratic system, media is used to gather information and knowledge, and in such a system, ordinary people have access to information from around the world just with a click of a mobile. The point is that young people now have an unlimited store of information, which they decide how much and what type of information they want. Today, researchers and academic scholars around the world have studied the major factors that influence voters' voting behavior in democracies. Now the influence of new media has crossed the country's borders. The common belief was that only in developed countries did young people have enough understanding to use this revolution for power shifts or to choose their leaders, but now young voters in African countries and other continents with democratic systems are also becoming vocal about using this power.

It cannot be denied that social media has had a significant impact on political matters, but it is equally true that not all the information received on Facebook and WhatsApp is accurate. Social media campaigns have been quite successful in understanding students' attitudes towards voting, and social media has also influenced students' decision-making abilities. Looking ahead, one can reach out to young people using various mediums, including traditional mass media tools like radio, television, newspapers, magazines, and new tools like the Internet and related devices. One such medium is cartoons, which have become extremely popular among today's youth. Although they originated in Japan, their popularity has made them famous worldwide. Nowadays, political cartoons have become a new way of communication, containing humor, wit, and satirical messages for viewers and readers. These are often seen on the pages of newspapers or magazines. But now, through animation, it is also getting promoted on television

and social media. In a democracy where an electoral process is followed, besides the traditional election methods, these political cartoons are presenting their message to the public very effectively and in a very simple way, which also shows its impact. The media has influenced people's daily lives, their personal choices and methods—who is buying what, selling what, where they are selling; what they are watching, how they are watching, why they are watching—such questions and answers help us explore in the mass media.

In today's democratic society, people also cast their votes for a leader or party influenced by the media, and these ideas are sown in them through various media tools. These tools influence a large section of the public at an effective level. Among students, new media is also affecting their electoral behavior and preferences, making them aware of their voting rights. Elections and media can be seen constantly influencing each other, which has been studied in this research. All these tools together impact an individual's behavior. The material available on this shapes people's opinions, which they then translate into their voting behavior on an issue.

2.0 Literature Review

Nowadays, news and talk shows on television channels directly or indirectly influence the voting behavior of young people. While studying this topic, Ali and Ali (2014) mentioned that, at present, mass-media communication is a medium that impacts people's lives every day. People use media in almost all areas, from entertainment to education, health, information, awareness, sports, journalism, and law, and they are also influenced by it. Today, this means of communication has changed the one-way communication system, where earlier contact was established only from the media side, now it provides the option not just to send, but also to watch, receive, and modify content. Researchers mainly focus on understanding the content of new media that affects students. At the same time, it aims to understand students' engagement with major political ideas, and if new media really influences students' decisions, then to study that as well. In this study, students of

Gujarat University have been taken as the sample, including both male and female students. The researcher has chosen a two-tiered stratification system to collect data, which is based on a survey. The study includes both independent and dependent variables, where the independent variable includes online consumption—like communication via Facebook and Twitter using the internet—while the dependent variable is political awareness, which reflects how students understand social media content.

In this context, Pandian (2014) believes that before 2008, young people in Malaysia were not very serious about the democratic system; they were more attached to voting itself. But during the 2008 general elections, this group came forward with such enthusiasm, new ideas, and political understanding that it has created significant challenges for parties that rely on traditional election strategies. This points to the fact that earlier, where voters would vote anywhere or not vote at all due to ignorance or confusion, now they are making their decisions thoughtfully. The aim of this research is to find out the reason behind the changes in young people's political awareness over time, and also to understand how media institutions are influencing these youths' voting behavior, who used to make voting decisions without much thought, and what changes have come about that have completely altered the way they make decisions now.

