

Media management in political campaigns to strengthen Democratic Institutions (SDG 16)

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Abstract

This paper will look at how media management has been used in political campaigns and how it has helped in empowering democracy institutions in the context of Sustainable Development Goal 16, which focuses on peace, justice, and good governance. There are campaigns in the times of hybrid media systems, which media outlets fit well into the current digital platforms, including Facebook, Twitter, and WhatsApp to strategically reach a maximum number of people and ensure their interest in the campaigns. The evidence shows that while issue-based and transparent media practices contribute to an overall increase in

inclusivity, accountability, and trust, the abuse of digital tools to microtarget, engage in misinformation, and polarize will undermine institutional credibility and make people less confident in the democratic procedures. The positive and potentially dangerous aspects of campaign media management are illustrated by example of the United States, the European Union, and Ghana comparing their experiences in media management under different cultural and regulatory conditions. The research highlights the importance of ethical norms, efficient regulatory systems and digital literacy programs as a way of adopting political communication as a means to establish institutional strength instead of becoming its destabilizer. Media management may grow as a significant instrument to advance the stand of the institutions and optimize the aim of GDG 16 through establishing the principles of democracy done by the campaign strategies.

Keywords: media management, political campaigns, democratic institutions, misinformation, SDG 16

Introduction

The modern world of information and interconnectedness views political campaigns management as a strength of democratic power and a survival feature of stability in the contemporary world. Instead of reading conventional rallies or print media, political communication has taken a different interactive approach in format by being a mass opinion-influencing tool, both online, via televised debates, message targeting, and multimedia solutions. This changing situation has rendered the use of media not as a medium of communication, but one of the most essential consideration in obtaining democratic outcomes. This can be closely tied to the Sustainable Development Goal 16 (SDG 16) that is centered on the creation of peace, justice and healthy institutions. The political communication through the media is upheld by effective media management that makes the organization transparent, accountable and inclusive hence empowering the institutions of democracy. But it is not delivered on a silver platter on ones plate and the modes of participation and awareness construction can be misused to disseminate misinformation, manipulation and polarization. Consequently, scientific analysis of media management in political campaigns is essential to help preserve the level of sample democracy practices in developed and emerging societies.

The #SDG16Now Campaign focuses on:



In the traditional sense, political campaigns have been reliant on the involvement of the organized media thereof in a bid to reach masses. Political players in democratic countries such as India, United States and European Union employ the available resources in regulating narrative using various media to access the electorate. As the digitalization era expands this management invaded the high-tech standards like campaigning with data, algorithmic targeting, social media interaction, and crisis communication. There is a trend of using strategic media management in political parties to mobilize the electorate as well as to legitimize the institutions by instilling trust and civic interest. The direct positive effect is that when campaigns focus on the importance of transparency, inclusivity and citizen participation cohere in the conviction politics of the media, it positively influences the improvement of institutions that are at the heart of SDG 16. In contrast, biased news reporting, propaganda, unregulated publication of fake news, endanger the peace aspect of a democratic system and damage the confidence of people with the institutions. This duality of the media as both a stabilizer and disruptor of the democratic processes is what makes its management a matter of critical concern on both the scholarly-research side and the policymaking side.

The process of Media control and democratic institutions being blurred has also exposed a greater discussion of governance, citizenship and political responsibility. The boundary between the messeteries of the politicians and the banal conversation has been shifting and filling with the media modes of delivery which can be adopted in the institutional plausibility as the world is globalized and the contact was finally reached in time. Political campaigns can also improve parliaments, electoral commissions and other democratic institutions where well done because they bring clarity in political communication and issue centred political

communication and capture multiple voices. This is in line with SDG 16 aim of promoting participatory decision-making process and enhancing accessibility of information to the masses. At the same time, the misuse of the media as a campaign instrument such as the spread of polarizing rhetoric, capability to manipulate social views using phony information, or silence the voices of the representatives of a minority may weaken these institutions. A medium-type approach is, therefore, required where media is handled in a way that lays more emphasis on the ethics, regulatory mechanisms, as well as educating the people. It is on such a basis that the present research hopes to explore how media management can help in political campaign strategies, implications, and transformation as a method of enhancing the institution of democracy and advancing the ideals of, peace, justice, and institutional capacity as a way of achieving SDG 16.

