The Political Awareness among Youth

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ABSTRACT
The data was analyzed using the Statistical Package for Social Sciences (SPSS), to process the various frequencies and distribution tables. Television debate programs have had a tremendous effect on the youth. Several of the effects emerged from this study: These include gaining knowledge on politics and politicians, gaining a better understanding on various governance issues, and that through these programs the youth have somewhat, changed their perceptions about politics and politicians.

Keywords-- Politics, Media, Society member

I. INTRODUCTION

Political Awareness and Citizenship
For many students, the idea that they can influence decisions made by government seems too abstract and the issues that engage and concern adults seem both out of reach and in many cases irrelevant to their current lives. Consequently, the focus of this title is to relate political concepts and issues to the students’ personal lives and then extend their understanding to similar issues in the wider world. They will learn that responsible citizenship plays out in the home, at school, and in the wider community. In exploring issues pertinent to their experiences, and in so doing beginning to understand how they can influence change, students will start to appreciate the purpose of government. Through the activities students will also develop effective communication skills and see how they can serve as productive and thoughtful citizens.

Beginning in the seventh grade, my Civics teacher instilled in our class the idea of being an educated citizen. She encouraged us to keep up with current events and form our own opinions about both historical and modern issues. That class made me realize that politics was not merely for adults; it had a large effect on my life, and as a future adult member of society, I should be aware of the political climate of our nation. Ever since then, I have tried to be knowledgeable about the “goings-on” of the country, but I was never particularly passionate or outspoken about it.

In just over a year, the United States will have a new President to lead our country. In my opinion, this is a pretty big deal. We, as the people representing the U.S, have the opportunity to elect someone we feel is a good fit for the future of our country. The upcoming election has been on every news outlet, all of social media, and widely discussed amongst everyone. The concept that some people just don’t care about the election or don’t want to educate themselves about politics doesn’t make sense to me.

As a freshman in college, I see now more than ever the differences in opinions that people have towards politics. I love hearing different opinions and discussing policies among my peers, but there are still a substantial amount of people I have talked to that know nothing about the election. The opinion of whether the next president should be Clinton, Trump, Carson, Sanders, Bush, or whoever doesn’t matter. What matters is forming your own opinion. We are college students with the opportunity to vote, and for many of us, this is our first time voting in a presidential election. Understanding the policies each candidate has and finding a candidate that best suits your opinions and beliefs is so important.

Politics will always be a hot topic between people, but that shouldn’t be an excuse to not be educated about politics. Republican vs. Democrat, Bernie vs. Hillary, Trump vs. basically everyone, there is always going to be debates over who is the better candidate and who has the most experience. Having these debates is what makes our society so interesting.

I’m not saying that every person needs to know all that is happening in politics. I’m saying that knowing the policies that are important to you help shape the society that we live in today. So everyone, turn on the news and get to learning about the 2016 Presidential election.
II. THE POWER OF POLITICAL AWARENESS

Gordon Brown's remoulding of the landscape of public service governance - devolved powers, enhanced local accountability, an emphasis on collaboration and new partnerships at community level - will require public managers to rethink how they operate in a "political" environment.

Managing politically, however, does not merely mean being able to interact with the formal institutions and representatives of government. Research by Jean Hartley, professor of organisational analysis at Warwick Business School, shows that relations with government are second on the list of what constitutes political awareness. Most important of all is the requirement to build alliances that will enable an organisation to achieve its objectives.

All leaders, whether elected politicians or public sector managers, must behave politically, in the widest sense, by exhibiting sensitivity to different viewpoints and hidden agendas. But do enough public sector managers know how to operate in a political environment? Recent research suggests that the answer is no. Public sector managers feel they have insufficient skills to manage in a political context, and this applies also to private sector managers and those running voluntary organisations.

This concept of political awareness is more to the fore in public sector organisations, where leaders, by their nature, have to understand and negotiate the sometimes fraught boundary between politics and management.