Similarly, Bukhari, Hamid et al. (2023) focused on the voting behavior of young voters in the African country Ghana in their research. The researchers found that certain factors particularly affect these young voters. Some voters are positively influenced by them, while some are affected negatively as well. The purpose of this study is to identify the specific factors that influence youth behavior in Ghana, as well as how much social media content affects young voters. To complete this research, the researchers used a cross-sectional survey method. The researchers are satisfied with the data they obtained. The questionnaire developed in this study was given to 520 registered voters in the African country Ghana. The responses of the participants in this

questionnaire were analyzed using a structural equation model. Out of the 520 respondents, 347 were men and 173 were women, and most of them have completed high school. Most of the respondents run their own business. In this study, the researchers considered the democracy of Ghana and the established administrative machinery there as the real reason for changing voting and voter behavior.

Otinga and Nagigi (2018) mentioned that today the influence of media specially television, has increased so much that it can be used to reach a large crowd with any subject and to discuss that issue. One such issue is related to the environment and its negative impacts, which are harmful to human life and health. Media reaches about 4 billion of the roughly 7 billion people living in the world. This includes the internet, newspapers, television, radio, etc. If these tools are used to address environmental problems and raise awareness, a large portion of these issues can be resolved. The main aim of the researchers is to use media in Kenya to spread information and create awareness about the environment and researchers also try to find out how aware people are about the environment in Kenya; what environmental issues are shown on television; and how television is playing its role in raising environmental awareness. In this research, the researchers have adopted a mixed-method approach. On one hand, they tried to understand the participants' views through questionnaires, and at the same time, interviews were conducted for complete information. These interviews ask questions related to raising awareness about various environmental issues and the challenges associated with them. Television, as a traditional media, is a powerful medium, and its programs, which include both visuals and sound, have a largely positive impact.

Furthermore, Meroni (2019) has demonstrated in his research that digital and social media should be considered responsible for the increasing voting patterns due to the continuously declining voter turnout in democratic countries since the 1960s and the sudden changes in it. Another focus has also been on how mass media tools motivates voters to vote, including studying the impact of mass media on

voting behavior in Algeria, Libya, and Tunisia. In this research, the researcher adopted the Fogg Model to understand the effect of media on the general public's willingness to vote. The researcher also used a survey conducted by the BBC in 2018. The survey includes thousands of households from Algeria, Libya, and Tunisia. It involved young people aged 16 to 35. In the end, the voting behavior of the youth from all these countries was studied, along with the impact of mass media consumption before and after.

In the same context, Gautam (2015) mentioned that today people spend their free time watching TV shows and reading magazines and newspapers. TV programs and articles in newspapers also significantly influence our decision-making abilities and processes. Today, mass media has penetrated our homes, and our daily habits are affected by television and its programs. The main objective of this research is to establish the relationship between news talk shows and political awareness, as well as to examine the understanding of educated youth regarding political information, awareness, and participation. In this study, Devi Ahilya University is considered as one university for which a qualitative research approach was adopted. The researcher selected 100 students aged between 18-25 years. During the study, the researcher asked the respondents how much they trust TV talk shows for political information. About 58 percent agreed that they mostly get their political news and information from news talk shows, while 19 percent said that watching news talk shows improved their political understanding and knowledge.

Boyagoda (2017) found in his research that political cartoons have a positive impact on students studying at universities in Sri Lanka, and they also influence the voting behavior of these university students. Data from the students participating in the study was collected using the 'focus group discussion' method, which helps understand students' behavior, thinking, and political knowledge. In the study, there were a total of 80 participants, who were undergraduate and postgraduate students. They were divided into different groups and shown different cartoons, and in the end, information was collected using the thematic

analysis method. This study found that almost all undergraduate students use different media channels for political information. Most of them use television, newspapers, the internet, and social media, etc. The responses of these student focus groups varied according to their caste and culture. The study also revealed that most undergraduate students do not completely trust these political cartoons and their influence on the way they vote has not been very significant.

