Political Mapping of Media in India

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Every day media is interpreting the space with a new name, identity and representation. The media discourse shaped in such extent that the identity of a space is deflecting from original and existing together with new name both together as well. The constructed identity and existing identity of the region is shaped in such an extent that the space is known with a new identity apart from original social, cultural and geographical identity. How the issue of reservation, caste and corruption being fixed with a regional space and the issues found more or less everywhere same in the country. How media fixed these spaces with new identity where roles of media was inevitable. The study inhibits specific issues based news from both print and visual media and assessing viewers through it and mapping the region over it. The study based on field surveys across six capital cities (Lucknow, Patna, Ranchi, Delhi, Jaipur and Bhopal) of northern India where political fever remain found high and both media and politicians supposed to shaping and reshaping these spaces in order to reflect a mediated identity apart from traditional identity.

Keywords: Mapping, space, region, reservation, caste, corruption

The dimension of space in our day-to-day lives have never been of great practical, political, social relevance, virtualized and mediated as well as, than it is today. Media are a virtual space where *real* and *imaginary* construction took place in a various ways. In India media become a popular in a short period of time and covering myriad issues and highlighted the shortcoming as well as eulogizing the issues at best. Media emerged as medium- shaping and reshaping the perception, representation, politics, culture, religion, infotainment and entertainments and mapping[1] as well.

The consumption of media in our everyday life brought not only a wider range of spatial knowledge's meanwhile spatial politics of representation that is inherent in what is being displayed and concealed about these spaces some extent. The relation between the politics and media is mutually interdependent and feeding each other. There is a common believes that nobody could manage without media either 'new' (internet compatibility) or 'old' (internet incompatibility) media. Geography and media are interlinked through intervening products like images and images might be in available in both public and private lives in form of news, serials, advertisements, infotainments, entertainments. This study is using news as the base of research and examining the dimensions of media that how does media is mapping a region as well. How media acts like representational spaces- when the shown images become one of aspects of knowledge about space.[2]

The study assumed that institutions (particularly politicians and media) have own ways to interpret the space in particular reference. The study based on primary surveys of six capital cities including Delhi, Lucknow, Patna, Ranchi, Jaipur, and Bhopal. The selection of these cities based on political understanding that these cities ever recorded high political fever in compare to other capital cities across the country. The politics of these capital cities ever discussed in the media at various manipulations. The selection of these capital cities was considered in the wake of coalition politics

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in the country.

The study considered *news* pertaining to reservation, caste and corruption as data from both newspapers and TV news channels, which is already in public domains in various manifestations. The respondents were asked to give answers of each question in the questionnaire (comprises a set of forty questions on each questionnaire) on following issues (reservation, caste and corruption) based news which appeared in the respective media in their region over time. The study considered fifty peoples from each city. The nature of the questionnaires was basic which comprised- the understanding, the role and the effect of news (media space) in day-to-day life with respect to the news appeared in the media.

Politics is an inevitable act and reflect as contentious activities during the execution of any project for example, disclose something hidden agendas and motivate supporters. Politics is an omnipresent act that helps us to know the project (political sense) as quite contested knowledge. How do Indian media mapping the project and promoting business and for what purposes involved in such mapping act. In Indian politics the project likes *reservation* issue, *caste* issue and *corruption* issue ever enjoyed grandeur support from politicians and even some time they played catalytic role and shaping and reshaping these issues as well. There are many issues apart from these issues which were nurtured by politicians for various political purposes.

Reservation issue is considered one of older issues in India and shapes and reshapes the politics in contested ways. The issue remain available in between politicians at myriad capacities including implementation, monitoring and evaluation levels. This study is not about to follow the issues rather an attempt to understand the value of these issues in the media. For example, the issue of reservation was considered so much sensitive and could be analysed through peoples and politicians participation as well. The gravity of the issue can thus address to stipulated laws mentioned in the constitution of India and implemented through proper mechanism. The reservation policy of India is enjoying the constitutional sanction and governed by constitutional laws. The relevance to issues and its extent is quite broader. However, the relevance to the issue discussed at various platforms including media regarding merit and demerits of the reservation policy and its political dimensions as well. In fact, everybody wants reservation and giving justification about his or her suitability for reservation case. However, one section are opposing any kind of reservation policy while another one is supporting, that dualism of thinking indeed shaped and reshaped the people's perceptions over the issue.

