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ABSTRACT
This research paper is an attempt to understand the media coverage of Indian political news. The news portal is considered as true global media. Political faces covered by news portals become prominent across the globe. The samples collected from five news portals of international repute. Based on four parameters, content analysis method has been used to meet the findings. The result indicates that Prime Minister, Chief Ministers and the premiers of other countries have become the most important newsmakers but the President of India does not gains the attention of news portal despite holding the highest constitutional post of the repoublic of India.

1.0 Introduction:
Globalization refers to an ongoing process that involves interconnected differences in the economic, cultural, social, and political spheres of society. During globalization, the whole world has become a single unit. Globalization means 'the compression of the world and the intensification of consciousness of the world as a whole'. (R. Robertson, *Globalization*, 1992: 8). Globalization mainly refers to the society. It is less of an

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economic term. Now, this scenario is changing, politics has become global with politicians acquiring global images.

Politically, globalization refers to the advancement of forms of governance that operate at an international scale, whose policies and rules cooperative nations are expected to abide. With the help of news portals, the politician's face becomes popular worldwide. This core of globalization is supported by technological developments. The global image projection is only possible by communication technologies and global distribution of media. Firstly, the concept of 'Global Village' predicted by Marshall McLuhan means one world connected by the electronic nervous system. Global village concept gained currency in those days when the internet was not available, nor was television as powerful a tool of communication as it is considered today.

When McLuhan gave the concept of Global village not many could comprehend it but it has become popular after technological upliftment. Koslowski, R. (2006) stated that the globalization of domestic politics entails violence between contending parties of the domestic political struggle taking place abroad. It is well known that prominence makes news more popular. This is considered as an important element of news. If a prominent politician is involved in any news, then that news becomes famous. Place of occurrence, from where news is collected is also an element of news. It is observed that proximity makes news more attracting.

Some scholars defines mediatisation as the formats and institutions of contemporary media increasingly shape other aspects of social and cultural life (Lundby, 2009; Schulz, 2004). In this understanding of mediatization, politics and society are being reconfigured according to the structural and institutional logics of media. The main proponent of the thesis of a mediatization of religion, Stig Hjarvard, regards it as the subsumption of religious practices and institutions under the institutional 'medialogics' of newer forms of media (Hjarvard, 2008: 11, 2016: 9).

Limitation of the study:
This study focuses on news portals which is a combination of print and new media. It is a time-consuming work to measure variables. News published on portal usually changes constantly so it is difficult to collect the information on a given time.

1.1. The significance of the Study:
The present study is an attempt to find the treatment of Indian political news on news portals. The ability to measure the importance of Indian political news and prominence helps to understand the country's image globally. The study is also helpful to find out the news flow on news portals.

2.0 Review of Literature:
The main aim of the literature review is to develop a broad conceptual context and understanding of the role of Media in prominence and political event. To meet this requirement, available knowledge viewed in the present write up are the facts and inquiries.

2.1 Globalization of Politics and Journalism

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In a study 'Globalization and politics' Berger (2000) analyses politics and society. The result indicates that there is an alignment within political parties of both the left and the right over issues of national independence and trade openness. In a research work 'Globalization, domestic politics, and social spending in Latin America: a time-series cross-section analysis', Kaufman & Segura-Ubiergo (2001) examines the effects of globalization. Findings indicate that popularly based governments tend to protect social security transfers, which tend to flow disproportionately to their unionized constituencies.

In a research work 'The roles of interpersonal communication in mass media campaigns', Southwell & Yzer (2007) examines the connections between interpersonal communication and mass media campaigns. The result indicates that there are three general categories of roles of interpersonal communication: media campaign outcome, the mediator of media campaign effects, and moderator of campaign effects. In a research work 'Political communication in media society: Does democracy still enjoy an epistemic dimension? The impact of normative theory on empirical research', Habermas (2006) analyses the liberal and the republican models of democracy. The empirical research method is applied to reach the findings. The result indicates that mediated political communication in the public sphere can facilitate deliberative legitimation processes in complex societies.