Scope of the research

This study meets the border of the realm of political communication, media management, and strengthening the institution of democracy as it is elaborated in the Sustainable development goal 16. The study article is funnelled into how political campaigns through various forms of media management leads to the mass conscience, shaping the democratic course, and contributing in the efficiency and power of the democratic processes. In that way this research is put in a bigger literature on democratic government, political marketing and media research and less dwell on campaign tactics and their impact on institutional trust. That is why the scope is not limited to the discussion of the techniques of the campaign only but also to the normative part of such techniques to transparency, inclusion and responsibility of democratic processes.

The paper predominantly discusses the strategies that are adopted in the traditional media as well as the digital media in regulating the political message. The traditional media, print, radio, and television are commonly often used to shape dialog in the mainstream, particularly rural or older citizens. On the contrary, interaction with the citizen via real-time communications has transformed due to digital and social media platforms that are interactive and have data analysis tools and are programmed to address the intended population address. This area of research area acknowledges the dynamics between the two spheres of concern and attempts to explore how political actors will find a balance between credibility, reach, and engagement across the engagement with various audiences. The study does not attempt to

explain the validity of specific political parties and politicians; however, it mentions the greater institutional implications of the campaign actions in general, that is, how they strengthened or weakened the principles of democracy.

The study is roughly comparative geographically to the observations made in the international democracies but a great deal of local attention to the new democracies like India where media management has become a factor in the new elections. Relatedly, lessons of the established democracies such as the United States and European Union have provided comparative leads as of the extent of the management of media. The analysis of these different contexts will aim at finding patterns and comparisons that will highlight not only the possibilities but also the risks posed by the political media strategies.

The scope in question has a variety of dimensions of importance thematically. First, it relates the significance of the media management in generating the political transparency by availing information on the policies, manifestos, and the governance to the citizens. Second, it disproves the means by which campaigns may foster inclusivity and participatory democracy by use of media to provide oppressed voices with a bigger stage and mobilize the people to participate in voting. Third, it examines the risks of media abuse such as promoting fake news, controlling voter opinions, and rot of the institutions. Fourth the consequences of the policy and the governance are included, the issue of how the ethical constructs, regulatory aspects and the media literacy can diminish the harm and guarantee the campaign communication can contribute value to the democratic institutions. The research is not restricted in regard to the scope of the research. It does not quantitatively endeavor to gauge the outcomes of the election, nor does it simply care about how to use technology or how to do values in politics and how the parties interact. Instead it tends to be more qualitative and conceptual and focuses on how media management strategies are aligned with concepts of SDG 16 and how these strategies can be used to strengthen peace, justice, and strong institutions.