The reservation issue matured over time and often drawn attention hence, the issue becomes violent in some part of the country. Hence, particular region[3] or territory supposed to responds the reservation issue eagerly whenever the other regions are quite passive over the issue. The case of mapping can understand through this assumption as well. Kirori Singh Bainsala[4] was leading the agitation in Rajasthan and after successful agitation of both road and railway block he was able to convince the state government and Rajasthan government issued a notification regarding the approval of reservation under state laws. Similarly, the Brahmins community of Rajasthan is also demanded 14per cent reservation about Economically Backward Classes (EBC) in Rajasthan. The overall reservation in Rajasthan is now 54 per cent which is already crossed the limit of 50 per cent fixed by Supreme Court at a time but in exception case, some relaxation is permitted. However, Rajasthan government (under chief minister of Ashok Gehlot) tried hard and pacify the leaders over the issue for while.

The mobilisation for reservation starts in the region under common minimum demand and peoples agitated across the road and railway line and obstructing in the smooth passage. The political parties and media played an important role during agitation that shaped the territory as 'pro' supporter of reservation. The demand for reservation was discussed in the media to counter the

spatial imbalance. Hence, one community becomes developed while other community remain backward with the times. In fact, the whole region was mapped as peoples who had been demanding reservation for the sake of personal purpose or social purpose or something else purpose. Across media, the region and territory was drawn as 'pro' reservation space and overall impression was that why particular region is supporting the political project. Media addressed particular assumption as 'pro' reservation where the role of media and politicians was suspicious.

Similarly, the caste issue discussed in between the peoples since ancient time in India and still playing in every folds of life. Nevertheless, parallel to reservation issue, caste issue is also omnipresent in India and people's practicing at myriad form in their day-to-day activities. The gravity of caste feeling is almost same in the country except some urban pockets where it is subject to individual practices. For example, caste issue is much sensitive issue but some regions show much sensitiveness, why. Caste is considered a social problem in India. The domain of caste politics is some extent found in every Indian state but the way it was shaped and reshaped in Bihar and Uttar Pradesh that is somehow attracted the attention of peoples which had discussed the issue at myriad forms.

In these states, caste does matter in politics and even politics is some extent influence by permutation and combination of caste factor. The popular 'social engineering' of former Uttar Pradesh Chief Minister Mayawati during 2007 assembly election made a history in various aspects when she brought both Brahmins and Dalits together and paved a new political dimension which was unexplored so far in the name of caste politics. Thus, the region were mapped as caste politics region or where caste does matter in politics and in 'others'[5] as well. This may be one of understanding along with reservation issue to acknowledge the political mapping as one of perspective where media played an instrumental role.

Along with reservation and caste issue, the corruption is also found in every strata of life and over time it is tagged to some particular region irrespective of universal features and discussed in the media and political circle for various reasons. The corruption phenomenon in fact found in both rural and urban space with varying range. The urban space particularly metropolitan cities are raising the issue of corruption vociferously. In order to check corruption, the social activist Mr Anna Hazare[6] demands for the Jan-Lokpal and he made public agitation which was spread over urban India very swiftly while the response from rural India was not as active as urban people responded over it. However, the role of media was under several criticisms for supporting the movement and from first day the role of media was conspicuous. Across the urban places where peoples raised their voice against the corruption were considered as responses to the issue. Thus, reservation, caste and corruption issue had own attachments with particular space and shaped and reshaped the space accordingly over period where media played instrumental role.