In the present study 'Community, Communication, and Participation: The Role of Mass Media and interpersonal discussion in local Political Participation', McLeod, Scheufele & Moy (1999) examines the role of mass and interpersonal communication in predicting two types of local political participation. The descriptive research method is adopted to meet the results. Results indicated that television news use had no direct impact on either type of participation, but it did have a modest indirect impact on institutionalized participation. In a research work 'News vs. entertainment: How increasing media choice widens gaps in political knowledge and turnout', Prior (2005) analyses the relationship between political knowledge and media use. The results indicate that content preference indeed becomes a better predictor of political knowledge and turnout as media choice increases.

2.2 Prominence and Mass Media

In a study of newspaper coverage of female and male athletes, Vincent at al (2002) compares popular newspapers. This qualitative analysis indicated that female athletes receive comparable coverage with their male peers. This study confirmed that female athletes receive more newspaper coverage (prominence) when they compete in major international competitions. In a study 'Bad news or good news: Environmental politics and the mass media', Lowe & Morrison (1984) analyses British politics and the environment. The results indicate that mass media played a major role in giving prominence to the voice of British politicians. It helps in the popularisation of environmental issues.

In a research work 'The relationships between mass media, public opinion, and foreign policy', Baum & Potter (2008) analyses citizens' opinions.

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Descriptive methods were used to reach the findings. The result indicates that mass media plays a critical role alongside citizens and elites in shaping the public's attitudes and influence on foreign policy. In the present study, 'Social media use for news and individuals' social capital, civic engagement and political participation', Gil de Zúñiga at al. (2012) analyses how digital media is used for informational purposes to foster democratic processes. The results indicate that political constructs and political discussion, seeking information via social network sites is a positive and significant predictor of people's social capital.

3.1 Objectives of the Study
Politics is at the heart of democracy and the media provides a platform for politics. It helps to make political players prominent and globalized. Here, the researcher found out the place of occurrence, placement, importance and main actor of the Indian political news published on five prominent news portals. Objectives of the study are as follows:
RO1: To know the place of occurrence of a political event.
RO2: To know the placement of political news published on news portals.
RO3: To measure the importance of political news published on news portals.
RO4: To know the main actor of political news.

3.2. Research Design
The design of the present research is analytical cum qualitative in nature as the study intends to analyze the news on the qualitative parameter.
Variables: In the present research, both dependent and independent variables have been used.
Sample Design: The sample design of this study consists of the following elements:
A.   Universe- All political news published on news portals can be considered as the universe.
B.   Sampling Element: It is difficult to examine the entire universe, so few news portals which publishes political news related to India is considerd as the sampling element.
C.   Sampling Unit: News portals like Al Jazeera, BBC, CNN, Navbharat Times and Xinhua have been chosen as a sampling unit. Only those news are considered as samples which have been published at least at two news portal including Nav Bhatrat Times as one of these.
D.   Sampling Technique: Purposive sampling method has been used to gather the data from the chosen news portals.

3.3. Constructing of content categories
Soul of content analysis is the category system used to analyze media content. In the present study, some parameters are selected using prior coding. These are given below:

Parameter			
1.	Event of occurrence	2.	Placement of news portal.

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| 3.	Importance of political news	4.	The main actor in the news

3.4. Period of study:

The present study was conducted for 6 months.. Data collection began from February 12 to April 25, 2014, during the Congress regime and May 26 to July 15, 2014, during the BJP regime. Total 82 news published during Congress-led UPA regime and 106 news published during the BJP led NDA regime.

3.5. Nature and Sources of Data

To meet the result in the present study, primary data has been used. The data is collected by conducting content analysis through prior coding. Entire data is nominal in nature.

4.0 Analysis: This chapter covers the analysis of the data and interpretation of the results. Simple percentage analysis statistic used in the present study.

