

The Potential of Framed Social Media Content in Priming Public Opinion: A Case Study on Reaction to India–Maldives Diplomatic Strains

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ABSTRACT

This study examines the potential of framed social media content in priming public opinion, using the recent diplomatic tensions between India and Maldives as a case study. Previous studies have proven the potential of social media in framing and priming content for the continuation of agenda-setting. The research evaluates how social media shaped public discourse and nationalist sentiments during this conflict. A mixed-methods approach was employed, combining quantitative survey data from 59 respondents with qualitative analysis of social media content. Key findings indicate that social media played a significant role in rapidly disseminating information and shaping public perceptions and respondents aware of the conflict within 48-72 hours. Celebrity endorsements and viral hashtags like #ExploreIndianIslands and #BoycottMaldives were particularly influential in mobilizing public opinion. The study found that media framing of the conflict invoked nationalist sentiments and the media portrayal strengthened support for India. The research highlights social media's power in creating new meanings and expressions for the public, demonstrating its capacity to frame narratives, prime public consciousness, and drive collective action on nationalist ideologies. These findings have important implications for understanding the role of social media in shaping public opinion and political dynamics in the digital age.

Keywords: Framing, Priming, Nationalism, Public Sphere, social media.

INTRODUCTION

Social media has become an increasingly influential platform for shaping public opinion, with content often framed in ways that can prime audiences and sway their perceptions (Klein & Robison, 2019). The advent of social media has brought about a paradigm shift in the manner in which we establish connections, engage in communication, and participate in the consumption of information. Social media platforms like Twitter and Facebook allow ordinary people to enter and influence public life, influencing policy-oriented communicators like professional diplomats and journalists (Auer, M., 2011). Social media platforms have attained a level of influence surpassing that of governments on a global scale. Their capacity to shape public opinion is so profound that they possess the ability to both form and dismantle governments, a force that policymakers cannot disregard. Social media played a

central role in shaping political debates during the Arab Spring, inspiring dissidents to organize protests, criticize their governments, and spread ideas about democracy across international borders (Howard, P., Duffy, A., Freelon, D., Hussain, M., Mari, W., & Maziad, M. (2011). The #MeToo movement on Twitter has significantly empowered female victims of gender-based violence, with more than three million tweets collected during the five months (Martínez, F., Pacheco, C., & Galicia, M. (2021). Movements and campaigns shall rapidly amass impetus, rendering it effortless to rally the populace, thereby ultimately rendering it arduous for the government to disregard the collective emotions of the public. Priming pertains to the manner in which media has the capacity to shape individuals' cognitions and conducts through the activation of particular concepts or associations within their cognitive processes. It focuses on the stimulation of distinct concepts or associations within individuals' cognitive processes. Situationally primed knowledge structures and media frames significantly influence citizens' political attitudes and opinions, with specific concepts, media frames, and the immediate context also influencing their judgments (Ottati, V., Wilson, C., & Lambert, A. (2016) .

LITERATURE REVIEW

Social media has emerged as a powerful tool for communication and information sharing in the digital age. It facilitates rapid dissemination and amplification of content, enabling users to reach wide audiences quickly and efficiently. Additionally, social media platforms provide spaces for informal conversations, allowing individuals to engage in discussions on various topics without the constraints of traditional communication channels. These platforms also serve as valuable networking tools, connecting professionals and individuals with shared interests or goals. In the context of professional networking, social media enables users to build and maintain relationships with colleagues, industry peers, and potential collaborators across geographical boundaries. The literature suggests that social media's impact on information flow, interpersonal connections, and professional networking has significantly altered the landscape of communication and relationship-building in both personal and professional spheres (Oosterrieder, 2013). The literature suggests that the impact of priming on political evaluations is dynamic and influenced by several key factors. Media coverage plays a significant role in shaping these effects, with the intensity of the message and the ease of understanding the issue contributing to the strength of priming outcomes. The degree of politicization surrounding a particular topic can also modulate priming effects, as can the perceived level of government responsibility for the issue at hand. Additionally, the timing of evaluations relative to media exposure has been shown to affect the magnitude and duration of priming influences. Togeby's (2007) research highlights the complex interplay of these variables, emphasizing that priming effects are not uniform but rather context-dependent, varying in strength and persistence across different political landscapes and communication environments.