Mapping is a tool to address the space politically. Mapping of course about to draw a line or delineating a piece of land from another or separating one view from another to show distinguish identity. It might be myriad in dimensions and can interpret in many ways. Chinese popularized the practice of maps in the world for various reasons while the peoples of Middle East used the maps to indicate the worlds while the Europeans used to show their colonies at best. "The notion that Europe should be at the middle of the global map reflected both the role of Europeans in the development of cartography and the imperial power of Europeans states, especially in the nineteenth century" (Black, 1997: 37). In other words, the people supposed to respect the value of mapping as practice and part of extended authority where one is creating a buffer zone to address the authority of 'others'. Mapping is in fact a perspective of various advocacy that works together to know the different understanding in a contested ways. The mapping may be some time straight or sometime concocted in its appearance. The news appeared as representational spaces.

Media as Representational Spaces

Representational spaces can understand through two ways wherein the study tried to rope two different ways including theoretical and illustrations explanation.

I

Media as 'representational spaces'[7] can understand in two instances when first part is supposed to theoretical while second part is the field based where an individual can take his/her position to understand the role of media. Media is inevitable to every society. "Everyday life and the operation of society depend on mediated communication" (Lunby, 2009: 1). Modern media (combination of old and new media) develop as a sign of technological growth in order to show spatial glimpses of manifestations of *images*. These manifestations come through mix blend of 'real' and 'imagination' portrayals. Media acquired social recognition and became social phenomena in term of influencing and determining the spatial course of action as well. Media is pervasive phenomena and covering almost all issues which appeared in the space. Both developed and developing country followed media business in various ways in order to ensure the flow of information. Media touched both poor and rich at different capacities. The pulse of everyday life from morning to evening varies from the media wherein both 'public' and 'private' represented in different dimensions. How much an individual is carrying media in their daily use? Jeffrey and Doron (2012) argued through research that Bahujan Samaj Party used mobile phone technology to ride over power in 2007 assembly election in Uttar Pradesh.

"New media technologies are transforming the place of the media in home and life and are contributing to the changing 'where' of the everyday. Increasingly, the pulse of the everyday, beating in streets, in workplaces, in transport hubs, in cars, trains, planes and buses as well as in homes, is multi-layered and on the move, happening simultaneously here *and* there, or operating across thick global transport and communication connections" (Thornham et al. (2009: 497). Habermas develops the idea of the 'public sphere' (1974) and examined the role of media in a democratic administration in respect to Europe. Marshall McLuhan infers 'The Medium is the Message' (1964) and explores the role of media in order to know that how media is shaping an individual's consciousness, culture, and society and considering as an active agent of historical change. Noam Chomsky and Edward S. Herman infers Marxist analysis of media as 'manufacturing consent' (1994) through influence of spatial elites-political, military, cultural-who work collectively to maintain the interests of the influential in a class society. Stuart Hall offers in 'Encoding-Decoding' (1980) to understand the elements of media communication and communication process as a whole, how communication retrieve and send. Jean Baudrillard argues that 'Simulacra and Simulation' (1981) is a post-modern vision of a world in which media marked every day to such an order that the boundaries between the 'represented' and the 'real' have softened, producing a mediatised 'hyper-reality' where simulations signs and codes come to constitute everyday life activities (Greer, 2010). "Embodying complex symbolisms, sometimes coded, sometime not, linked to the clandestine or underground side of social life, as also to art" (Lefebvre, 1991: 33). Henri Lefebvre further argues that "space as directly *lived* through its associated images and symbols, and hence the space of 'inhabitants' and 'users', but also some of artists and perhaps of those, such as a few writers and philosophers, who describe and aspire to do no more than describe. This is dominated-and hence passively experienced-space which the imagination seeks to change and appropriate. It overlays physical space and making symbolic use of its objects. Thus representational spaces may be said, through again with certain expectations, to tend towards more or less coherent systems of non-verbal symbols and signs" (p.39). Representational spaces are about experiences of our daily life with symbols of 'real' and 'imagination' which is posed as alive wherein media played an instrumental role. "Representational space is alive: it speaks, it has an affective kernel or centre: Ego, bed, bedroom, dwelling, house; or: square, church, graveyard. It

embraces the loci of passion, of action and of lived situations, and thus immediately implies time. Consequently it may be qualified in various ways: it may be directional, situational or relational, because it is essentially qualitative, fluid and dynamic" (p.42).