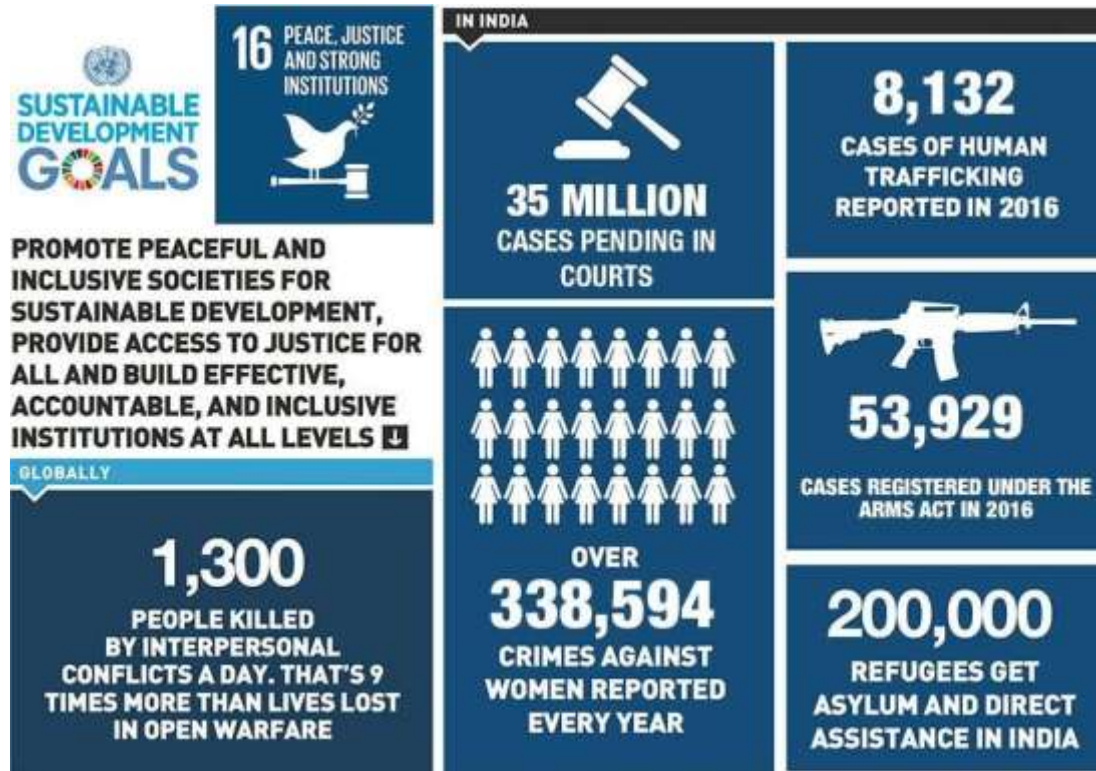
Framework of Study

The paper is organized within the principles of conceptual and theoretical and methodological basis that leads to the discourse on the topic of media management in political campaigns and its potential to enhance the establishment of democratic institutions via the Sustainable Development Goals 16. This model puts the media as a communication tool but also, as a tool

of institution building that generates a direct impact on transparency, accountability, inclusiveness and trust of the people in the systems of governance. On the one hand, the framework highlights the dichotomy of the task of media management as a strategic tool directed at achieving electoral success and, on the other hand, a set of normative processes that can reinforce or undermine the quality of the democratic institutions.

Conceptually, the framework rests on the premise of the theories of political communication that concentrate on the impact of media in defining the discourse of the people as agenda-setting theory, framing theory, and the public sphere model. The agenda-setting theory helps in the clarification of the manner in which the politics of the media control determines what agenda should occupy the discourse in the public in the presence of a political campaign. The theory of framing provides a comprehension of how voter perceptions can be influenced by means of the creation of stories, symbols and language. According to a deliberative democracy model, the public sphere focuses on the availability, openness, and accessibility of the communication spaces, in which the citizens can access the ideas of the politics. The aggregate of these considerations guarantees the conceptual grounding of the investigation of the impacts of media management practices on electoral choices along with the general trends of electoral participation and confidence in the institutions.

The systems of governance and development associated with SDG 16 are also a theoretical background of the research. This will be done by creating societies that are non violent and non discriminatory, accessibility to justice and creation of efficient, responsible and transparent institutions. In that sense, the media management is framed as a skillful and an obstacle towards achieving these objectives. Ethical campaigns through media would have positive influence on the option that the citizens decide and the degree of trust that they place on the institutions and the democracy resiliency. On the contrary, institutional legitimacy is deteriorated by the mismanagement of media through misinformation, propaganda, and suppression of information and fact, thus robbing democratic-based governance. Therefore the model is constructed as a two prism; the prism which traces the investigation of logistics methods of media management applied in campaigns and the prism that counts the normative values or threats to the democratic institutions.



The methodology of the study is a comparative and qualitative method of study. It facilitates the study of political campaigns in similar democracies with an explicit focus on India where the media management as to electoral politics bears transformative importance. These include examination of the traditional media such as television, print and radio and the digital media such as social media, instant messaging services and internet news portals. It is through comparative outlook and parallels with familiar democracies such as the United States and European Union that the study can define shared strategies, new issues, and practices that are emerging within the context of the situation. The content analysis of campaign materials, media coverage and educational literature is also employed by the framework to create a overall picture of the subject matter.

Othello and pragmatism is also another concerning element to the structure. Even though the methodology which is used by the research is based on the techniques, including data-driven targeting, reforming narratives and crisis governance, the political campaigns; the research assesses the ways in which the techniques relate to some of the principles of democracy, including inclusiveness, accountability and participatory governance. Such a two dimensional solution is what guarantees that the analysis is not bound to the campaign effectiveness but

rather extended into that of the morality and also the institutional connotation of how the media is run. Similarly, it is possible to say that the framework is closely related to SDG 16, which is pertinent to the short-term outcomes of elections but long-term democracy in the societies.

In a nutshell, the research design is a blend of the theoretical principles of conceptual practices of political communication, principles of norms of a democratic government and the qualitative methodological approach when examining the media management in political campaigns. This incorporation allows it to plan a holistic structure that prenatal the research to its general purpose; can the media strategies be employed to victoriously succeed as the tool to the supporting of the democratic institutions, and to the realization of the bigger purposes of peace, justice and good governance in the envisioned fashion.