Priming in political evaluations shifts with media coverage, and its effect varies depending on the political context, including message intensity, issue easiness, politicization, government responsibility, and evaluation timing. Togeby, L. (2007). Literature suggests that the impact

of priming on political evaluations is dynamic and influenced by several key factors within the media and political landscape. Togeby (2007) highlights that the effectiveness of priming can shift based on the intensity of media coverage surrounding a particular issue. The ease with which the public can understand and engage with the issue also plays a role in determining the strength of priming effects. Additionally, the degree of politicization surrounding a topic can either amplify or diminish the impact of priming on political evaluations. The extent to which the government is perceived as responsible for the issue at hand is another crucial factor. Finally, the timing of evaluations relative to media exposure and political events can significantly affect the potency of priming effects on public opinion and political judgments.

Framing and priming effects have been shown to significantly influence public opinion formation. According to Chong and Druckman (2007), framing impacts public opinion through its approach to identifying communication frames and its connection to priming. This relationship between framing and priming is crucial in shaping audience attitudes. Scheufele and Tewksbury (2007) further elaborate that framing and priming effects operate by employing specific terms and phrases that resonate with particular interpretive schemas among audiences. These schemas, once activated, can guide how individuals process and evaluate information, ultimately influencing their attitudes and opinions on various issues. The interplay between framing, priming, and audience interpretation highlights the complex nature of public opinion formation and the potential for strategic communication to shape public discourse.

THEORETICAL BACKGROUND

Priming denotes the act of amplifying the impacts of the media by presenting the audience with a preceding context - a context that will be employed to decipher subsequent communication. The media function as a means to furnish the audience with benchmarks and points of reference. Agenda-setting predominantly pertains to the significance of an issue; priming informs us whether something is commendable or deplorable, whether it is conveyed efficaciously, and so forth. The media have readied the audience regarding the appearance of a news program, the characteristics of an authoritative individual, and the like.

The media directs public attention towards specific subjects, determining the focal points for people's thoughts. The selection of these subjects by journalists constitutes the original agenda-setting process. News items, however, encompass more than simply raising certain topics; they also involve the journalists' deliberate choices regarding the manner and context in which the news is presented. Consequently, the concept of a frame pertains to how media outlets and their gatekeepers organize and present events and issues, as well as how audiences comprehend the information provided. Frames can be regarded as abstract constructs that aid in structuring social meanings. Moreover, frames wield influence over the audience's perception of the news, thereby shaping not only what they should think about, but also how they should approach these thoughts.

OBJECTIVES

The objective of this study is twofold. Firstly, it aims to evaluate the strength of social media in creating new meanings and forms of expression for the public. This aspect will explore how social media platforms serve as powerful tools for shaping and disseminating ideas, opinions, and sentiments among users. Secondly, the study seeks to analyze the social media content generated during the recent India-Maldives diplomatic strains. By examining this content, the research will assess the similarities and differences in public reactions to evaluate public opinion on nationalist ideology. This comparative analysis will provide insights into how social media reflects and potentially influences nationalist sentiments during international diplomatic tensions.

SCOPE OF STUDY

This study provides a quick overview of the rapid polarization of beliefs that can occur on social media in a couple of hours. This study offers a brief synopsis of the fast polarization of opinions that can happen on social media within a few hours. How it frames the narrative in a particular way and shapes public opinion to think in a particular way might elicit nationalistic sentiments. The celebrities who tweeted about and promoted travel to Lakshadweep did it on purpose; it's possible that they followed orders from influential people. These celebrities' tweets had a massive snowball effect, leading many others to begin boycotting the Maldives.