II

Representational spaces can perceive through an act of media. In 2006, a Bollywood movie *Rang De Basanti* directed by Rakeysh Omprakash Mehra, starred by Amir Khan and others, in the film they (characters in the movie) are making protest at India Gate (a war memorial located in New Delhi) against government. Meanwhile in the movie, they are making India gate as symbol, denoting the government's position, and making protest at India Gate is something like making protest against government decision over an issue.

Henceforth, India Gate becomes a space for protest or registers their protest against government position. Peoples supposed to do protest at India Gate under political and non-political organization. Since the popularity of the space, ordinary citizens are also used the space to do protests and lodge their complaint against government apathy over their demand. Over period, numbers of candle march organized to lodge their protest at India gate. How representational spaces (India Gate) become a notion for government? Since the film *Rang De Basanti,* who changed the attitude of people's to fix with a space wherein they can protest and register their dissent voice very firmly and loudly?

The selection of a space in order to do protest is indeed a strategic decision to collect peoples at maximum strength. Hence, the selection does matter to shape the space into a potential space. During April 2011, a massive huge gathered for a week at Jantar Mantar (located in Delhi with architectural astronomy sites built by Maharaja Jaisingh II of Jaipur) nearby India Gate under the leadership of social worker Anna Hazare for demand of 'Jan-Lokpal'. The issue becomes contentious between government, people, and political parties during the movement. In this protest Jantar Mantar become space of protest (representational spaces) and the space become centre stage, since then many protest held for some other reasons apart from this protest but *Anna Hazare* led protest attested a new identity to the space in order to raise voice against government very arduously. Since then, many protest or hunger strike was organized under various political and non-political organizations at Jantar Mantar. The media participation was inevitable in this protest and even some sections are accusing media for patronizing this movement against government. However, Jantar Mantar become lively space after Anna Hazare's movement, of course Jantar Mantar was very much there prior the movement but the way media made coverage to this movement has given a new representation to the space.

In December 2012, again a massive crowd gathered at India Gate to lodge their protest against the government. The protest was organized in favour to show solidarity with rape victims (Nirvaya's case). Again, media especially social networking sites play a catalytic role and provide platform to share common feeling and anguish against the crime. Thus, both India Gate and Jantar Mantar emerged as public spaces and become representational spaces with different sign and symbol. How these representational spaces become central space in order to organized protest against government. The role media was under scrutiny for construction of such spaces irrespective of different sign and symbol. How news (media) does plays a role of shaping and reshaping a space.

An Impression of News

People were asked about the appearance of news in the media about the issue (reservation, caste and corruption) in their respective place (region). In Jaipur, around 70 per cent people felt the news ever presented in straight manner while 30 per cent has the different opinion and believed that

news appear in a constructed manner. In Lucknow, around 84 per cent people assumed that news are constructed while 16 per cent people felt it is straight, so ever. In Delhi, around 46 per cent agreed upon that news is ever straight while 54 per cent does not agree rather felt that news is constructed in first looking. In Patna, around 36 per cent people believed that news ever seems look straight while 64 per cent people felt that news ever found in constructed manner. The utmost respondents believed that news apparently found constructed where content being shaped and reshaped in some extent to presents the contexts of issue in very aesthetic manner and reflect the meaning in different direction[8] (Table 1).

Table 1. Impression of news

City	What was your reaction when you saw the News first time		
	Straight	Constructed	Total
Bhopal	17 (34%)	33 (66%)	50
Delhi	23 (46%)	27 (54%)	50
Jaipur	35 (70%)	15 (30%)	50
Lucknow	8 (16%)	42 (84%)	50
Patna	25 (50%)	25 (50%)	50
Ranchi	18 (36%)	32 (64%)	50

Source: Survey conducted during 2012-13

The contested mapping is unlike fact when same content being served in different political colour in farce views.