Wiese (2011), building on this idea, found in his research that the strength of any democracy is based on the enthusiasm and participation of its voters. However, the common belief is that the younger age group, those between 18-35 years, show less enthusiasm for the voting process and political participation. This means that voters above 35 years of age generally have a higher voting percentage and political participation. The aim of this research is to find out to what extent the voting behavior of voters in developed democratic countries influences the voting behavior, political understanding, and awareness of South African youth, and whether the Western model fits these countries or not. The research involved students from the University of Pretoria in South Africa and the University of Michigan in the USA. In this study, the same questionnaire was distributed to different groups of students based on age, education, race, social acceptance, and caste. The results of the research disproved the researcher's assumption that young people in Western countries are more politically aware and that South African youth do not pay attention to this, which was largely based on textbook knowledge and political textbooks. The results showed that in places where there is more political struggle and people work hard for their needs, the people there generally have more political understanding and awareness.

Just like that, Abdullah, Hakim, and others (2019) have shown in their research that generally, political parties prepare for elections by showing off on the streets or campaigning through public meetings and visiting homes to meet people, but today social media has made this easier. The researchers found that so

far, to understand Indonesian politics and the ideology of people involved, political scientists have not focused on the affiliation with political parties. The main aim of this research is to understand how these political parties create loyalty towards their party among new voters and also which social groups these political parties consider while making their decisions. The researchers concluded that the political understanding and loyalty that students gained through their own research and information didn't really influence them much; rather, it's their own understanding that helps them choose politicians and parties based on shared values.

According to Naj, Nawaz, and others (2014) found in their research that television, which is the most prominent medium of traditional media, affects people, and this influence can be both positive and negative. Its impact is greatest on young people. In such a scenario, television programs related to news, if watched by children without any restrictions, can affect their thinking, decision-making abilities, etc., in positive or negative ways. The researchers tried to find out through this study what the level of political awareness among young people is and what their own views about politics are. The researchers adopted a descriptive method in this study, which is useful for understanding and examining the subject of research, and collects responses from participants through a questionnaire. This study can be considered part of a qualitative method, which is a practical, systematic approach. In the end, this study concludes that television talk shows help spread political awareness among the youth in Pakistan.

3.0 Research methods and design

This research illustrates the impact of television news and talk shows on the voting behavior of students at Allahabad University. The present study adopted a quantitative research approach so that data related to a large group of students studying at Allahabad University could be collected without any external or internal pressure, and a large number of students could be included in the research.

3.1 Research problem-

The main problems of the present research are as follows:

- How does the traditional medium of communication, television, influence a large group of students and their decisions?
- How have news and talk shows on television news channels affected the political awareness, decisions, and voting behavior of students studying at Allahabad University?
- Are television talk shows increasing awareness about political participation among students?
- Do election media coverage, debate programs, etc., play a significant role in shaping students' opinions on electoral issues?

3.2 Objectives of the research-

- The purpose of this research is to find out whether the students of Allahabad University are influenced by television debates and news programs.
- To determine whether television debates or news programs affect the voting behavior of Allahabad University students.
- To analyze whether Allahabad University students change their voting behavior after being influenced by television debates and news.
- To measure whether watching television debates/news programs helps in developing political awareness among Allahabad University students.

3.3 Research method-

The present research is based on a quantitative research approach (Sharma & Smita, 2026). Here, adopting the descriptive research method, a survey of students from the University of Allahabad was conducted for the research work. Questions related to the research problem were asked from the university students through a questionnaire, and the data was collected.

