**Impact of Social Media on Politics in India**

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Abstract

The approach is to explore the topics of social media which are often different and they do always interact with each other and force the analysis of its causes arriving sometimes at a different conclusion. Social media plays a key role in circulating news through multimedia platforms - C–governance, Anti-corruption Movement, Social Media and Indian Politics and attention to how social media is used for campaigning and for mobilizing social movements. Social Media mirrors the real world and is all about conversations. Social media facilitates the interactive web by engaging users to participate in, comment on and create content as means of communicating with social graph, other users and the public. Social media has emerged as a major tool where citizens are able to talk about the issues of day to day life and also of national importance. In 21st century, Facebook, Twitter and You tube are not just innovations in the internet world, but are fast emerging as influencers and opinion creators. Social media have influenced many aspects of our life be it education, culture, administration, marketing, businesses or politics. Social media have been able to make profound impact by means of news, interaction, learning and marketing. Political campaigns are in no way just limited to buttons and banners for politicians to reach their constituents.

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Keywords : Social media, anti-corruption, Indian Politics