Political Content in News

Political news remain considers an important constituent of newspapers and news channels. In Bhopal, around 72 per cent people agreed that politics comprises a basic content of news stuff while 28 per cent people do not agreed upon it. In Delhi, around 88 per cent people said 'yes' that politics comprises of basic units in news and while 12 per cent does not agreed. In Jaipur, around 68 per cent people believed that across media politics or political news are inevitable part in overall news content while 32 per cent people do not agreed. In Lucknow, around 88 per cent people said 'yes' and 12 per cent people refutes and do not agreed. In Patna, around 76 per cent people believed that politics contains a major part in news and 12 per cent people never felt so rather turn down the question. In Ranchi, around 80 per cent people believed that politics or political news comprises as main news in the media and 20 per cent do not agreed. However, all the surveyed cities agreed upon that politics or political news comprises a basic content of news in the media[9] (Table 2).

Table 2. Nature of news

City	Do you believe that politics is the main content in News?		
	Yes	No	Total
Bhopal	36 (72%)	14 (28%)	50
Delhi	44 (88%)	6 (12%)	50
Jaipur	34 (68%)	16 (32%)	50
Lucknow	44 (88%)	6 (12%)	50
Patna	38 (76%)	12 (24%)	50
Ranchi	40 (80%)	10 (20%)	50

Source: Survey conducted during 2012-13

All the surveyed cities have answered more or less in the same manner. In Bhopal, around 70 per cent people believed that TV channels are manipulating more while around 30 per cent people believed newspapers can manipulate the news some extent. In Delhi, around 74 per cent people believed on the question that TV had more skills and can manipulate the news (issue) very easily in compare to newspapers have limited option while 26 per cent felt so that newspapers can manipulate issues some extent. In Jaipur, around 68 per cent people agreed upon that TV news channels can manipulate issue very easily while 32 per cent people believed that newspapers could manipulate the issues as well.

In Lucknow, around 66 per cent people agreed that TV could manipulate the issue some extent while 34 per cent people believed that newspapers can exaggerate the issue as well. In Patna, around 68 per cent people felt that TV has power to manipulate the issue while 32 per cent favored to newspapers. In newly created capital city Ranchi, around 80 per cent people believed that TV could manipulate the issue while mere 20 per cent agreed upon the manipulation skills of newspapers. Hence, when asked about the role of media (between TV and newspapers) and its manipulation skills, peoples agreed upon that TV channels can manipulate the issue more and effectively[10] (Table 3).

Table 3. Media manipulation

City	Which media can Manipulate the issue more		
	TV News Channels	Newspapers	Total
Bhopal	35 (70%)	15 (30%)	50
Delhi	37 (74%)	13 (26%)	50
Jaipur	34 (68%)	16 (32%)	50
Lucknow	33 (66%)	17 (34%)	50
Patna	34 (68%)	16 (32%)	50
Ranchi	40 (80%)	10 (20%)	50

Source: Survey conducted during 2012-13

The Politics of News

The result of the survey envisaged that media emerge as an influential agent over period and even people unilaterally acknowledged the political dimensions and agreed upon that it is shaped politics some extent. However, the dimensions of news have been acknowledged across the cities with varied ranges. In Bhopal, around 92 per cent people felt media as influential agents and some extent influenced the nature of politics. In Delhi, around 78 per cent people believed that media emerge as an agent and shaped and reshaped the political discourse while 22 per cent people do not conceived as influential agents and considered remain neutral over the issue.