3.4 Research design-

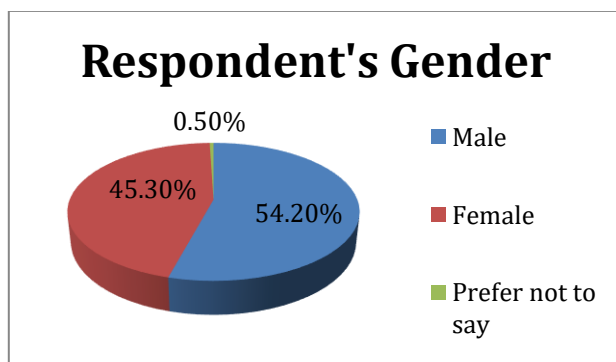
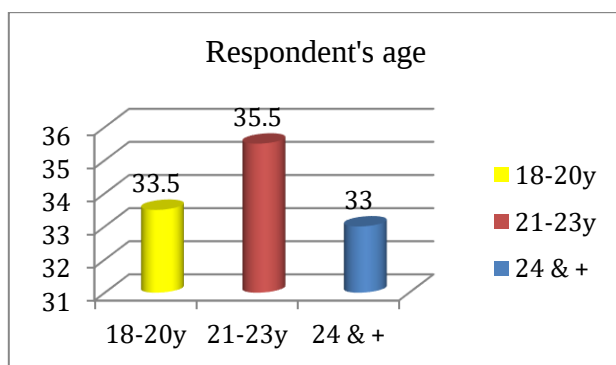
The present research uses a cross-sectional research design. For this, data related to students from the University of Allahabad was selected for the survey during the specified period from March 2026 to April 2026.

3.5 Sample design-

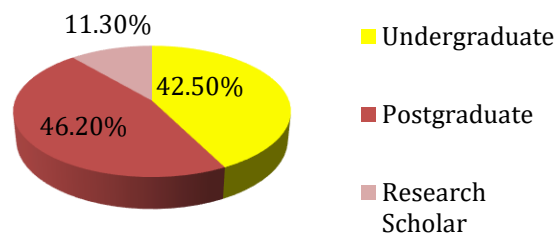
The above study included students over the age of 18 from Allahabad University. A convenience (non-probable) sampling design was used here for data collection.

3.6 Demographic data-

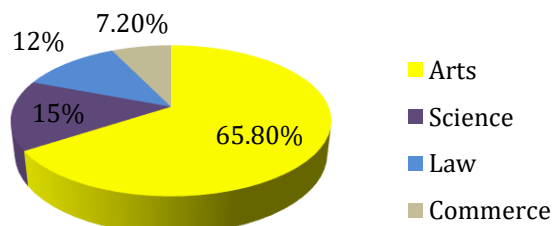
In the present study, 211 students from different faculties of Allahabad University participated. All of them are over 18 years old, with 96 female students (46%) and 115 male students (54%). In this research, 46% were postgraduates, 42% undergraduates, and 11% research students from various departments. All these students expressed, through the given questionnaire, the influence of television news and discussion programs on their voting behavior.



Respondent's course



Respondent's faculty



3.7 Research Tools -

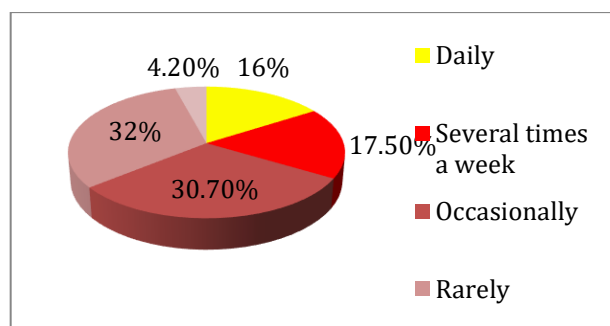
In the present research, MS Office, SPSS, and Google Forms were used as tools for conducting the survey.

The present research adopted a quantitative research approach, which helped in collecting data from a large group of students studying at Allahabad University. The research was carried forward keeping in mind the various problems and objectives identified. The research used a descriptive research method, and a questionnaire approach was employed to gather the necessary data. Using a cross-sectional research design, the study utilized data obtained from surveys conducted from March 2026 to April 2026 among students of Allahabad University. Students from various faculties and departments as well as research scholars of Allahabad University were included in this study, with ages ranging from 18 to 24 years or older. Additionally, to successfully complete this research, various software from SPSS and Microsoft Office were used and the questionnaire approach has been adopted for the survey.