STATEMENT OF PROBLEM

Priming maximises media impact by furnishing audiences with background information and establishing standards and frames of reference. Setting an agenda gauges topic importance, while priming assesses its quality and communication effectiveness. Media conditioning influences public beliefs about news broadcast appearance and credibility criteria. The agenda-setting tradition, linked to framing, broadens research focus to current problems' substance. Framing theory posits media not only illuminates specific events but contextualizes them, emphasising their crucial impact. This perspective extends to organizational contexts, highlighting the pervasive influence of framing in shaping public perceptions and opinions.

METHODOLOGY

The present study will use quantitative and qualitative content analysis methods to collect primary data. The cross-sectional content will be enumerated from the tweets of politicians, journalists, celebrities and the general public. Qualitative, Coding methods will be developed to analyse the data and address the objectives. This study also uses quantitative research method by survey questionnaire using Google forms that has been sent out to the people aged between 18 to 42 and collected their feedback. The research used 59 sample size and it was based on random sampling. The present study will provide the foundation to understand the potential of social media in manufacturing certain public opinion thus leading to the creation of nationalism, identity and development.

Data Analysis – Data collected from 59 respondents through Google Forms and analysed.

Most of the respondents are Male (72.9%) and (27.1%) are female. Most of the respondents belong to the age group of 18 to 42 with the median age of 31. 83.1% of the respondents belong to Urban, 16.9% of them belong to Rural. Social media account created by the respondents across different platforms is 100%.

Social Media Accounts

Majority of the people have Instagram account (91.5%) followed by YouTube (67.8%), Facebook (64.4%), LinkedIn (54.2%), X (37.3%), Pinterest (28.8%)

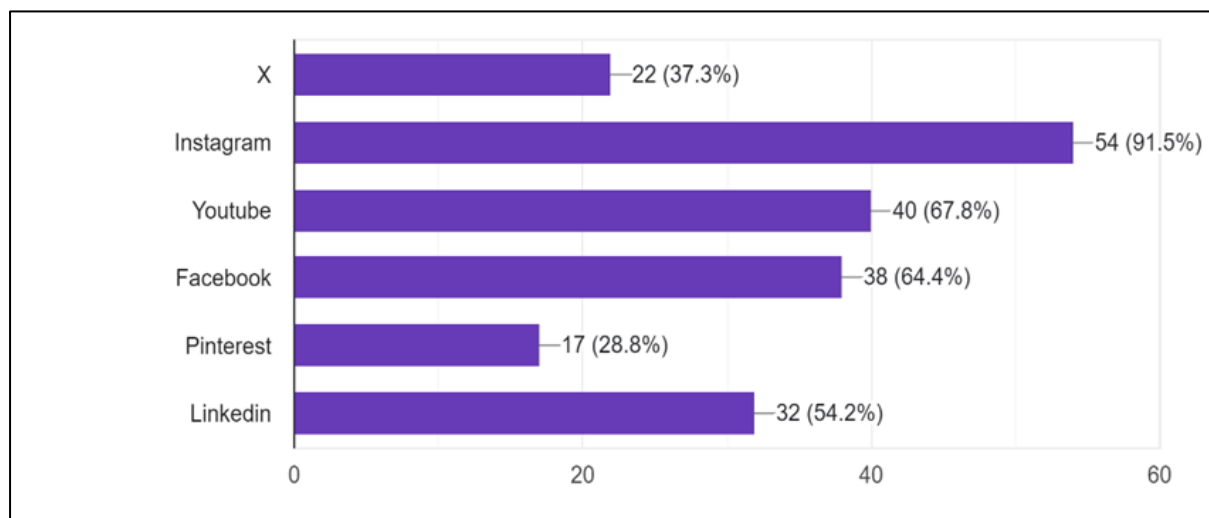


Figure 1. Social media accounts created by respondents on different platforms

Frequency of usage of social media accounts

The overwhelming majority of the participants (81.4%) engage with social media on multiple occasions throughout the day, while a smaller proportion (15.3%) employ it once daily. A minute fraction (1.7%) of the respondents utilize it a few times per week, and an equal percentage (1.7%) abstains from its usage entirely.

