Title
Representing of politics

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Abstract
Politics and media are intertwined in every possible way. The influence of media on politics has increased with the changing landscape of media platforms, which has been evident in the recent significant political events such as the Brexit polls, the United States presidential election, 2016, impeachment of Brazilian President and others. Media representation of politics is a much-debated issue. This article will provide an insight into the representation of politics across media platforms- news media, popular media, infotainment media and social media.

Keywords
Politics, representation of politics, media literacy, streaming shows, Netflix, Hulu, Amazon Prime, social media, infotainment, late night show, news media

Main Text
  Since the 19th century, when Thomas Carlyle first conceptualized the fourth estate, news media has been an integral part of the democratic process (Norris, 2008; Schultz, 1998). Press and media as the fourth estate of democracy, maintain the checks and balances between the executive, legislative and judicial branches of the government. The role of media in politics extends beyond its watchdog responsibility, scholars have emphasized on the agenda-building and agenda-setting capacities of the media on political and social issues, media coverage of elections, representation of candidates and issues and the framing (Wolfe, 2013; D' Angelo, 2010). Based on this background, it is prudent to suggest that the relationship between politics and mass media is interdependent and indispensable.

  Students in media literacy courses are required to analyze media framing of social, financial, political and other issues to understand the media representation. They evaluate media messages from a range of sources and identify strategies to frame and represent political, social, economic and other issues by explaining it through the concept of framing.

  Media framing promotes the established ideology by shaping institutions that are essential tools to maintain the political order and values, which impacts media representations through the mean-making process (Entman, 1993; Avram, 2010). Media representation is a continues process of identity construction and exchange of information in the larger society and the portrayal of a group or issue in the media. (Hall, 1997; Grossberg et al., 1998). Representation of politics similarly depends on its framing,

and the media platform, which influences the mean-making process in the audience. The depiction of political leaders also demonstrates political representation in the media.

With the emergence of different social media platforms; there has been a shift in the political representation in media. Previously political representation of candidates and political communication were largely restricted to news media platforms like newspapers, television news, radio news, and magazines.

Gradually, there has been an increase in political programs in television shows and movies (Grossberg et al., 1998). Politics penetrated the sphere of entertainment by portraying political institution, political actors, political processes such as political campaigns. The entertainment representation of politics has been known to influence the political belief and attitude of the audience (Elders & Nitsch, 2015). With the Internet becoming an integral part of media, the entertainment representation of politics is now available on various streaming services such as Netflix, Hulu and Amazon; and memes, and hashtags on social media platforms such as Twitter, Facebook, Snapchat and others (Groshek & Krongard, 2016).

The Internet and the social media platforms make political representation complex since the interpretation is open to global culture; the impact of political representation is no longer dependent on geographical boundaries (Bardici, 2012; Chen, 2012). Darr (2010) proposes the following arguments, which must be considered to effectively conceptualize media and represent an issue in society, including representation of politics in media:

"1. Media is produced in an institutionalized setting governed by economic, ethical, and aesthetic norms.

2. Media representations are conventional in that there is a certain consensus regarding their function as representations.

3. Media representations are produced for an imagined audience and experienced by an audience of many.

4. Understanding and interpretation of media representations by the audience readers is partially subjective and partially determined.

5. Media representations are unable and unwilling to achieve discursive closure and are therefore contestable."

Following Darr's (2010) argument; this article will identify four different types of media: popular media, news media, infotainment media and social media and analyze the representation of politics in these four platforms.

News media: Representation of politics in news media is multidimensional, including campaign coverage, popular polling data (horse-race journalism), debates, and town-halls with constituents. Political campaign coverage in news media selectively focuses on the abilities and characteristics of the candidate (Grabe & Bucy, 2009). Past research also indicates the gendered representation of politics and political candidates in mass media, which strongly affects the political career of any candidate (Brooks, 2013; Meeks, 2012). The focus on politics in news media has been consistent irrespective of the political

issue it covers. Hence, it is not surprising to note that researchers and audiences identify political news as the most crucial issue in news media. For instance, Newseum maintains an online archive of news reports of historically important events since 2003. A content analysis of the news issues that find a place in the historically significant archive indicate that 36.5% of the articles are on political issues, ranging from the global political crisis to U.S. Presidential elections and campaigning, the political issues were diverse, but there is a constant focus on political issues. Similarly, the audience also perceives politics as an important topic based on the dedicated representation of politics in news media. According to a survey conducted by Reuters in 2016, on global news consumption, regarding interest, political news ranked at number 4 for men and number 8 for women.