4.0 Data analysis and representation

In this research, various data collected from 211 students from different faculties and departments of Allahabad University have been analyzed. This study was conducted through a questionnaire, in which students expressed their opinions.

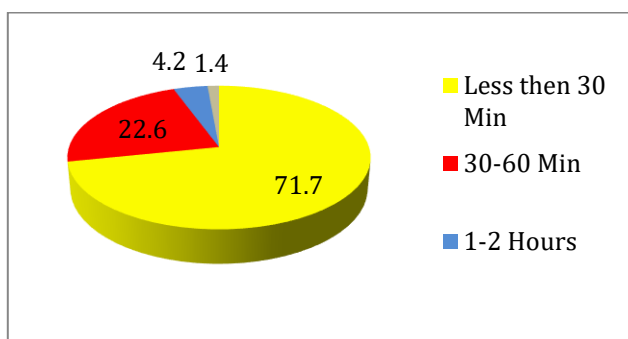
4.1 Frequency of watching television news.



Pie Chart 4.1

From the given pie chart 4.1, it is clear that according to the responses of the students of Allahabad University, about 64.2% of students prefer watching television. Among them, 16% watch it daily, 17.5% watch it 3-4 times a week, and 30% watch TV news and talk shows occasionally. Analyzing the given data, it is evident that even in the era of social media and online web platforms, Allahabad University students still want to watch television for information. Meanwhile, 31.6% of students admitted that they watch TV only occasionally, while 4.2% of students do not watch television at all. This shows that a large section of Allahabad University students likes to watch television

4.2 Time spent watching television news.

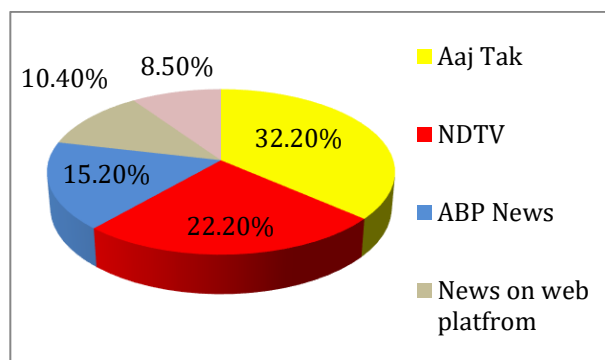


Pie Chart 4.2

According to the presented pie chart 4.2, during the research, a large group of students from Allahabad University responded that they spend a major part of their time watching television. About 71.7% of students said that they watch TV news and talk shows for more than half an hour a day. Similarly, 22.6% of students spend 1 hour; 4.2% of students spend between 1-2 hours; and 1.4% of students spend more than 2 hours a day watching TV news and talk shows.

From this, it can be concluded that most students at Allahabad University watch TV news and talk shows for more than half an hour daily.

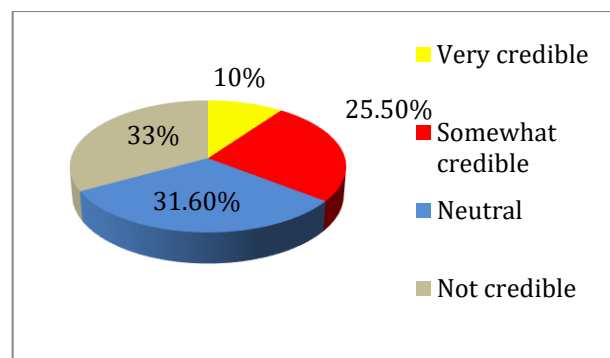
4.3 Students' favorite news channel.



Pie Chart 4.3

From the presented pie chart 4.3, it is clear that out of 211 respondent students of Allahabad University, a total of 32.22 percent of students prefer to watch Aaj Tak news channel; while 22.27% of students prefer NDTV; 8.53% of students Republic TV; 15-16% of students ABP News; 11.37% of students spend their time watching television news and talk shows available on different platforms, and 10.42% of students watch TV9 news channel. Thus, the most preferred news channel among Allahabad University students is Aaj Tak, followed by NDTV, ABP News, and TV9, and most students of Allahabad University trust Aaj Tak news channel the most.