Literature review

In the last ten years, research in political communication has been paying increasing attention to the interactions of campaign media strategies and general democratic values and institutional trust. The growth of the digital media environment, combined with ongoing pressure by the conventional media, has resulted in the emergence of multidimensional forms of hybrid media systems, novel forms of influence, and a problem of democratic legitimacy. Next, I summarize key threads of recent research applicable in political campaign management in the media, especially how they impact on institutional strength, transparency, and citizen trust.

The concept of hybridization of media in electoral campaigns is one big question- how the political actors strategically merge the old and the new media. Paatelainen, Aaltonen, and Holtz-Bacha (2021) study how parties and leaders in Finland utilized the traditional media content in their social media campaign efforts. They conclude that sharing traditional media content (e.g., TV interviews, newspaper articles) on social media is usually down referenced, and aimed at maximising visibility, which proves that campaign actors perceive hybrid media as an integrated toolset, and not separate spheres (Paatelainen, Aaltonen, and Holtz-Bacha, 2021). Such hybrid solution is consistent with the narrative of a hybrid media system introduced by Chadwick (2013), according to which the media logics of the old and the new media are interconnected in reflexive ways. Campaign messages can be propagated and

sustainably spread efficiently in a far broader spectrum across a single medium due to the strategic synergy of cross-media.

This synergy is particularly true when a need and necessity arises to enlist the services of audience groups such as the combination of televised debates (traditional media) and social media multiplication by campaign workers even prominent ones. It is an intermedia approach that facilitates the process of passing the political communication down into dissimilar groups and narrative flow. There is however a caveat associated with research which is that these logics open up space also to the selective amplification of favourable frames at the cost of the voices of dissent.

The other urgent area is regarding online targeting, micro-targeting and algorithmic impacts on the campaigns. Erft demonstrates the differences in strategies of online targeting parties, how microtargeted advertising and online campaigns are in the spotlight of campaign arsenals, especially in the contested electoral environment (Ernot, et al., 2024). These features give the opportunity of personalizing messages to some demographics, interests and network structures. As much as it is more efficient in a way that voters stand higher chances of voting, it results in normative problems: by blocker audiences manipulate messages to manipulate discourse, they also endanger deliberative equality in this way. In that vein, computational propaganda, astroturfing, and orchestrated campaigns have also received interest as an increasing threat. A report published by Oxford Internet Institute under the title of Media Manipulation Survey states that the disinformation is implemented at an industrial level: in more than 76 of the 81 countries surveyed, premises of social media manipulation are shown as part of communication strategies of political actors or their allies (Oxford Internet Institute, 2021). The use of these massive quantities of bots, faked accounts, coordinated messaging, and cyber troops disrupt honest speaking by people, erodes credibility, and may negatively affect the institutional legitimacy (Howard et al., 2021). This is in line with his general ideas about computational propaganda and algorithmic impact on politics (Howard, 2023).

Nisbet, Mortenson, and Li (2021) discuss the so-called presumed influence of misinformation (PIM) in an area of misinformation and the perceptions of citizens. They discovered that once a person is convinced that misinformation affects others (although it does not affect him or her), this belief is associated with less satisfaction with a democratic process (Nisbet, Mortenson, and Li, 2021). This phenomenon suggests that among the immediate