Table 4. Mediated politics

City	Is Media Affecting Politics		
	Yes	No	Total
Bhopal	46 (92%)	4 (8%)	50
Delhi	39 (78%)	11 (22%)	50
Jaipur	32 (64%)	18 (36%)	50
Lucknow	41 (82%)	9 (18%)	50
Patna	43 (86%)	7 (14%)	50
Ranchi	41 (82%)	9 (18%)	50

Source: Survey conducted during 2012-13

In Lucknow, around 82 per cent people considered media shaped politics its political discourse while 18 per cent for any reason does not believed that media as influential agent and have manoeuvring power rather only a medium. In Jaipur, around 64 per cent people believed that media are affected politics and its nature while 36 per cent does not considered media have such power to affect the politics and is not more than a medium. In Patna, around 86 per cent people believed that media followed the politics while 14 per cent does not find any reason to believe media emerge as an influential agent and shaped the politics and its nature too. In Ranchi, around 82 per cent people believed media as an influential agent while 18 per cent people do not considered media as an agent. Peoples are conceding the exercise in news that is affecting politics as well. Politicians used media and even both facilitated by each other for political reason (Table 4).

The politics of news often provides the idea of agenda setting[11] and further it leads a line of thinking in which media supposed to advised people to follow.

The Political Mapping of Media

Issues remained in the centre stage when both media and politics had claimed and counterclaim over it. Issues produced and reproduced every moment by politicians and media at different capacities in a regular interval. The representation of issues may be a ways to understand the 'mediated' processes followed the particular issue. Issues are very much in the spatiality but only few of them noticed and acknowledged by the institutions/agencies and even peoples, why? Which issue should surfaces? The study presumably considered *three* issues (reservation, corruption and caste) from as bases and mapping the politics of media in various ways. How these issues implicitly and explicitly linked with media and politics or in other words issue are by product of media and politics. The study revealed that the cities are sensitive to a specific issue and established a new identity parallel to older identity over time where both media and politics played an inevitable role (Table 5).

The reservation news become popular with Jaipur and considered much sensitive news when 64 per cent people believed that news considered as important news or political discourse while in other cities the issue of reservation does not able to attracts much attention. In Delhi, around 10 per cent people and in Lucknow, around 8 per cent people thought that the reservation issue is drawn people's attention. In Bhopal, around 14 per cent people considered reservation news played an active role while in Patna, around 12 per cent and in Ranchi, around 6 per cent people believed that reservation news drawn people's interests and shaping political inquisitive among peoples and considered an important news while it coincides with politics over period in their city.

Table 5. Mapping the mediated politics

City	Is your City is Politically Active on following Issue: Reservation, Corruption and Caste			
	Reservation	Corruption	Caste	Total
Bhopal	7 (14%)	30 (60%)	13 (26%)	50
Delhi	5 (10%)	36 (72%)	9 (18%)	50
Jaipur	32 (64%)	13 (26%)	5 (10%)	50
Lucknow	4 (8%)	13 (26%)	33 (66%)	50
Patna	6 (12%)	16 (32%)	28 (56%)	50
Ranchi	3 (6%)	44 (88%)	3 (6%)	50

Source: Survey conducted during 2012-13

Jaipur shows much sensitive to the reservation news in compare to other cities? The issue is traced from every corner but the response from Jaipur was different than rest other surveyed cities. The issue of reservation discussed in various ways in the city wherein media played an important role. The long stand demand of Gujjar reservation and reservation for forward class were shaped and reshaped in various political colour in the city. The news was a reflection of media wherein media provided more news in the concerned issue while other issues of course running parallels to it but not competing with reservation news in the city. Thus, Jaipur mapped as more sensitive to reservation news or in other words media mapped the city which preferred to talk the reservation issue than any other issue[12].