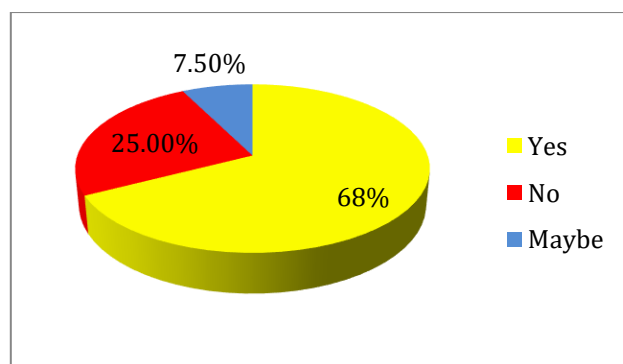
4.4 Students' trust in the news channel.



Pie Chart- 4.4

From the given pie chart 4.4, it is clear that about 10% of the students at Allahabad University have admitted that news talk shows are reliable, while 25.5% of the students consider them somewhat reliable. Meanwhile, 31.6% of students remained neutral about these news talk shows, meaning that neither do these students agree that they are reliable nor do they completely deny it. Whereas 33% of students do not consider them reliable. In this way, 67% of the students at Allahabad University consider news talk shows to be reliable.

4.5 One-sided political bias of the talk show.

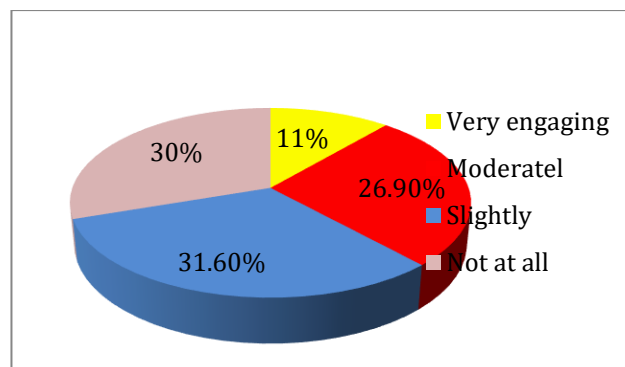


Pie Chart 4.5

According to Pie Chart 4.5, 67.5% of students at Allahabad University admit that news talk shows are biased towards political parties, while 25% of students are unsure, and 7.5% of students don't believe it, thinking that these news talk shows are neutral. Based on the data collected from students, it can be said that most TV-watching students at

Allahabad University believe that news talk shows lean towards some political party or the other.

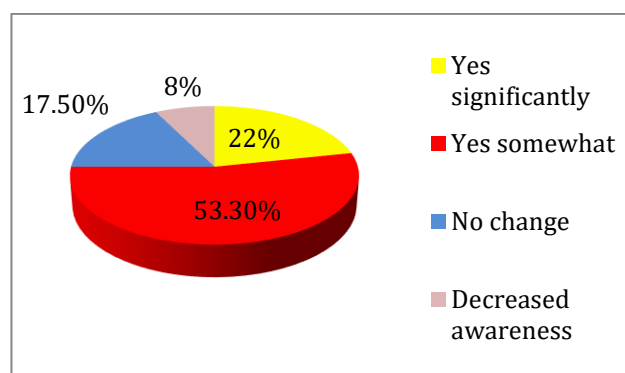
4.6 Emotional engagement of students through the dialogue program.



Pie Chart-4.6

From the given pie chart 4.6, it is clear that a large group of students studying at Allahabad University considered themselves emotionally connected to the television talk show. Out of 211 students, 11.3% (24 students) felt very highly connected, while 30% (57 students) felt mostly connected. 31.6% (67 students) felt emotionally connected to some extent. Meanwhile, 60 students denied feeling emotionally connected to the show. As a conclusion, it emerged that 71.9% of students consider themselves emotionally connected to political talk shows.

