

Digital Media, Political Participation and Rural Development: A Sociological Study of Rural Society in Punjab

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Chapter

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ABSTRACT

The present study deals with the understanding the relation between the digital political participation and the rural development. The study withstands the argument that technology alone cannot strengthen the rural democracy, what actually matters is the long-term culture of inclusiveness and participation where citizens, administrations, communities, associations and other kind of groups continuously engage in local development. Along with this the study also tries to develop the idea that the situation of social deviation and disintegration came into existence where economic development comes in advance to the social development. The digital technologies can be held responsible to support rural development, however meaningful and inclusive political participation depends upon building strong culture of participation and in this the information and communication technologies can play an important role.

Keywords: *Digital Technologies, Rural Development, Rural Democracy and Inclusiveness.*

INTRODUCTION

The modern societies are greatly impacted by the information and communication technologies in one way or the other. The notions and the narratives are greatly set through these modern technologies. Many of the thinkers have drawn the idea of technological determinism to understand the social change. They reduce the development as an impact of these modern technological inputs. To a certain extent they are right, however the other way around is also important, as it is not always the technology that determines the perspective of the society, it is the society having culture that determine the technology and its content. The present study tries to develop the link between the administration, technological infrastructures and the common man to make each and every segment of the

society to be a part of the political decision making. In this the information and communication technologies through digital media including television can play an important role in making the people living in rural setup to be heard for policy formation and rural development. For this the culture of participation is required to be established among the rural populations.

To foster political participation the digital technologies played an important role. In the recent times the case of Central Board of Secondary Education (CBSE), where the national academic agency faced massive criticism over its new on-screen marking system for class 12 exams. The students reported severe technical glitches, mismatched answer sheets, blurred or mismatched supplementary sheets, and evaluation errors. (Source: The Hindu, issue of May 26, 2026) In this the issue of swapped or incorrectly evaluated answer sheets was widely raised on X (formerly Twitter) by a Class 12 student named Vedant. The student's viral post triggered a massive wave of similar complaints from students across the country. Another example of digital political participation is the outcome of the Cockroach Janta Party (CJP), where the political party came into existence as an outrage of the young generation against the present political system in the country. In couple of days millions of people supported the issues raised by this internet based party, showing the resentment of the young unemployed youth against the dark future created by the political system of the country. In order to understand the digital political participation among the rural society, particularly in Punjab in comparison to the urban society, there we found so many lacking. The digital media that has high potential to engage citizens must be seen and understood in context to the rural society. There is an expectation towards these media that these will mitigate the disadvantages of non-urban places, especially the rural-urban differences. These required the administrative infrastructure with resourceful citizens. Despite the fact that even if infrastructure and administrative support are provided to the rural community, in the absence of a culture of participation, these remain futile and useless. The culture of participation requires holistic, long-term efforts to develop and encourage politically involved citizenship. In his study Jenkins (2019, 3) talked about the participatory culture to be generated among the public. It "refers to a culture in which large number of people from all walks of life has the capacity to produce and share media with each other". It is "where members believe their contributions matter and feel some degree of social connection with one another".

THEORETICAL FRAMEWORK

Most of the media experts see the audience or the users as the consumers and the content of the media as the product produced by the industry called media houses, the media product meant to be consumed by the audience. However, the renowned media thinker Pierre Bourdieu, consider the audience and the attention of the audience as the product that is meant to be consumed by the corporate institutions. Digital media including television played an important role in collecting the attention of lakhs and crores of the audiences through its content and then serve the same to the corporate world. And, corporate organisations, who sponsored the television's content, then consume the

attention of the audience by making them acquainted to the products through advertisement. The corporate organisations only sponsored the programmes that they thought will generate a greater number of audiences. An attempt has been made to draw the study under the perspective of Bourdieu.