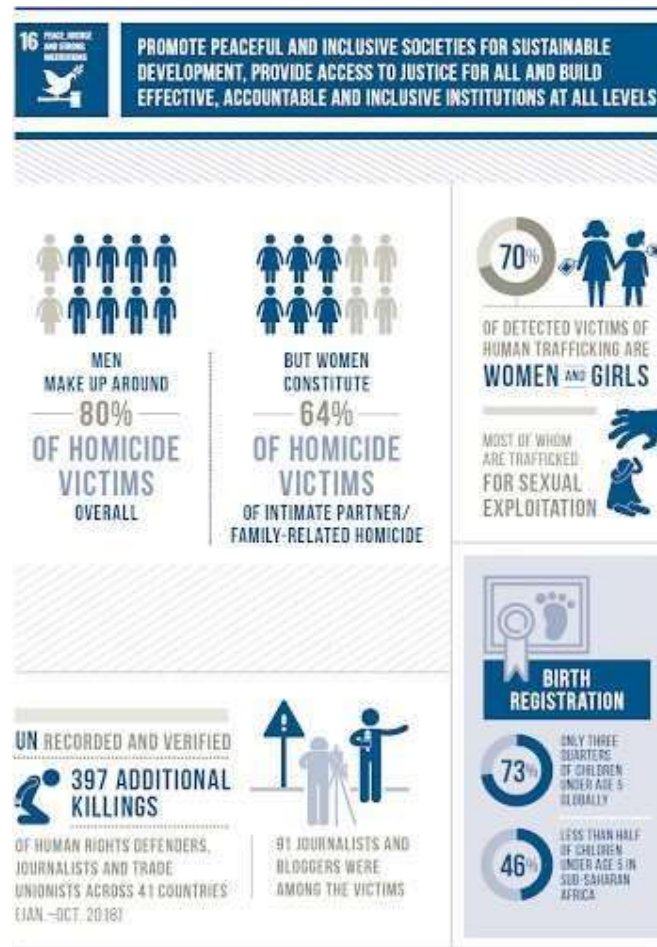
consequences of false information, the fact that individuals premise the idea that other people are being lied to might suggest institutional treachery and distrust. Campaigns are carried out in opaque messages; or by covert targeting with these perceptions being blown out of proportion. The findings of theirs emphasize that the flow of democratic damage is not just a result of the recipient of being persuaded, but the way citizens view manipulation on a larger scale in society.

Darr Harman (2025) discuss further the relation between media systems and democratic attitudes in their investigation of changing media use and democratization of the American attitude. They note that with changing trends in media consumption, particularly in favor of digital and streaming forms, engagement in media by citizens with traditional institutional media reduces, and this may undermine their respect of the principles of democracy that are associated with older forms of media (Darr and Harman, 2025). These changes compete with the institutional sticking of the public discussion and require innovative accountability of the digital platforms.

In computational social science and political communication, polarization, echo chambers and filter bubbles have been studied widely. Flamino et al. (2021) interpret Twitter data of the 2016 and 2020 U.S. elections to demonstrate increase in the polarization among influencers: in 2020, many of the most influential were newcomers and discourse polarization became even greater (Flamino et al., 2021). Polarization like this indicates that the management of the media in campaigns is increasingly aiming at aligned audiences thereby strengthening the echo chambers and minimizing cross-cutting perspectives. On the same note, a preliminary study by Wang, Sirianni and Tang et al. (2020) puts forward an agent-based model where socio-cognitive biases, paired with campaigns, influence the development of polarized networks and echo chambers (Wang et al., 2020). What it means is that campaign media strategies do not only find audiences but also actively construct the patterns of discourse networks of the population.

Local studies are insightful in high mobile, messenger use contexts. Carney (2022) utilizes the experience of WhatsApp in Indian elections: in addition to increased voter education and encouraging participation of marginalized groups, WhatsApp groups can also propagate misinformation and polarize (Carney, 2022). Messenger app horizontal networks facilitate the spread of content with virality, although less controlled than social media in general; this feature makes them beneficial in the management of political campaigns. The two possible

scenarios of civic participation and manipulation make messenger-based media management a hot issue.



Intermediate research stresses the differencing perceptions of the media in different countries. Based on the investigation by Pew Research (2022), in most countries, citizens have a positive perception of social media in terms of democracy-related issues, such as information and awareness-building, although the US stands out, and its citizens have more negative attitudes (Wike et al., 2022). Such cross-national variations imply that media management strategies can only be legitimate depending on the institutional environment, the media environment and the social norms regarding transparency and trust in the media context.

Certain case studies can be used to demonstrate how media campaign framing works with real time. Tawiah et al. (2025) discuss Ghanaian election campaigns of 2024: they discuss how the two leading campaigns adopted framing in three platforms Facebook, Instagram, and X and resolved economic and education problems. Their analysis demonstrates that platform

affordances have different impacts on framing their choices or engagement by voters across channels (Tawiah et al., 2025). As this case highlights, the decisions of media management have to do with more than just a single frame; the strategist would customize frames based on the media, audience, and narrative objectives.

Jakesch, Garimella, Eckles, and Naaman (2021) report the systemic manipulation of Twitter trends by mass posting on Twitter coordinated by WhatsApp groups in the 2019 general election in India. They reclaimed 75 hashtag campaigns that were organized through WhatsApp networks that circulated narratives and took them to national attention (Jakesch et al., 2021).