4.1 Event of occurrence: Proximity
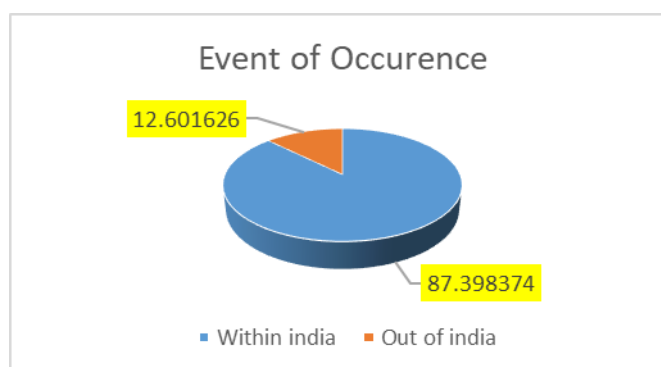
Results indicate that 87.3% of total news published on news portals pertains to Indian territory. While the rest 12.6% of the total news is based on the events happening outside India. It proves that news portals are focusing more on the political events occurring in India territory. But it is found that web media covered a notable amount of political news happening abroad.

Event of Occurrence		
Ruling Govt.	Event	Per cent
During the UPA regime	Within India	91.4
	Out of India	8.6
During the NDA regime	Within India	82.1
	Out of India	17.9

After analysing data on the basis of different govt. tenures, it is indicated that during the Congress-led UPA regime, 91.4% of total news published on news portals happened within India. Rest 8.6% news published on news portals was based on events occurred out of India. While during the BJP-led NDA regime, the ratio of the news based on happenings outside India

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increased by more than double, now 17.9% of total news published on news portal was based on events that occurred outside Indian Territory. 82.1% of the total news published on news portals occurred within India during the NDA regime.
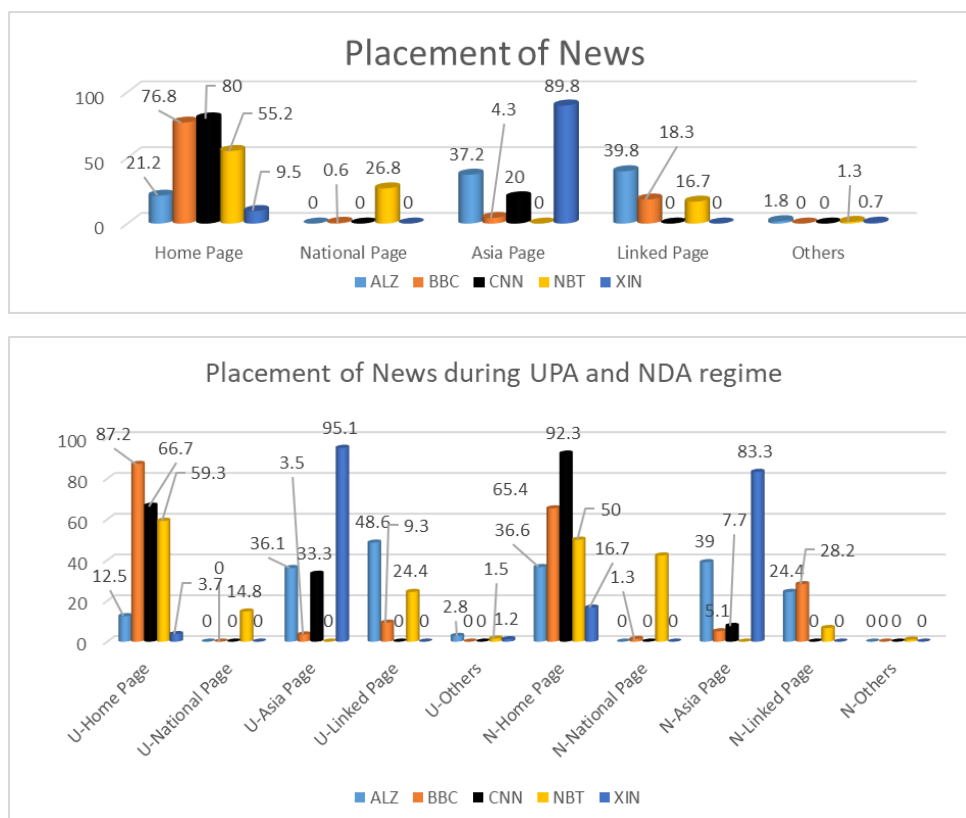
4.2 Importance of Indian Politics:
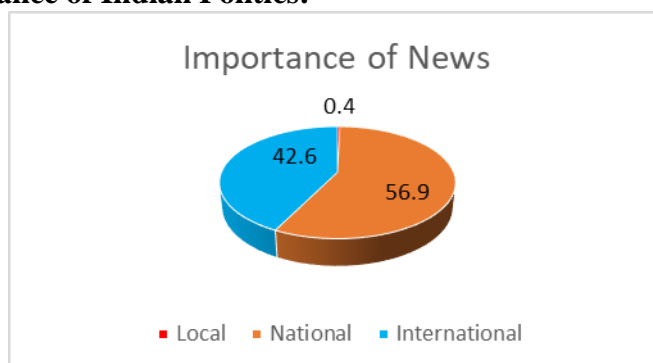
The element of news makes its importance. Importance of news depending on how many elements involved in the news. It is found that 56.9% of news of total news published on News-portals having national importance. While another 42.6% of total news published on News-portals having international importance. Only 0.4% of total news published on news portals having local importance.