4.7 Political awareness among students from television news.



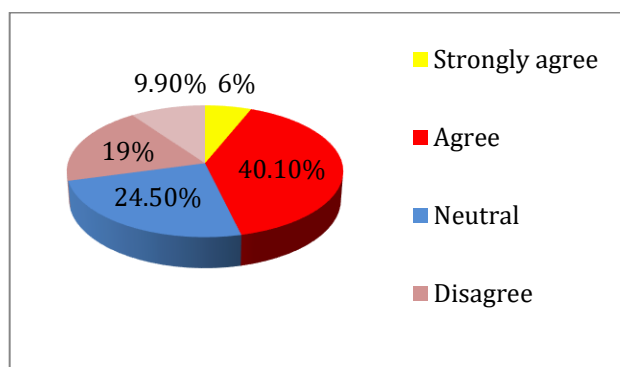
Pie Chart-4.7

In the pie chart 4.7, 75.30% of students at Allahabad University admitted that their awareness and political understanding increased during their research.

17.50% of students who watch television news and talk shows said that it didn't really have any impact on their knowledge, while 8% of students said that news and talk shows negatively affected their consciousness.

In conclusion, it appeared that most students at Allahabad University acknowledged that their political awareness and knowledge had increased.

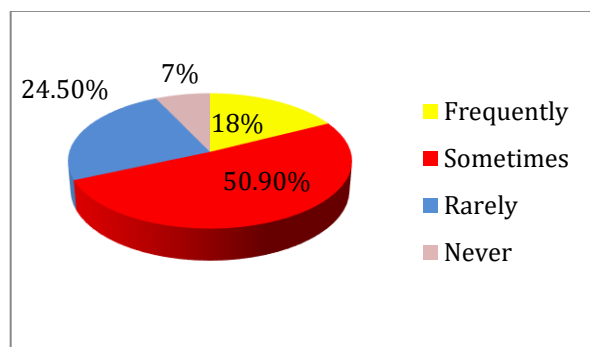
4.8 Understanding political issues through television talk shows.



Pie Chart-4.8

From the pie chart 4.8, it is clear that during this research, 46.10% of the students at Allahabad University admitted that television talk shows helped them develop a better understanding of political issues, while 24% of the students remained neutral, and 9.9% of the students said that news talk shows did not play any significant role in helping them understand political issues.

4.9 Discussion held after watching the television talk show.



Pie Chart-4.9

From the given pie chart 4.9, it is clear that among the students studying at Allahabad University who participated in this research, 68.9% of the students admitted that they discussed political issues with their friends and family after watching television talk shows. About 24.5% of the students at Allahabad University said that they only sometimes had such discussions, while 7% of the students said that they never had such discussions. In conclusion, it can be said that about two-thirds of the students at Allahabad University actively participate in political discussions after watching talk shows.

5.0 Result

During this research, the researcher collected responses from the students of Allahabad University through a questionnaire. After analyzing the data obtained in the present study, the researcher arrived at the following results.

About 64% of students studying at Allahabad University reported that they spend around 30-45 minutes of their day watching television news and talk shows. Among the students who watch television talk shows and news, 35.50% consider them reliable, while 36% remained neutral, and 33% of students did not consider them trustworthy. During the research, 67.50% of students at Allahabad University responded that these talk shows have a one-sided political bias. It also came to light that 70% of students emotionally feel connected to television news and talk shows. 46% of students at Allahabad University admitted that watching these news and talk shows has increased their political understanding and awareness, while 24.7% of students remain neutral. Television talk shows have motivated 68.90% of students at Allahabad University to engage in political discussions.