METHODOLOGY

The present study is conducted in the State of Punjab. This research is exploratory in nature. For the purpose of the study both primary and secondary sources are used. Secondary data is collected from books, research journals, newspapers, magazines, government reports, Census reports etc. Primary data is collected through field work with the help of interviews, interview schedules of the selected sample and also through observations in the field. The data is analysed through the tools such as average, percentage as well as WAS (Weighted Average Score). The study is based on the data collected from the 360 respondents from the rural areas of Majha, Malwa and Doaba, three culturally different regions of Punjab. From each of the three regions, based on the Census of India 2011, the district with highest penetration of television is been selected, and from each of the selected district two villages, one with highest penetration and one with lowest penetration of television have been selected. As the last Census was conducted during 2011 and until then instead of smart phones, the television was largely used as a source of information and entertainment, especially by the people of rural society. Therefore we have deliberately taken television as the tool for the selection of the respondents. From each of the selected village 60 respondents i.e. 20 respondents with the age group of up to 25 years and 20 respondents with the age group of 26 to 50 years and 20 respondents with the age group of 51 years and above have been selected. From each of the age cohort, it was made sure that half the respondents should be male and half of them should be female.

Table 1. Distribution of Viewers (Respondents)

Categories														Total	
Cultural Regions			Malwa				Majha				Doaba				03
Districts (Rural Households having Highest Television Ownership)			Fategarh Sahib				Gurdaspur				Jalandhar				03
Villages			Bhagatpura (H)		Ambe Majra (L)		Sherpur (H)		Jaswan (L)		Kotha (H)		Buraj Hasan (L)		06
Classification of No. of Television Viewers	Gender		M	F	M	F	M	F	M	F	M	F	M	F	-
	Age	Up to 25 Years	10	10	10	10	10	10	10	10	10	10	10	10	120
		26-50 Years	10	10	10	10	10	10	10	10	10	10	10	10	120
		51 Years and Above	10	10	10	10	10	10	10	10	10	10	10	10	120
		Total	60		60		60		60		60		60		360
Total No. of Viewers			120				120				120				360

H- Villages with highest television penetration, L- Villages with lowest television penetration, M- Male, F- Female

ANALYSIS

Media and Political Awareness

An attempt has been made to build a link between the media and the political awareness i.e. how digital media sources have inculcated political awareness among its viewers through its programmes. For this we have drawn the set of statements which we have asked the respondents on the themes such as media in generating the political awareness among the common people, revealing the truth about political events, influence on the voting behaviour of the people, creating awareness about the policies specific to rural areas that are made by the government, impact of digital media in creating gap between the politicians and the ordinary people.

Digital Media and its Content Regarding Political Issues

In this part assertions have been drawn on the basis of the response given by the respondents regarding the idea that digital media is presenting truth about the political situations. The detailed analysis is as under:

Table 2. Digital Media including Television is presenting the Truth about the Political Situations to its Viewers

Responses			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	12	13	7	26	2	60
		Ambe Majra (L)	19	11	13	12	5	60
		Total	31 (25.80)	24 (20.00)	20 (16.70)	38 (31.70)	7 (5.80)	120 (100.00)
	Majha	Sherpur (H)	15	22	12	6	5	60
		Jaswan (L)	2	29	2	27	0	60
		Total	17 (14.20)	51 (42.50)	14 (11.70)	33 (27.50)	5 (4.20)	120 (100.00)
	Doaba	Kotha (H)	0	52	2	6	0	60
		Buraj Hasan (L)	2	42	5	11	0	60
		Total	2 (1.70)	94 (78.30)	7 (5.80)	17 (14.20)	0 (0.00)	120 (100.00)
	Grand Total		50 (13.90)	169 (46.90)	41 (11.40)	88 (24.40)	12 (3.30)	360 (100.00)

Gender	Male	42 (23.30)	84 (46.70)	7 (3.90)	39 (21.70)	8 (4.40)	180 (100.00)
	Female	8 (4.40)	85 (47.20)	34 (18.90)	49 (27.20)	4 (2.20)	180 (100.00)
	Total	50 (13.90)	169 (46.90)	41 (11.40)	88 (24.40)	12 (3.30)	360 (100.00)
Age	Up to 25 years	15 (12.50)	62 (51.70)	11 (9.20)	27 (22.50)	5 (4.20)	120 (100.00)
	26 to 50	18 (15.00)	56 (46.70)	10 (8.30)	31 (25.80)	5 (4.20)	120 (100.00)
	51 & above	17 (14.20)	51 (42.50)	20 (16.70)	30 (25.00)	2 (1.70)	120 (100.00)
	Total	50 (13.90)	169 (46.90)	41 (11.40)	88 (24.40)	12 (3.30)	360 (100.00)
WAS		2.56					

Note: Figure in parentheses represents percentage of share in total number of respondents.