Also important in this picture of leadership is a view of managers who, despite the focus on self-interested politicking in most management literature, are very firmly not just in the business of individual achievement. While some managers do still see politics in terms of people protecting their turf or pursuing personal advantage, the most common understanding of politics is the need to work within a political framework to deliver the objectives of an organisation, either through collaboration with other organisations or through reconciling differences.

There is recognition of a growing need to influence decision-makers outside one's own organisation and to understand that organisations have to operate in an increasingly complex and inter-dependent world. Few leadership programmes explicitly include these elements of building political awareness, although they may be implicit in some aspects of leadership frameworks. Hartley believes that political awareness is more about being aware of the context in which individuals and organisations exist, as well as being aware of potential events and influences that may have a future impact - often in unexpected ways.

Public sector managers looking to brush up their political awareness in today's changing political climate can consider a number of options, Hartley advises. They should start by checking whether their political awareness skills are as good as they think they are (they may be surprised by the feedback). They can then start work on developing good skills of observation, reflecting and questioning - asking themselves after key meetings how well they managed to read people and situations - and improving their strategic scanning skills.

But this isn't just about individual managers. Organisations, too, need to assess and develop their political awareness skills more systematically and to understand how these skills can assist public sector bodies deliver services more effectively.

III. THE ROLE OF TELEVISION IN CREATING POLITICAL AWARENESS AMONG THE YOUTH

This study examines the role that television debate shows have in creating political awareness among the youth. The focus of this study is on the youth, who live in Nairobi. Nairobi was chosen for this study because, it is the capital city of Kenya and therefore, very cosmopolitan, with high television viewing rates among the youth aged between 18-24 years and this youth may have, at one time or other watched the new flurry of television debate programs being aired on all the major television stations. The same youth in this age bracket form 75% of the total population and they are indeed the leaders of tomorrow.

Youth involvement in politics has become a bigger issue today, and more youth and politicians are waking up, to the crucial realisation that it is time to steer more youth into leadership. The general idea behind this study was to establish the extent to which the television debate programs have influenced the youth's knowledge and perceptions of politics and politicians, and whether the discussions, on these television debate programs are relevant to issues relating to the youth. The study utilized Purposive and Snowballing techniques in the date collection. The data was analyzed using the Statistical Package for Social Sciences (SPSS), to process the various frequencies and distribution tables. Television debate programs have had a tremendous effect on the youth. Several of the effects emerged from this study- These include gaining knowledge on politics and politicians, gaining a better understanding on various governance issues, and that through these programs the youth have somewhat, changed their perceptions about politics and politicians. The youth also felt that, most of the shows may be good avenues to mentor the youth into leadership and politics, however at the moment the current style and format of the shows is still very much centred on the old generation politicians and the youth's agenda is still not being heard. The choice of content for discussion on these debate shows is largely dependant on the politics of the day and often this translates into politics of the old generation. This study ends by presenting a summary of
the findings, which were used as a basis for the conclusions and recommendations

IV. CONCLUSION

In this world media is a vast and varied concept. When we define the media it's mean we talk about the constantly change, development of the society and technologies. Through the media we can know what is happening in the nation and around the world (Volgy and Schwarz, 1980). However print media and electronic media are two types of media in current era. Electronic media consider the modern media which include television, radio, computers, mobile phones; internet, CD players, tape recorders etc (Hassan, 2008). The state and role of the mass media in Pakistan today reflect the country's communication, education system and its position in the world. Media define structural explanations of inefficacy and point out who is wrong either the politician or the policy. Today media serve as a mediator between the political realities and political malaise. Media play a vital role in the people perception, priorities and their thinking about the politics and politician. Media also effect on the public behavior. It shows how person live and behave in their country. So we can also says that media is reflection of that country (Becker, 2009). Media can play a tool to conceal conflict and journalism can build peace in the country. Whenever journalism triggers conflict then media can resolve it (Mirza, 2011). Media also built the value of nationalism in society and nationalism refers to the area of politics, language, culture and history. Media transform rapidly for the last few years and show the real picture of nationalism for Pakistan.

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