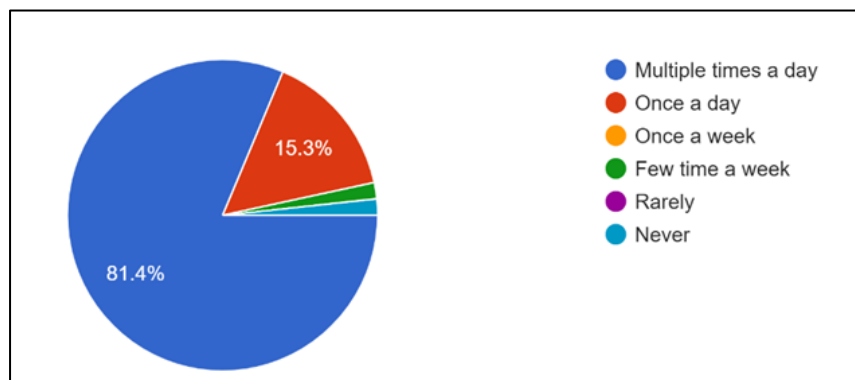


Figure 2. Frequency of usage of social media account by the respondents

Most trusted source online source

The majority of the participants think YouTube as a trusted source, with a percentage of 50.8, serves as a reputable platform for news consumption. Following closely behind is Instagram, at 40.7 percent, while X is reported at 39 percent. LinkedIn gathers a notable 35.6 percent, while WhatsApp and Facebook register at 20.3 percent and 13.6 percent, respectively. Digital news, Discord, and Google News all share the same percentage of 1.7. Lastly, a small proportion of respondents, amounting to 3.4 percent, stated that they do not rely on any of the aforementioned sources.

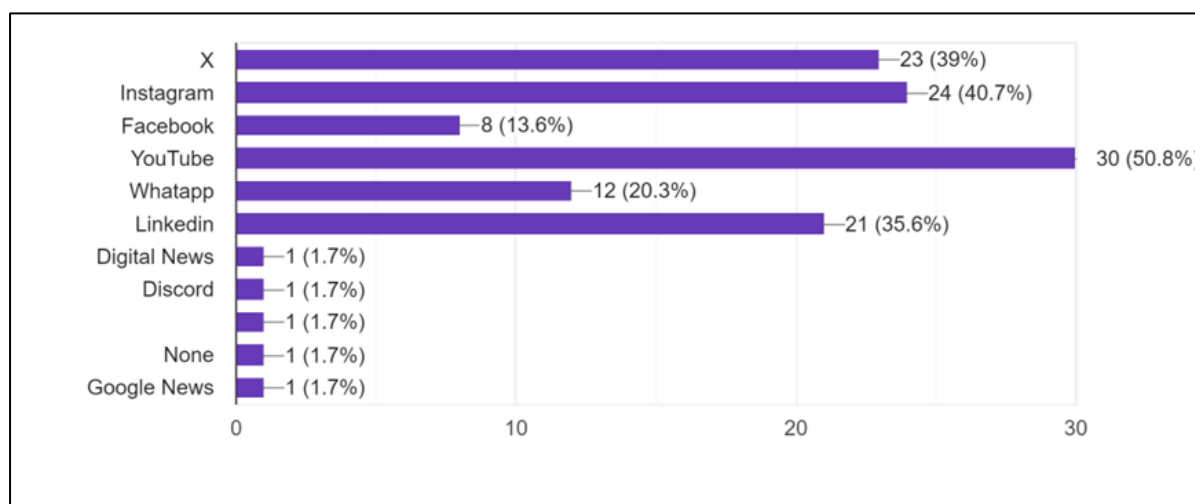


Figure 3. Most trusted source among social media platform

Usage of Social media Account

Most of the participants engage with social media platforms primarily for the purpose of entertainment, accounting for 91.5% of the respondents. This is closely followed by the intention of establishing connections with individuals, which was reported by 81.4% of the participants. Furthermore, 72.9% of the respondents indicated that they utilize social media to acquire information, while 71.02% employ it as a means of education. Additionally, 61% of the participants mentioned that they use social media for staying updated on news, whereas 45.8% utilize it for sharing information. Interestingly, a small proportion of the respondents, specifically 1.75%, reported using social media to upload their own written quotes. Similarly, 1.7% mentioned their engagement with social media in relation to game development and other related activities, as well as job opportunities.