Among the students studying at Allahabad University, 80% are registered voters, and of these, 58% have voted in an election at least once. 54.60% of students at Allahabad University responded that news talk shows have influenced their voting behavior to some extent, while 45.80% of students do not accept this fact. According to the researcher's estimate, the students did not believe that they

changed their political candidate after watching television talk shows; still, approximately 54.20% of students hold this view, while 46% admitted, that there was a change in their voting behavior.

During the research, 50% of the students of Allahabad University admitted that television talk shows positively influence informed voting, while 31.10% of students couldn't form an opinion on this. Meanwhile, 19.30% of students at Allahabad University believe that television talk shows neither help nor have any impact on informed voting.

On the other hand, 79.20% of students at Allahabad University admitted that they verify the information shown on television through other media sources. Among them, 39.20% of students verify this information sometimes, while 16% of students occasionally check the authenticity of this information, and 5% of students don't care about it at all. In conclusion, it can be said that 80% of the students at Allahabad University are generally aware of the importance of the accuracy of information.

In the present study, 68.50% of the students of Allahabad University responded that their voting behavior is largely influenced by television talk shows and news. Among them, 10% of students are highly influenced; 24.50% of students are more influenced; 34% of students are somewhat less influenced. Meanwhile, 32% of the university students said that TV debates do not affect their voting decisions at all. In conclusion, it can be said that among the students of Allahabad University who participated in this study, 68.50% agreed, which shows that even today, news discussions continue to influence voters' final decisions. 53% of students at Allahabad University change their political ideology/expression through social media, while 18.40% are influenced by newspapers; 18% by online news portals; 7.10% by their family/friends, and only 3.30% of students change their political ideology after being influenced by a political party rally. This shows that 50% of Allahabad University students accept the credibility of television talk shows.

In this study, students, postgraduates, and researchers from various faculties and their different departments

within the main campus of Allahabad University participated. The total number of participants is 211, with 96 female students and 115 male students. In the end, it can be said that 68.50% of the students in the Allahabad University study who watch television news and talk shows get influenced before elections and make significant changes in their voting behavior. This proves the credibility of news channels among youth in the present time.

6.0 Conclusion

After studying the impact of television news and talk shows on the voting behavior of students studying at Allahabad University, the researcher found as a final conclusion that students at the university spend 30 to 45 minutes daily watching television channels. This indicates that, in some way, it affects their voting behavior. One-third of the total students in the study also acknowledged this fact. During the research, the researcher found that two-thirds of the total students participating in the study feel emotionally connected to television talk shows, which further strengthens the likelihood that a large portion of Allahabad University students and their voting behavior are influenced by television news and talk shows. At present, two-thirds of the students studying at Allahabad University are registered voters, and more than half of them have participated in voting at some point, which indicates that a large portion of the students at Allahabad University are active voters.

The present study revealed that more than half of the students involved in the research determine their political ideology and understanding influenced by social media, indicating that most students at Allahabad University are quite active on social media. Additionally, two-thirds of the students at Allahabad University acknowledged that television news and talk shows have positively influenced their political understanding and awareness. Similar conclusions were drawn by Mushtaq and Beg (2015) during their research in Islamabad and Lahore universities. Finally, it emerges as a fact that a large portion of the 211 students and researchers from various faculties and departments in the main campus of Allahabad University have admitted this, that

watching television news and talk shows daily has helped them increase their political understanding and awareness, which in turn has helped them choose their political leadership and ideology, showing that even in today's age of social media, traditional communication through television still has a noticeable impact on a large section, whether positive or negative, but it definitely leaves its mark.

7.0 Recommendations for future research

This research involves students from various faculties and departments within the main campus of Allahabad University. Such research can in the future be expanded to include students studying at state and central universities across different states of India.

Additionally, in the context of social media, digital media, and print media, this research can also be used to study voter behavior.

Although this study focused on voting behavior, in the future it can serve as a basis for looking into other socio-economic and cultural issues in society, such as studying the mental disposition of individuals involved in criminal activities.

Such research in the future can provide a structured platform for the voices of the youth, which can help shape the direction and scope of further studies.

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