The Table above reveals the response of the respondents regarding the statement that digital media including television is presenting truth about the political issues to its viewers, for which the majority of the respondents across all the regions within Punjab with 60.80 per cent of them have shown their disagreement the above mentioned statement. On analysing the response of the respondents on the basis of their region, gender and age, similar results i.e. the majority of them have shown their disagreement towards the above stated idea. Also, the weighted average score of 2.56 reveals that the majority of the respondents denied the statement that television presents truth about the political issues to its viewers.

Digital Media Including Television and Voting Behaviour of the People

As per the response of the respondents we have attained that the majority of the respondents across all the regions of Punjab with 83.10 per cent of the total have shown their agreement towards the idea that digital media including television through its programmes influence the voting behaviour of the people. The results remain the same on analysing the information regarding the above mentioned statement on the basis of the region, gender and age of the respondents. Also, the weighted average score of 3.85 indicated that the majority of the respondents affirmed the above mentioned idea. The study by Duggan and Martinelli (2010) reaffirms the assertions drawn from the responses of the respondents that the media displaying of political scenario lead the multidimensional politics to one dimensional space to the voters. The voters who saw less coverage of their representatives are less likely to recall their names and rate them. In another study by Prat and Stromberg (2011) stated the role of media in generating the voters information and making voters responsive to the policy outcomes. Therefore, it is evident that television media plays an important role in setting the political narrative in the society. It has the capacity to highlight or to suppress issue of public importance while influencing the voters to cast their votes.

The assertions drawn above are in contradictions to the study performed by Wagner (1983) that in comparison to newspapers, digital media including television leads to the muting of political differences further leads to the decline in the voting turnout, as television led to suppress the differences which are vital for the well-being of democracy and enlighten public. Also, television forces to communicate more “coolly” and more effectively suppress the important differences that are vital for the well-being of democracy and enlightened public. Also, Gerber et.al (2007) have drawn that the media exposure leads to the public slant which directly and indirectly helps in opinion building of the society. According to Ellul (2006) television is the great distracting machine. The propaganda in the form of TV game shows, football games, computer games etc. try to engage the people in something to get them away from the politics. Thus it is the digital media including television media which actually filter the information and determine what to highlight and bring to the notice of the public.

Digital Media and Space to Rural Development Issues

In this part assertions have been drawn on the basis of the response given by the respondents regarding the idea that in these days digital media including television giving more space to issues regarding rural development. The detailed analysis is as under:

Table 2. Digital Media including Television is giving more Space to Issues regarding Rural Development in these Days

Responses			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	17	21	7	14	1	60
		Ambe Majra (L)	19	12	0	24	5	60
		Total	36 (30)	33 (27.5)	7 (5.8)	38 (31.7)	6 (5)	120 (100)
	Majha	Sherpur (H)	15	24	4	17	0	60
		Jaswan (L)	0	16	5	39	0	60
		Total	15 (12.5)	40 (33.3)	9 (7.5)	56 (46.7)	0 (0)	120 (100)
	Doaba	Kotha (H)	0	38	2	20	0	60
		Buraj Hasan (L)	0	34	0	26	0	60
		Total	0 (0)	72 (60)	2 (1.7)	46 (38.3)	0 (0)	120 (100)
	Grand Total		51 (14.2)	145 (40.3)	18 (5)	140 (38.9)	6 (1.7)	360 (100)

Gender	Male	43 (23.9)	73 (40.6)	0 (0)	59 (32.8)	5 (2.8)	180 (100)
	Female	8 (4.4)	72 (40)	18 (10)	81 (45)	1 (0.6)	180 (100)
	Total	51 (14.2)	145 (40.3)	18 (5)	140 (38.9)	6 (1.7)	360 (100)
Age	Up to 25 years	13 (10.8)	51 (42.5)	3 (2.5)	51 (42.5)	2 (1.7)	120 (100)
	26 to 50	18 (15)	47 (39.2)	7 (5.8)	46 (38.3)	2 (1.7)	120 (100)
	51 & above	20 (16.7)	47 (39.2)	8 (6.7)	43 (35.8)	2 (1.7)	120 (100)
	Total	51 (14.2)	145 (40.3)	18 (5)	140 (38.9)	6 (1.7)	360 (100)
WAS		2.74					

Note: Figure in parentheses represents percentage of share in total number of respondents.