The corruption news was ever in between the news or other issues but since Anna Hazare's movement against corruption for Jan-lokpal, the corruption issue become a political tool or centre stage and envisages the peoples to make view upon it for fight against social menace. The issue has been noticed in almost all surveyed cities and the issue was more talked in Bhopal, where around 60 per cent people considered the issue is in the people's domain through media in various shapes and natures. In Delhi, around 72 per cent people believed that the corruption news discussed in the street of the city in myriad ways. In Ranchi, around 88 per cent people dailies interacting with corruption news through media and corruption issue while it often discussed in line of swindles of public funds happened in the past few years or as a part of financial mismanagement in the government. In these cities, corruption news attracted more attention and even discussed in public domain at best in compare to reservation news. The cities of Bhopal, Delhi and Ranchi where corruption news talked utmost in compare to other issue while other issues remain in circulation but not competed with corruption news.[13] The image of these cities was carved as where peoples talked much on corruption or in other words these cities were talked corruption news wherein media traced people's gossips the at best.

The caste news considered one of older issues in India and often appeared across media whereas both people and politicians discussed the issue at length through various platforms. Two cities like Patna and Lucknow exposed to caste news more in compare to other surveyed cities.[14] In Patna, around 56 per cent people believed that the caste issue appeared in the media in various colours and shade while in Lucknow, around 66 per cent believed that the caste news is very much in the public domain wherein media played an instrumental role and shaping and reshaping the issue in various ways for different reasons.

Conclusion

Media and politics (political system) both works as institutions and working together for business, political gimmick and popularity driven. The acknowledgement of above discussed issues might be specific and its spread is limited but there are possibilities that there would have numbers of

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issues across the spatiality apart from reservation, caste and corruption. These issues were discussed in the Parliament election of 2014 in myriad ways. Each issue had own importance and a separate domain area where the issue found active: politically, socially and culturally, and shaped the identity of the spatial (region) in various forms. The issues like reservation, caste and corruption considered divisible issue now days but there must have some more issues in the public domain which media failed to trace it. The study conducted in limited scales (only northern capital cities) wherein each city had own domains of issues and media paints the city with specific issue which become a new identity apart from traditional identity of the city. However, the scale of the study should make nations as units for better understanding of media and its application and its impact over space. How media visualized a space (for example; Jaipur was sensitive to reservation news while Delhi was sensitive to corruption news and Patna was sensitive to caste news as well). Media had own way to visualize the space for various reasons including business might be one decisive factor. Meanwhile, politics shaped these discourses on political reason. Hence, media, politics and space ever conjoined and one of them changed would leave imprint on other, therefore, it is better to check the sensitiveness of issue before setting stages for play. The issue of corruption, reservation and caste become a base issue where media and politics provides all breeding facilities to germinate for specific political purpose including future scope for political ordering in various parameters. In sum up, the study concedes that issues are travelling free across the space and touched each and every space unilaterally but stayed in some space where it find more suitable political and media support over time and again surfaced in the same space with different capacities.

Note

[1] Mapping is a contentious project and considering a base understanding from where an individual or organization mustering authority at myriad capacity. Why maps are necessary for execution of any project and how does a map mulling a process of exclusion/inclusion of any boundary, point, location, forest, natural vegetation and territory, etc. How does identifying any locality/space/ place/region/nation in the map, of course, through specific assigned features, name, sign, other semiotics code is indeed helping us to know the exact place/space and what we are supposed to looking in the map (Monmonier, 1996; Black, 1997; MacEachren, 2008). How does politics assigned in the map and for what purpose doing mapping (Crampton, 2010). "Maps have played and play a major role in politics, both international and domestic, reflecting the powerful ability of visual images and messages to represent and advance agendas" (Black, 1997: 9). Mapping and politics has entwined relationship at both global and local scale in order to subscribe emerging views in term of power, knowledge, space, timing, identity and politics, etc.

[2] It is about spatial contexts when one space is different from another space. How one space is different and at what basis some other organization or institutions (Including media) making different to each other as well. Henry Lefebvre (1991) argued in his book *The Production of Space* how every moments spaces producing in myriad capacities in order to address the requirements.

[3] Geographical region is about a cultural set of knowledge that why a particular region is active to a issue while other region is passive on the same issue. India where each region has own set of cultural, political, social and economical practices and these region supposed to acts as per their socio-cultural identity.