Importance of News		
Ruling Govt.	Importance	Per cent
During the UPA regime	Local	0.7
	National	63.9
	International	35.7
During the NDA regime	Local	0
	National	48.1
	International	51.9

After analysing data on the basis of different govt. the regime, it is indicated that during the Congress-led UPA regime, 63.9% of the total news published on news portals is of national importance. Another 35.7% of the total news is of international importance. Only 0.7% of the total news published is having local importance. While during the BJP-led NDA regime, 51.9% of the total news published have international importance, 48.1% news is of national importance. No news published on News portal has local importance during the NDA regime.

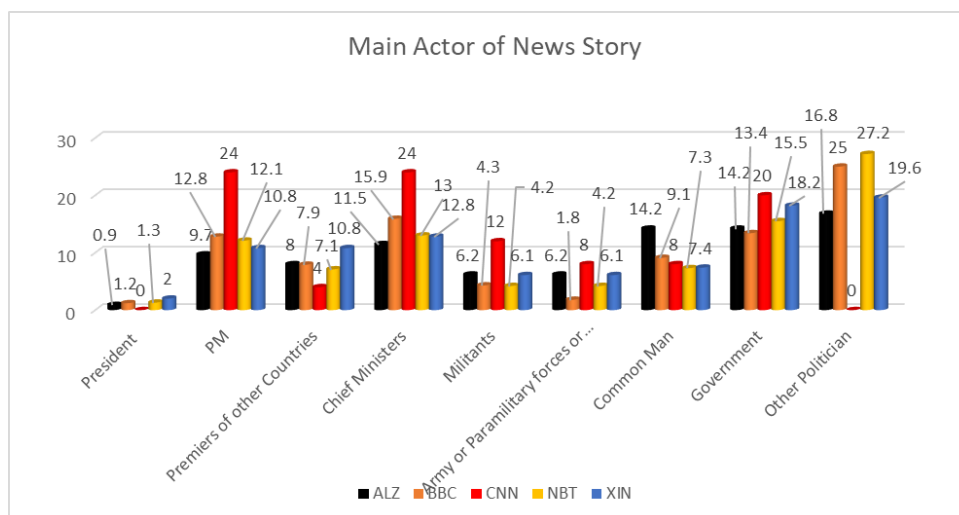**4.3 Placement of News (Overall and during different regime)**

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Placement of News

Placement of News during UPA and NDA regime

As we know that the 'home page' is the most important page of every news website. It is considered that if the news is placed on the home page, it is treated as most important. Otherwise, it is assumed that prominence is not given to that particular news. During overall analysis, the researcher finds that 80% of the total news published on CNN's home page comes from India. The CNN is followed by BBC with 76.8% of its news on the home page coming from India. NBT also published its 55.2% of the total news onthe home page. While XIN published only 9.5% political news on homepage followed by ALZ with 21.2% of total news.