The respondents are asked for their response regarding the statement that digital media including television is giving more space to issues regarding rural development, and for this the response recorded is presented in table above which is further analysed. Regarding this statement the majority of the respondents across all the regions of Punjab i.e. Malwa, Majha and Doaba, with 54.5 per cent have shown their disagreement towards it. Even majority of the respondents from the regions i.e. Malwa, Majha and Doaba have denied the idea mentioned above. However, many of the respondents have agreed with the statement stated above. Similar is the case with the response given by the respondents on analysing their response on the basis of their gender and age, where the majority of them disagreed with the aforementioned statement. It is clearly evident from the weighted average score of 2.74 which further indicated the disagreement among the majority of the respondents.

Digital Media and Awareness Regarding Governmental Policies

In this part assertions have been drawn on the basis of the response given by the respondents regarding the digital media including television as a source of knowledge regarding the government policies and campaigns to its viewers. The detailed analysis is as under:

Table 3. Digital Media including Television as a Source of Knowledge regarding the Government Policies and Campaigns to its Viewers

Responses			Yes	No	Total
Region	Malwa	Bhagatpura (H)	50 (83.3)	10 (16.7)	60 (100)
		Ambe Majra (L)	53 (88.3)	7 (11.7)	60 (100)
		Total	103 (85.8)	17 (14.2)	120 (100)
	Majha	Sherpur (H)	60 (100)	0 (0)	60 (100)
		Jaswan (L)	59 (98.3)	1 (1.7)	60 (100)
		Total	119 (99.2)	1 (0.8)	120 (100)
	Doaba	Kotha (H)	60 (100)	0 (0)	60 (100)
		Buraj Hasan (L)	60 (100)	0 (0)	60 (100)
		Total	120 (100)	0 (0)	120 (100)
	Grand Total		342 (95)	18 (5)	360 (100)
Gender	Male		180	0	180
			(100)	(0)	(100)
	Female		162	18	180
			(90)	(10)	(100)
Age	Up to 25 years		117	3	120
			(97.5)	(2.5)	(100)
	26 to 50		115	5	120
			(95.8)	(4.2)	(100)
	51 & above		110	10	120
			(91.7)	(8.3)	(100)
	Total		342	18	360
			(95)	(5)	(100)

Note: Figure in parentheses represents percentage of share in total number of respondents.

It is derived from the Table 6.29 that across all the regions the majority of the respondents agreed that the digital media including television is a source of knowledge in providing the information regarding the policies and campaigns being run by the government. As 95 per cent of them have conveyed that they got the information regarding the policies and the campaigns from the digital media including television. Many of the respondents have given the example that during the Covid-19 pandemic they got the information regarding the standard operating procedures through the digital media. As per the response given by the respondents, 95 per cent of the total respondents have claimed that the television is the only source from where they got information about the campaigns such as saving girl child, birth control methods, loans, subsidies, keeping hygiene and sanitization (*Swachh Bharat Abhiyan*), vaccination drive, *jago grahak jago* and other such schemes and campaigns. The results are same in case of analysing the response of the respondents on the basis of their region, gender and age as most of them agreed with the above stated issue.

Government Policies Regarding Agriculture and Rural Development

In this part assertions have been drawn on the basis of the response given by the respondents regarding the idea of digital media including television content helping in generating awareness among the viewers regarding policies related to agriculture and rural development being framed by the government. The detailed analysis is as under:

Digital Media helps in Generating Awareness among the Viewers regarding Policies related to Agriculture and Rural Development being Framed by the Government

Responses			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	1	0	2	5	52	60
		Ambe Majra (L)	6	3	9	10	32	60
		Total	7 (5.8)	3 (2.5)	11 (9.2)	15 (12.5)	84 (70)	120 (100)
	Majha	Sherpur (H)	0	0	6	33	21	60
		Jaswan (L)	0	2	4	54	0	60
		Total	0 (0)	2 (1.7)	10 (8.3)	87 (72.5)	21 (17.5)	120 (100)
	Doaba	Kotha (H)	0	0	4	56	0	60
		Buraj Hasan (L)	0	0	0	51	9	60
		Total	0 (0)	0 (0)	4 (3.3)	107 (89.2)	9 (7.5)	120 (100)
	Grand Total		7	5	25	209	114	360
			(1.9)	(1.4)	(6.9)	(58.1)	(31.7)	(100)