Methodology

The research has been conducted through a qualitative research design that is an interpretative and comparative research design. The complexity of the media management process in the political campaigns compels the research to not be a single national case but rather develops the examples of different democracies though India receives more focus which is supported by the references to the literature available in the United States, Europe, and even in some parts of Africa. The second strategy involves the planning of gathering data using the second method which is a scholarly article, policy reports, analyses of the media, and a case study that will have been published between the years 2019 and 2025. Content analysis is used to detect common themes in the management practices of the media and to analyze how political campaigns and the media and part of the documented projects of media manipulation. The focus is made on structuring the construction of political communication in conventional and digital space and the accordance, or antithesis of the forms of politics, to the principles of transparency, accountability and inclusiveness, on the idea of SDG 16 notion. Bringing out of the tender tendencies of the media consumption and abuse and their general impressions to the democratic institutions, the qualitative methodology allows the research.

Besides the secondary literature, even the aspects of the study contain the element of the comparative analysis in this way that the study examines what shape the way the media should be being managed regarding the definite political situation. The existing democracies like the United States and the European Union nations serve as an example to evaluate against the new democracies as the pace of digital development interseects with an less

impressive regulatory system such as in India and Ghana. This comparative framework can help establish the generalized pattern, such as the reliance of hybrid media framework and data-driven campaigning and the difficulty of a specific environment, such as as misinformation through WhatsApp in India or social media muscle-flexing in Ghana. The validity of the results can be tested through triangulation of information pulled across at least two sources in order to strengthen the results in areas where the case or medium analysis will not be performed. The study, using such a methodological framework, makes knowledge on the role of media management in a political campaigns that contribute to the strengthening or weakening of democratic institutions and provides good policy implications to political strategists, policy makers and educational institutions.

Results and Discussion

This paper has pointed out that media in management in political campaigns has emerged as a factor in the not only election, but also in the strength and approval of the democratic institutions. The paper through a study on diverse contexts resolve to the opinion that strategic media management will permit candor and public participation together with the risks such as misinformation, polarization and mistrust of an institution. These two implications demonstrate the paradox of the current political communication: either, it provides the means to consolidate the peace, justice, and healthy institutions as defined by SDG 16 or it becomes the disruptive force that can destroy the values of democratic governance.

Among its effects it is possible to single out the development of hybrid media systems applied in political campaigning. The traditional media (television, newspaper and radio) continues to hold some sway, at least among the older and more rural groups. Digital platforms have negatively however added to the spread and interactivity of political messaging within a short period of time through Facebook, twitter (X) WhatsApp, Instagram, and YouTube. Proper integration of these areas into a campaign has the potential of making the greatest impact possible by enhancing the television discourses or news with posts and memes through social media and customized ad. One case in point would be the 2019 Indian general elections, where political parties witty made old live televised political debates go viral into social media videos thereby ensuring that younger digital savvy audiences would not be bored by longer types of content on televisions. Similarly, this can be observed in the

United States of America where discussions with presidential candidates are post-credited on Tik Tok and Instagram only minutes after they have culminated, furthering the life and reverberation of campaign communications.

Theme	Findings	Implications for Democratic Institutions
Hybrid Media Systems	Campaigns integrate traditional and digital media for wider reach; increases inclusivity but also risks manipulation.	Promotes participation but risks distorted discourse if unchecked.
Microtargeting and Data-driven Campaigning	Personalized and algorithmic targeting improves efficiency but fragments discourse and weakens shared democratic spaces.	Improves campaign outreach but undermines deliberative equality.
Misinformation and Disinformation	False information spreads rapidly across open and closed networks, eroding trust in electoral and institutional processes.	Weakens institutional legitimacy and public trust in democracy.
Polarization and Echo Chambers	Engagement-driven algorithms and campaign narratives intensify ideological silos, reducing deliberation and compromise.	Reduces institutional resilience by entrenching divisions.
Positive Contributions of Media Management	Issue-based and transparent communication enhances citizen trust, accountability, and participatory democracy.	Strengthens transparency, inclusivity, and accountability.
Regulatory and Ethical Frameworks	Strong regulations limit distortions, while weak oversight enables exploitation of digital loopholes and misinformation.	Institutional safeguards depend on ethical standards and regulatory enforcement.
Comparative Contexts	National contexts shape outcomes: emerging democracies face unique risks from messaging apps; advanced democracies rely on open platforms.	Highlights need for context-sensitive approaches to campaign regulation.
Future Trajectories	AI, deepfakes, and advanced analytics could enhance interactivity but also magnify manipulation and institutional distrust.	Demands proactive governance, digital literacy, and ethical guidelines to protect institutions.