After analyzing the treatment of Indian political news during the various regimes, the researcher finds alarming results. News portal CNN published 66.7% of its total news on the homepage during the Congress-led UPA regime. While during the BJP-led NDA regime this ratio increased to 92.3% of the total news. It shows the popularity of Indian political news during the BJP-led NDA regime.

News portal BBC published its 87.2% news on the homepage during the Congress-led UPA regime. While the same news portal published 65.4% of its total news on the homepage during the BJP-led NDA regime. News portal NBT published 59.3% of its total news on the homepage during the UPA regime while during NDA regime NBT published only 50% of the total news on the home page. News portal ALZ published 12.5% of its total news on the home page, followed by XIN with 3.7% during the UPA regime. ALZ published 36% of its total news on the home page which is triple of the UPA regime same as XIN published 16.7% of its total news which is more than four times extra than the UPA regime.

4.4 Main Actor of news Story:

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Main Actor of News Story

 Prominence is considered as one of the best news elements. It is observed that if any news is related to a prominent (Well known) person, it gets more prominence. It is also observed that a public figure always become big news. During the overall observation, it indicates that Prime Minister and Chief Ministers of the various state become the main actor in 24% news of news portal CNN. Govt. is another key actor in news portal CNN because 20% news published with Govt. as the main actor. It is also seen that News Portals are not giving importance to the President. Xinhua published only 2% of its total news in which President is considered as the main actor followed by NBT 1.3% and BBC 1.2%.

Prime Minister, Chief Ministers of various state and Govt. always become big news. News portal CNN published 24.0% of the total news in which Prime Minister is pioneered as the main actor, followed by BBC 12.8%, NBT 12.1%, XIN 10.8% and ALZ 9.7%. News portal CNN published 24% of the total news in which Chief Ministers of Indian State presented as the main actor. This queuegoes forward as BBC published 15.9%, NBT 13%, XIN 12.8% and ALZ 10.8% of their total news in which CM becomes the main actor. It is indicated that news portal CNN published 20% of its total news in which Govt. become the main actor, followed by XIN 18.2%, NBT 15.5%, ALZ 14.2% and BBC 13.4%.

4.5 Main Actor of News Story: Aljazeera

Main Actor of News Story in ALZ
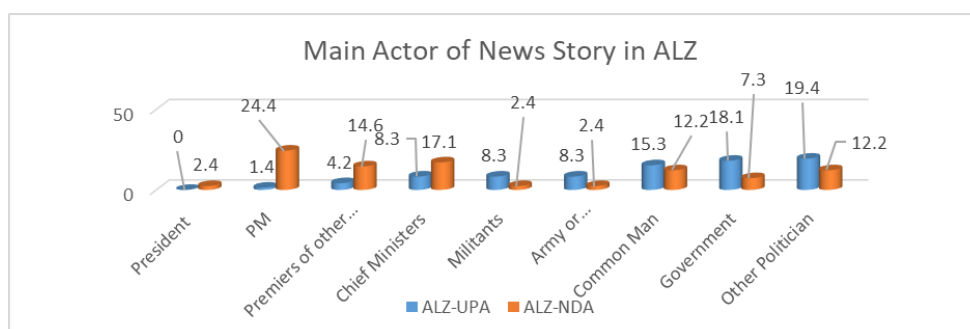
News portal ALZ published 1.4% of the news in which Prime Minister is the main actor in UPA regime, while during NDA regime, ALZ published 24.4% of its total news which is about 17 times more than UPA regime.