Gender	Male	6	2	4	102	66	180
		(3.3)	(1.1)	(2.2)	(56.7)	(36.7)	(100)
	Female	1	3	21	107	48	180
		(0.6)	(1.7)	(11.7)	(59.4)	(26.7)	(100)
	Total	7	5	25	209	114	360
		(1.9)	(1.4)	(6.9)	(58.1)	(31.7)	(100)
Age	Up to 25 years	2	2	6	76	34	120
		(1.7)	(1.7)	(5)	(63.3)	(28.3)	(100)
	26 to 50	1	2	7	73	37	120
		(0.8)	(1.7)	(5.8)	(60.8)	(30.8)	(100)
	51 & above	4	1	12	60	43	120
		(3.3)	(0.8)	(10)	(50)	(35.8)	(100)
	Total	7	5	25	209	114	360
		(1.9)	(1.4)	(6.9)	(58.1)	(31.7)	(100)
WAS		4.16					

Note: Figure in parentheses represents percentage of share in total number of respondents.

On analysing the information in Table 6.31 we have drawn that the majority of the respondents across all the regions i.e. Malwa, Majha and Doaba with 89.8 per cent of them have shown their agreement towards the statement that digital media helps in generating awareness among the viewers regarding policies related to agriculture and rural development being framed by the government. Also the results related to the above stated statement seem to be the same while analysing the information provided by the respondents on the basis their region; gender; and age, as majority of them have shown their agreement towards it. The weighted average score of 4.16 also indicates the level of agreement among the respondents regarding the idea that digital media including television helps in generating awareness regarding the policies related to agricultural and rural development among its viewers.

CONCLUSION

Political participation: There is no fixed explanation of political participation as many scholars have defined the concept as per their understanding. According to Jenkins (2006), the idea of participation means involvement, engagement, collaboration and co-creation regarding the established discourses of the participatory culture of the internet and spreadable media. According to Van Deth (2014), political participation means the involvement of the citizens voluntarily in the government, the politics or the state to solve community issues and also to improvise the systematic patterns of social behaviour to influence the polity and to induce social reform. In their analysis (Lee 2014; Bobbio 2019), the political participation leads to engender active citizenship and community involvement in political institutions and political decision making. It also means to increase the political interest and knowledge among the people and to promote the inclusion of marginalised sections and their concerns. Political participation leads the politicians and administrators to have a responsible behaviour to strengthen the

collective capacity of the common people to act towards the complex issues. (Bobbio 2019; Gustafson and Hertting 2017)

Many of the political thinkers have the idea that political participation is indispensable for democracy, and the level of political participation of the people is used as a criterion to assess the quality of democracy. In this the information and communication technologies can play an important role to provide the platform to the common persons to seek about the political developments and also to express their views by involving in dialogue, exchange in ideas and interaction on these.

Use of digital media mostly for communication and entertainment: The digital media is mostly used in the form of social media and television channels in which the respondents selectively watch the programmes carrying entertainment content. In our study it was drawn that majority of the respondents use television internet for entertainment and communication purposes only rather than to seek the information related to the politics and public policies. The scenario is graver regarding the women, as they preferable watch the television and smart phones, only for entertainment purpose. In a study by Kumar S and Kumar R (2019), it is stated that government of Bihar have used new media and digital platform as a programme for rural development. The study highlighted the issues such as reach, accessibility, and effectiveness of digital media among the rural people. The study has talked about the potentiality of the digital media to spread the information related to the government schemes, online banking, agriculture, and public services. In this the platforms like Facebook, WhatsApp, YouTube, Instagram, and Twitter have been used by the state government of Bihar to communicate with the rural public. The study also talked about the limitations related to digital platforms, in which 60 per cent of the villagers had internet access. Very few people used online government services due to the barriers such as lack of infrastructure, lack of awareness, complexity of online services, insecurity and trust issues and also another very important issue of gender gap. In the study it was drawn that most of the respondents use internet for entertainment and communication purposes rather than to get the political and policy related information.