[4] He led the movement and demands for reservation to the peoples of Gujjar community which spread in the state. He put forth the arguments that the peoples of Gujjar community are also backward and his socio-economic status is too weak even worse than Meena community which

enjoy the STs Reservation benefits. Meanwhile both the community living together in the region and due to reservation the peoples of Meena community become developed while Gujjar community lacked development.

[5] All aspects of life including social, cultural, political and economical somehow governed by caste factor even political understanding reached at consensus through caste.

[6] He is known social activist and fought several cases against corruption and specially known for Jan- lokpal agitation in which he made week long fast over the issue in order to check corruption in government functionaries.

[7] Henri Lefebvre calls it 'representational spaces' in his book *The Production of Space* (1991: 39). On the foundations of first space, second space and the third space it can describe as a creative recombination and extension of spaces. The first space is about the "real" material world while second space is about the reality though "imagined" representation of spatiality and as proceeding into third space where "real" and "imagined" combined to represents the world. The real and imagined feature easily found across the media including audio-visual and print. However, Lefebvre do not directly acknowledge the media as virtual space rather he emphasis on the heterogeneity of space in myriad senses. Further, see. Soja, Edward. (1996). *Third Space: Journey to loss Angles and other Real and Imagined Places.* London: Blackwell.

[8] An impression of news can understand as words from news anchor like Rajdeep Sardesai (2006) when he once differentiated between 'manipulation' and 'bias' in the news that how a news can categorised in following line of views. Although, news ever had motives and behind motives a section of influence worked in order to release the imprint upon the issue accordingly what they wished. So, news becomes a tool to impress the readers/listeners accordingly what a section wants what the people believed.

[9] Politics comprises a basic content in news. Peoples are agreed that the political contents in news over period increased and every news had some political shadows are visible proportionally as well.

[10] Sudhanshu Ranjan (2006) argues that "TV is essentially different from the print media in the sense that it is meant not only for literate. It is accessible to all, irrespective of literacy, class, sex, or age. That is why some people denounce it as a corrupting medium." Hence, TV has technical aspects where the chances for manipulation are little high than print medium where juggling of words can influence the news more.

[11] Dr. Max McCombs and Dr. Donald Shaw in his Chapel Hill study (1968) demonstrated the agenda setting how media influenced the election issues. However, agenda setting is something like to influence the public agenda through specific mode of presentation, language, style.

[12] The response of Jaipur over reservation issue was quite different from rest of surveyed cities. The reservation discourse was inherited in Rajasthan and discussed in various formats over period in both media and political platform as well. The study assumed that why people of Rajasthan agitate only when they know that reservation is common ground and every corner in India is discussed the issue meanwhile only people of Rajasthan demanding reservation and they are doing political mobilization under different political formation, why? What political conditions forced them to do and demand reservation? The role of media was under scrutiny how media played an instrumental role to spread the voice for reservation and remain ignite the issue.

[13] The much glare discussion around corruption attracts attention particularly Anna Hazare episode when he declare zero tolerance against corruption and asked the government of India to implements the provisions of Jan-lokpal, prepared by than team Anna members, however, team Anna dismantle later due to political fraction. Henceforth, the issue of corruption were raised and discussed in the media in myriad assumptions. The issue was extensively discussed in Delhi and Bhopal irrespective of presence in every part of the country. Urban space responded the issue instantly but the reason behind the both the cities was that media highlighted some of corruption news and push people to mobilize against it. Some local news of corruption were highlighted by media somehow Phillip the peoples participation in the city earnestly.

[14] Caste issue is also an inherent issue unlike corruption and reservation issue. The association of

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Patna and Lucknow is indeed paved political signal that how caste is inherited in both the cities. Though, caste is uniform in the country and in the rural belt it shows higher degrees than urban space. In both the cities respondents is earmarked caste as an important way to negotiation. Media ever touch the chord of caste in various angles and discussed the issue irrespective of economic growth, development, increasing per capita income. Somehow, media shaped the issue at best in both the cities and catering politics accordingly and mapping the space per se.

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