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ALZ published just double news in NDA regime in comparison to the UPA regime in which Chief Ministers was the main actor. While thrice news published in NDA regime in comparison to the UPA regime in which the main actor is Premiers of other countries. On the other hand, in ALZ, Militants, Army or Paramilitary forces, Govt. and a common man presented more as the main actor in the UPA regime in comparison to the NDA regime.
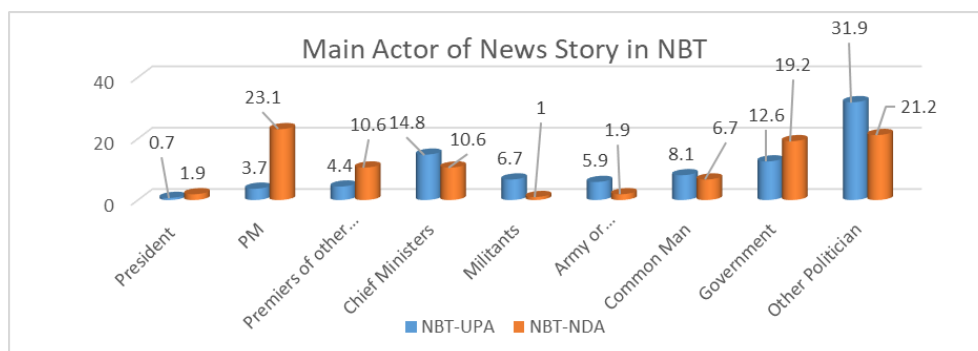
4.6 Main Actor of News Story: BBC
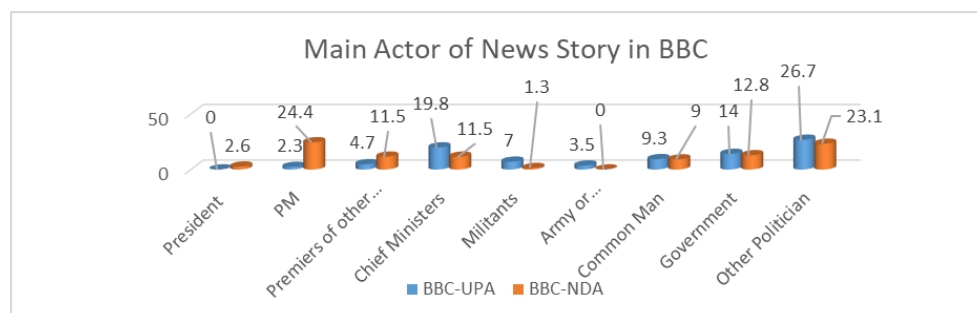
News portal BBC published 10 times more news in NDA regime in which PM was the main actor. BBC published more than double news in NDA regime in which Premieres of the other countries were the main actor. News portal BBC published about the double news during UPA regime in comparison tothe NDA regime in which Chief Ministers of various states presented as the main actor. During the UPA regime, more news published on news portal having a common man, Govt. Militants and Army or Paramilitary forces as the main actor.

4.7 Main Actor of News Story: CNN
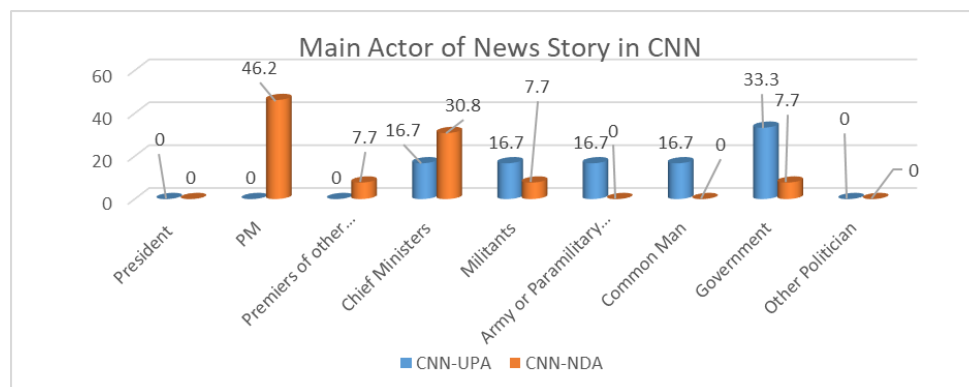
In news portal CNN, more prominence is given to PM, CM and Premiers of other countries as the main actor during BJP led NDA regime in comparison to UPA regime. While, during the UPA regime, more prominence given to Govt. common man, Militants and Army or Paramilitary forces as the main actor. During the UPA regime no any news published in which PM placed as the main actor. While during the NDA regime, 46.2% news published in which PM represented as the main actor.