Potentiality of digital technologies: However, the study highlighted the importance and potentiality of the digital technologies for rural development and these can be used by giving proper guidance, accessibility, and support to the rural people. In the study by D'souza (2021), it is highlighted that how digital media is being used for rural development in Padupanambur Gram Panchayat of Dakshina Kannada district in Karnataka. The study elaborated the usage of digital communication and mobile technology for connecting rural people with information, government services, entertainment, and developmental activities. The study highlighted that mobile phones are the main devices used for accessing digital media, with majority villagers use digital media for communication, entertainment and information gathering. The digital media plays important role regarding developmental programmes such as Swachh Bharat Mission, Self Help Groups- SHGs, health projects and MGNREGA works, their information and to encourage public to attain benefits from them. The usage of e-governance,

computerized administration, WhatsApp groups, geo-tagging, Facebook, and digital grievance systems highlighted the potential benefits from the digital media, despite of the facts that the digital media in rural areas face the issues like poor internet connectivity, lack of training, power supply issues, fear of hesitation in using technology, language barriers, and dependence on others for operating digital tools. The study conducted by Shukla (2021) focused on understanding the level of digital awareness, mobile usage, media literacy and access to e-governance in the rural area of Telangana. While talking about the potentialities of the digital media, the researcher highlighted the major challenges such as digital divide, low media literacy, poor awareness, gender inequality, and lack of training. The research emphasised upon empowering people to use the digital media platforms meaningfully and confidently.

Digital Media and Political Participation: It is important to understand the relationship between the information communication technologies and political participation. Along with focusing the actions of the actors in political gamut of society it is necessary to analyse their attitudes, preferences and behaviour. By doing this we can draw a broad understanding of the digital media and the political participation. (Gibson and Cantijoch 2013; Theocharis 2015)

The use of ICT in the form of digital media can enhance the scope of the common people to participate in the political system of the country, however it need certain factors to make their involvement possible. So the question arises that how this participation of the society especially the rural public can practically be made possible through information and communication technologies. But the rural society need a proper caution for their participation, as they have to deal with the remoteness, lack of connectivity, unfavourable demographics and at the same time they are least connected with the urban space where the political decisions are taken for the urban as well as the rural population (Salemink et al. 2017; Sylvester and McGlynn 2010). The idea of political participation through ICT in general and digital media in particular range from the looking for information and downloading the e-bulletin to signing a petition and from discussing the politics online to volunteering and take a position in some political matter. Linder (2012) called this a “citizen coproduction”, where the government treat the participant as partners, not customers while taking their views.

Participants as partners not the customers: The political parties in power or in opposition, the administrators or any kind of public authorities can play an important role in implementing the conversation with the common public through ICT or digital media. Regarding the rural society where we lack the uninterrupted procedures or where the people do not have any interest to participate in politics online and offline, it become important to deal the situation with the socialisation and active learning through digital media. Stein et al. (2025) in their study has talked about the idea that how digital technologies such as internet, social media, apps, websites, and online platforms can help people in rural areas to participate in political and developmental activities. They argued that technologies alone cannot improve the rural participation however there is a need for the culture of participation where citizens regularly engage in local decision-making and community activities. Their analysis also highlighted that

how the digital participation of the rural communities can overcome problems like distance, mobility, and limited access to government institutions. However, the weak digital signal, trust issues, poor coordination, and unequal access to the digital technologies can create the divide between the urban and rural populations. Despite the availability of the best of the digital equipment and the presence of the administrative support, in the absence of the strong culture of participation based on trust, cooperation, and continuous citizen engagement these become futile.

Political participation as a long term mission: The political engagement of the public through digital platform is not the one time event, but a long-term mission, as it involves citizens along with an important role to be played by the administration, civil society and the educational institutions. The individuals must be provided with the digital literacy so that they can avail the opportunities to participate in the debates and discussions related to public policy. The culture of participation is not restricted to time and is not issue specific, it required continuity.

Participatory Culture and Digital Society: As talked earlier, the participatory culture is the basis requirement to promote the political participation among the people of rural society in Punjab. It involves different ways to be adopted to engage people in the political institutions and governance of their routine affairs. In their research Stein et al. (2025), talked about the European Council urging its member countries to chalk out new ways to enhance civic-mindedness and to promote the culture of democratic participation prevalent among the communities and authorities. They consider the political participation nothing less than a culture change in which a new culture of participation is to be developed among the people. **Almond and Verba (1963)** called this as civic culture in which the attitudes of people are to be linked with the political structures.

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