

# Factors hindering political awareness in the society

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**Received:** 21-Jul-2022, Manuscript No. GJPSET-22-72021; **Editor assigned:** 25-Jul-2022, PreQC No. GJPSET-22-72021 (PQ); **Reviewed:** 08-Aug-2022, QC No. GJPSET-22-72021 (R); **Revised:** 16-Aug-2022, Manuscript No. GJPSET-22-72021; **Published:** 22-Aug-2022, DOI: 10.15651/GJPSET.22.3.032.

## DESCRIPTION

The knowledge forms the base for awareness. Political knowledge provides with in-depth understanding of the world happening and help to stay alive. Since the time of Aristotle political consciousness is a concern of intellectuals. It motivates the citizens participation in the political activities of the country as to attainment of the development thrust of the government in relation to improved quality of life. Knowledge about politics stands out as a consistently strong factor shaping the decision to vote, promotes democratic values and political participation. Political awareness is the ability of human beings to acquire and possess political knowledge through perception, reasoning, or intuition. The mass media and the social media can very well play the role of mediator to fend off the nasty intentions of the political parties and thus spread the right information to all levels of people. Political awareness is best measured by simple tests of factual information about politics. It is the standard indicator of knowledge of an individual over the current politics. Political discussion is important in assisting individuals in gathering political information and increasing political knowledge. It also highlights the political participation and they both have a strong relationship.

### The Main Factors which Directly Affect the Political Awareness of the Person are:

**Education:** Education plays a crucial role and focused efforts to build and mould a nation, not only economically, but also culturally, politically and psychologically. Education has the greatest and most direct effect on the expansion of political awareness. An educated person is equipped with the ability to analyse the policies and decisions

of the government very effectively. Citizens who are educated have high level of political awareness than those who are illiterate. Educated people get the capacity necessary to understand and process political information. Further, it helps in developing a sense of civic obligation which stimulates interest in politics. It also plays a significant role in the process of participation in electoral activities and retention of information.

**Poverty:** Poverty is also another factor that upsets the political awareness. Socio economic status has its impact on the level of awareness towards politics. The poor people are busy in earning for their livelihood leaving no quality time for discussing the political problems.

**Topography of the area:** Topography too play an important role in political awareness of a person as those people are more aware who have greater availability of information in the form of newspapers, internet facility easy connectivity to cities as compared to those who lack these facilities available. People from urban areas have higher political awareness than the rural areas people across gender.

**Social networking sites:** Social media has power to change the thinking about politics in the way political parties' campaign. Political parties create different pages in Facebook and twitter to share lot of information, political ideas and discuss about issues to people every day. These social media sites have played a significant role in the past elections in India as many political parties use this tool for electoral campaigns. During the year of 2009 and 2014 assembly elections the main national political parties of India BJP and Congress use social media as a part of election campaign in order to attract the young audience.