4.8 Main Actor of News Story: Nav Bharat Times (NBT)

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Main Actor of News Story in NBT

News portal NBT published about thrice more news during NDA regime in which President is shown as the main actor of news. During the same period, NBT published six times more news in which Prime Minister showed as the main actor. During NDA regime Govt. become the main actor more times in comparison to the UPA regime. On the other hand, NBT published more news in which common man, Militants, Army or Paramilitary forces and other politician have become prominent face during UPA regime in comparison to the NDA regime.

4.9 Main Actor of News Story: XIN

Main Actor of News Story in XIN
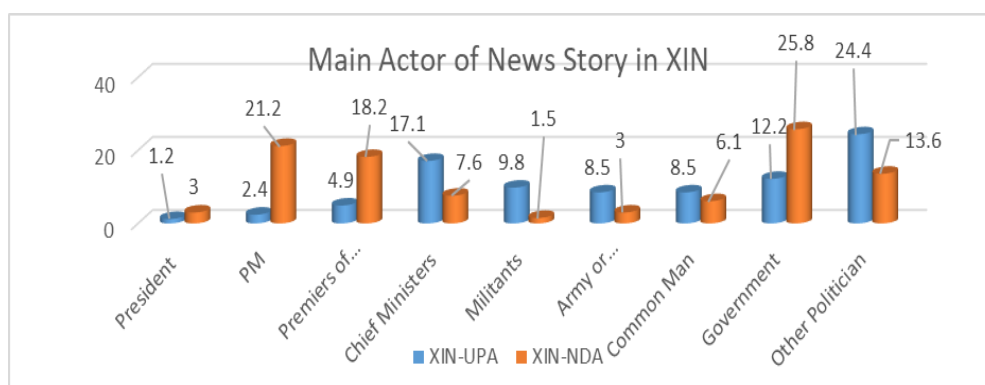
During BJP led NDA regime, News portal Xinhua published more news in which more prominence to President, PM, Premiers, Chief Ministers and Govt. as the main actor. Xinhua published 9 times more news during BJP led NDA regime in which Prime Minister becomes the main actor, followed by Premiers about four times more. During the Congress-led UPA regime, Xinhua published two times more news in which Chief Ministers of the various state become the main actor.

5.0 Result:

1. During the NDA regime, news portals gave more importance to political development held outside India. While during the UPA regime, more news published based on happenings within India.

2. News portal published more news having international importance during BJP led NDA regime. While during the Congress-led UPA regime, more importance given to national and local importance related issues.

3. News portal CNN and BBC have given more importance to Indian political news by providing the most prominent place. NBT also giving

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preference to Indian political news. While XIN and ALZ are not providing a prominent place to Indian political happening.

4.   News portal CNN has given more importance to Indian political news during the NDA regime while BBC and NBT given to UPA regime. News portal ALZ and XIN also have given more prominence to Indian political news during NDA regime.

5.   Prime Minister, Chief Ministers of various state and Govt. always become big news. It is found that President is not a news material for most of News Portals, even it is a supreme post in Indian Constitution.

6.   BBC published more news in which President, Prime Minister and Premiers of other countries during BJP lead NDA regime.

7.   During BJP led NDA regime, more prominence is given to PM, CM and Premiers of other countries in comparison to Congress-led UPA regime in news portal CNN.

8.   News portal NBT gave more prominence to PM, President and Premiers as the main actor during BJP led NDA regime. So, it is clear that NBT gave more publicity to the Prime Minister during the NDA regime.

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