Primary Reliable Source for Information on International Conflicts

The majority of the respondents rely on print newspaper (30.5%) as the authentic source of news for obtaining information pertaining to international conflicts. Following this, online news websites (28.8%) are the second most trusted source, followed by social media platforms (23.7%) and television news channels (10.2%). A small percentage of participants place their trust in select YouTube channels such as First Post (1.7%), digital news channels, and printed newspapers (1.7%). Additionally, a subset of respondents also rely on a few specific YouTube channels (1.7%) and other miscellaneous sources (1.7%).

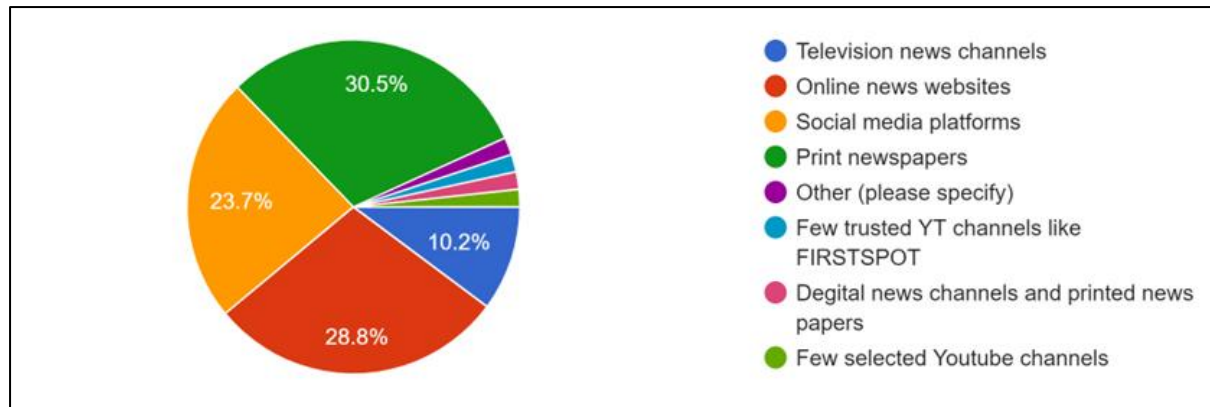


Figure 4. Primary Reliable news source for information about international conflicts

Information about India-Maldives conflict

76.3% of the participants have reported exposure to information pertaining to the conflict between India and Maldives. Conversely, 10.2% of the respondents chose not to encounter any such information, while 13.6% expressed uncertainty by responding with "May be."