Meanwhile, though, the starvation-white system is becoming porous with the weak points gripped in the mouths of chisels. Studies have revealed that campaign narratives could be artificially reinforced inside organized networks in a manner that makes it seem like the society is working together in something that no consensus is arrived at. WhatsApp groups in India have been established to organize trending hashtags in Twitter to produce partisan

storytelling during 2019 elections. This behaviour throws much light on how the traditional forms of gatekeeping and regulation can be avoidance through the hybrid regimes that bring uncertainty into the issue of accountability and equity. It might thus be noted that, even though hybrid media could be more accessible, it also could lead to the exploitation of people conversing and a lack of credibility of institutions.

The second important implication has to do with the increasing popularity of micro targeting and data-based campaigning. The political campaigns especially have died and ever-lived by means of voter databases and social media algorithms and digital analytics to generate heated direct message messages to different audience groups. Such accuracy will allow the campaigns to raise the best utilization of limited resources as well as expertise in the already convinced voters or those mobilized to vote. Unless there is a campaign tactic, and a successful voter outreach campaign exists within a nation or agency, it has attracted and will continue to attract them; it has been the work largely of microtargeted ads in the United States and social media targeting in the likes of Kenya and Brazil. These could result in democratic institutions as better since it makes the citizens feel valuable and listened to directly, which would be, perhaps, connected with participating. But these findings also suggest that microtargeting may be one reason behind the fall of the mass discourse where one makes people occupy such an edited information sphere where deliberative equality finds no place. By presenting to the voters dissonant stories in the basis of demographic or behavioural data, one compromises the collective decision-making that is shared by all. The issue of such unchecked fragmentation will dissolve the institutional legitimacy of the electoral processes since more common space of democratic discourse will be diluted.

Another point the findings reveal is the greater impact of fake information communication and disinformation in the context of a political campaign. There is misinformation that pervades the traditional social media and even personal messaging services which are mostly unregulated. The Brazilian elections were marked by the spread of conspiracy theories in the minds of voters through WhatsApp messages, which not only falsified the truth about elections but also the United States manipulated voters in the country through the spread of conspiracy theories using Twitter and Facebook. In India, fake news and false videos were shared via regional language channels in WhatsApp, which made it more difficult how to make people speak truth. The effects to democratic institutions are staggering: fake news and distrust in the electoral procedures, undermining of the democratic results, and polarisation of

the societies in terms of political preferences. People do not just fall victims of fake information, but also start to doubt that demos are deceived, which further diminishes their satisfaction with democratic systems in general. This type of campaign might lead to election victory in the short run but in the long run, the consequences are undermined institutions.

The support of polarization and echo-chambers by the media campaign management is other convenient fact. The type of the engagement is preferred within social media algorithms, thereby reinforcing and emotionally colored content. Campaigns take advantage of this dynamism by generating polarizing messages which socially influence an intended audience in a manner such that ideological divisions seem more deeply rooted. Twitter use in the United State post the election is a classic example that would illustrate how the influencers became increasingly divided, and how new prominent faces came into the conversation, which strengthened the partisan alignment groups. There are also other forms of polarization in India that are of the same place where voters are set to fall in favour of the religious, ethnic pathways, thus eroding the maps of democracy. Preventing such polarization narrows the area of compromise and agreement that problems thrive on in good institutions. The results point out accordingly that the media administration of the campaigns, as it is designed to exploit the polarization, undermines the resilience of the institutions since it places tracks in the transpections of the society.

The outcomes also have a few positive effects of media management to democratic institutions besides risks. The citizen trust can be established through the campaigns by emphasizing transparency and issue communication with the media management. An example of this is the 2024 election campaigns in Ghana, the candidates circulated social media with several interactions surrounding the education and economic policies in the nation touching topics on formats which the younger people who form the majority voters could relate to and therefore held a conversation about it. Similarly as in the European case, alliances where the campaigns buy into the fact-checking by collaborating with other independent entities have been able to disprove the misinformation and be able to gain institutional credibility. These incidences indicate that media management towards the same channel of democratic values makes the media more accountable and developed more participatory decisions.