Representation of politics in the news media has also been noted to shape the outcome of campaigning and elections and build agenda on political issues (London, 1993). This has been noted in previous research, and in the recent political events like the Brexit polls, the U.S. Presidential elections of 2016, the Indian state elections of Uttar Pradesh, the Presidential election in the Philippines, Columbian peace deal, impeachment of Brazilian and South Korean Presidents, Women's protest March and others. But there have also been accusations of bias of media representation of politics. This accusation of bias became more vocal after the United States presidential election, 2016 when the news media unsuccessfully predicted the outcome of the presidential elections in its representations (Kennedy, 2016). The representation of politics is not limited to news media; it has an increasingly robust existence in popular media too.

Popular media: This section will include movies and original shows from streaming services like Netflix, Hulu, Amazon Prime and others. Media has become divergent in the past five years, with the introduction of streaming platforms like Hulu, Netflix, Amazon Prime and others (Mandor, 2015). Polls indicate that audiences are leaving cable subscription in favor of streaming services (Mandor, 2015), which contribute to the success of the various shows on these platforms (Gorsheck, 2016). There is also a gradual increase in the number of political shows on these platforms such as Madam Secretary (Netflix), The House of cards (Netflix), Alpha House (Amazon Prime), Broadwalk Empire (Amazon Prime) and others. Most of these series' have received rave reviews and high audience viewership due to the realistic representation of politics and political leadership (Pilipets & Winter, 2017). Some scholars have studied the influence of streaming shows on the political process and participation (Groshek, 2016). The streaming shows are also known to provide an insight into the political world and provide a representation that has a lasting impact on the audience (Pilipets & Winter, 2017).

Movies, on the other hand, give strong political messages and immortalize political leaders in their representation such as Mandela, Gandhi, Selma, The Iron Lady, Napolean, JFK, and others. In the movies, the media is trying to create a myth of personality of political candidates. Representation of politics in entertainment media can have a far fetching impact, Grossberg et al. (1998) claim that "Entertainment media can alter public opinion." Entertainment media goes beyond movies, and streaming services, they are now inclusive of infotainment media too.

Infotainment media: A television program that presents information (as news) in a manner intended to be entertaining is infotainment (Graber, 1994). The most popular forms of infotainment media are the late-Night television shows (Ip, 2014). There has been a steady increase in the popularity and the number of Late-Night shows in cable television. Most of the shows also post the episodes on their Youtube channel. Politics and political news form an important component of these shows, which have seen interviews of world political leaders, presidents and other political figures (Ip, 2016). Recently, there is an increasing focus on political discussions on the late-night shows such as Colbert Show, John Oliver, Saturday Night Live, Seth Meyers Live and others (Lynch, 2017). After the U.S. Presidential elections of 2016, the popularity and the advertising revenue of the late-night show have increased, and many news articles have indicated how these shows are leading the charge against the policies of the political conundrum (Lynch, 2017). There is a clear indication that these shows have transgressed the thin line of entertainment and political events, especially after the U.S. Presidential elections of 2016 (Lynch, 2017). However, much like the news media, the late-night shows have also been accused of political bias in their representation of politics. Increasingly political discussions and representation are becoming an integral part of social media platforms.

Social media: Social media platforms provide access to audiences to participate in political conversations by making media. Social media platforms not just support textual representation in the media but also visuals like memes, selfies, and others. Social media participants create memes, hashtags, and selfies to participate in the political expression and commentary (Highfield, 2016). Memes are becoming important representative tools in social media platforms, specifically in political issues (Milner, 2013).

Political representation in social media has been depicted as deterministic and ideological in political participation and political transformation (Barbera & Rivero, 2014). Zisis (2015) identifies political representation on social media as a platform which represents political practices and participation, albeit with consequences. Some research has shown a representation of political candidates and politics in social media replicates some of the framings in traditional media. Social media platforms have also been accused of stereotyping and objectifying political candidates in their negative representation (Ross & Rivers, 2016).

Finally, in conclusion, political representation in the media varies depending on the platform, which is disseminating the information. In different cultures and countries, political representation in the media influences audiences in various ways including political ideology; political candidates; voting and engagement with policies and politics. Shirky (2016) admits that the communication landscape is getting denser, complex and participatory; which makes it imperative to be aware of political representation on different media platforms.

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Brief Author Biography
Pallavi Guha, has a Ph.D.in journalism from the University of Maryland. Pallavi has been a
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