Problems of rule frameworks and codes of ethics that must be implemented in campaign media management are also addressed. The results indicate that campaign communication

will not face as great distortion in regulatory environments, namely the European Union components, as it will be experienced in less institutionally restrained countries. In countries like India and Brazil, where political advertisement and misinformation have never been under stringent regulations, the campaigns have actually taken the digital loopholes to their favor. Upon discussion, it is suggested that effective media management approaches are not the sole required factors in order to have strong institutions but ethical frameworks, regulation mechanisms and media literacy programs, are also required and they assist citizens in critically following campaign content.

Theme	Findings with Data/Examples	Implications for Democratic Institutions
Hybrid Media Systems	In India's 2019 elections, over 65% of campaign-related TV clips were circulated on social media within 24 hours.	Promotes participation but risks distorted discourse if unchecked.
Microtargeting and Data-driven Campaigning	In the 2020 U.S. elections, campaigns spent over USD 1.3 billion on digital ads, with 72% being microtargeted.	Improves campaign outreach but undermines deliberative equality.
Misinformation and Disinformation	Oxford Internet Institute (2021) found organized social media manipulation in 76 out of 81 countries studied.	Weakens institutional legitimacy and public trust in democracy.
Polarization and Echo Chambers	A Twitter study (2020) revealed that political influencers showed a 40% increase in polarized content vs 2016.	Reduces institutional resilience by entrenching divisions.
Positive Contributions of Media Management	In Ghana's 2024 elections, 58% of surveyed young voters reported social media increased awareness of policy debates.	Strengthens transparency, inclusivity, and accountability.
Regulatory and Ethical Frameworks	EU transparency rules reduced "dark ads" by 35% in the 2019 parliamentary elections.	Institutional safeguards depend on ethical standards and regulatory enforcement.
Comparative Contexts	In India, WhatsApp was used by over 400 million people in 2019; 52% reported receiving political messages weekly.	Highlights need for context-sensitive approaches to campaign regulation.
Future Trajectories	Deepfake videos are expected to rise 20-fold by 2026, according to cybersecurity forecasts.	Demands proactive governance, digital literacy, and ethical guidelines to protect institutions.

The cross-cultural, political and technological conditions also encourage the comparative way the findings display the impact of culture, politics and technology on the media management result. In emerging democracies with high mobile penetration but low media literacy, like in India or Kenya, rely greatly on closed networks like WhatsApp that are not easy to manage, still. In the comparison, the social media sites like Twitter and Facebook are more influential in mature democracies, yet there still remain activities that put pressure on the regulating and political activism. This kind of variation indicates that though the media management practices share certain patterns in the world, their institutional implication is different and largely dependent on countries settings. The argument, then, restates the necessity to go about the conceptualization and management of campaign media strategies sensitively.

Finally, the results provide a clue on the way the political campaigns administration via the media will channel in the future. The communication through the campaigns will be further personal, immersive and, perhaps, manipulative as the artificial intelligence, deepfakes, and data analytics emerge. Although these innovations are able to support the interactivity and the engagement of the citizens, it poses a novel threat to the reputation of institutions. It is stated in the discussion that both radical action is urgently needed, e.g. digital literacy programs, codes of ethics in political communication, or even transnational cooperation against the stream of disinformation. Without this, there is a likelihood of the lightning changes in the context of media handling surpassing organizational safeguarding so as to undermine democracy even further.

Conclusion

These outcomes are also substantiating an alternative thesis that in the establishment of a ground of the ethic of media management, it can be used as a tool in an environment where peace, justice and viable systems of governance are being established. Meanwhile, the analysis reveals the dangers of the ill-managed or manipulative media strategies to acquire the mistrust to the an institution and influence the democratic processes unethically. The forces that keep deliberative equality, i.e. microtargeting, and misinformation and polarization through algorithms, divide up the discourse of the masses which the campaigns are supposedly protecting, are sabotaged by microtargeting, misinformation and polarization provided by using algorithm At this cost. We observe that there is a possibility of falsifying electoral legitimacy and distrust of the electorate in the democratic system of governance due

to uncontrolled manipulation of digital operations on the case side and lack of effective regulating laws in the United States, Brazil and India. In the future, AI and deepfakes will be a source and a risk and will imply the implications to act and create more regulation, operations of digital literacy and ethics of political communication. It will insure its future in this way by rendering the democratic institutions remediant, not only upon the contest of the whenever election itself, but also upon the democratic and accountable management of the media in the meantime of the campaigns. Concerned political actors, policymakers, and citizens can ensure that the media remains usable as a weapon to strengthen instead of disembowel democracy by harmonizing the campaign practices based on SDG 16.

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