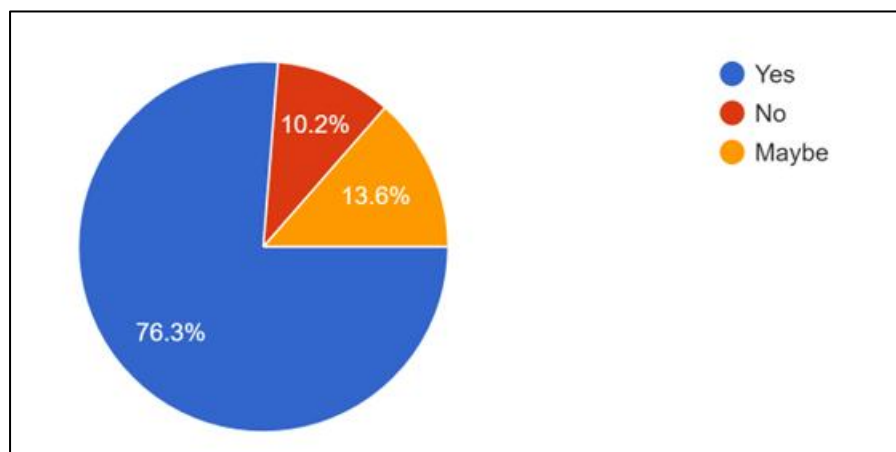


Figure 5. Information seen related to India – Maldives strain

Response of the Participants on India- Maldives conflict

The majority of participants discussed the India-Maldives conflict with family and friends (71.2%). A smaller percentage commented on social media (15.3%), shared information on social media (13.6%), and posted on social media platforms (10.2%). Some respondents remained neutral (6.8%), while others chose not to share (1.7%). A few did nothing (1.7%), felt confused (1.7%), or felt happy about India's actions (1.7%). Some participants were unaware of the news (1.7%), while others had no opinion (1.7%).

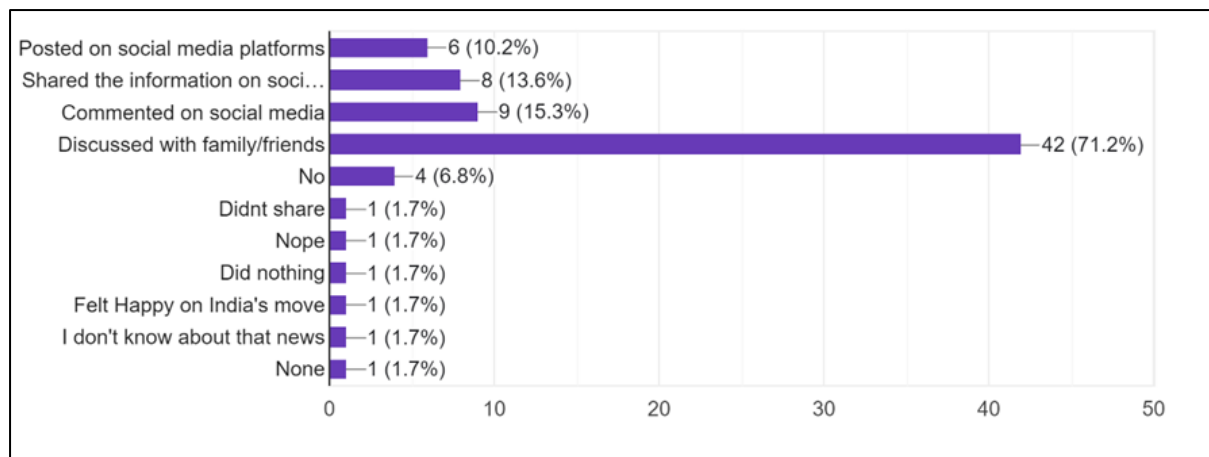


Figure 6. Response of the participant on India- Maldives conflict

Influence of Media Content

The participants were influenced by media content to prioritize thinking about their own country, with a majority of 57.6% expressing this sentiment. Additionally, media content had an impact on the perception that Indian Tourism should be given priority, as indicated by 49.2% of the participants. Furthermore, there was a notable percentage of 30.5% who believed that people should visit Lakshadweep. It was observed that a significant portion, approximately 22%, viewed Maldives as a friend of China and an enemy of India. In contrast, a proportion of 20.3% advised against taking a trip to Maldives. Similarly, 16.9% of participants expressed the opinion that people should refrain from visiting Maldives altogether. This sentiment was further reinforced by the perception that Maldives is against India, which was shared by 16.9% of the participants. Furthermore, it was perceived that a visit to Lakshadweep would be advantageous, resulting in a loss for Maldives and a win for Lakshadweep, as indicated by 1.7% of the participants. Notably, there was a perception that media is creating an anti-Maldives sentiment, which was shared by 1.7% of the participants. Additionally, there was an emphasis on the importance of offering respect to the Prime Minister, with a reciprocal expectation of receiving respect, as expressed by 1.7% of the participants. Lastly, it was indicated by a small percentage of 1.7% that they had not heard the news.

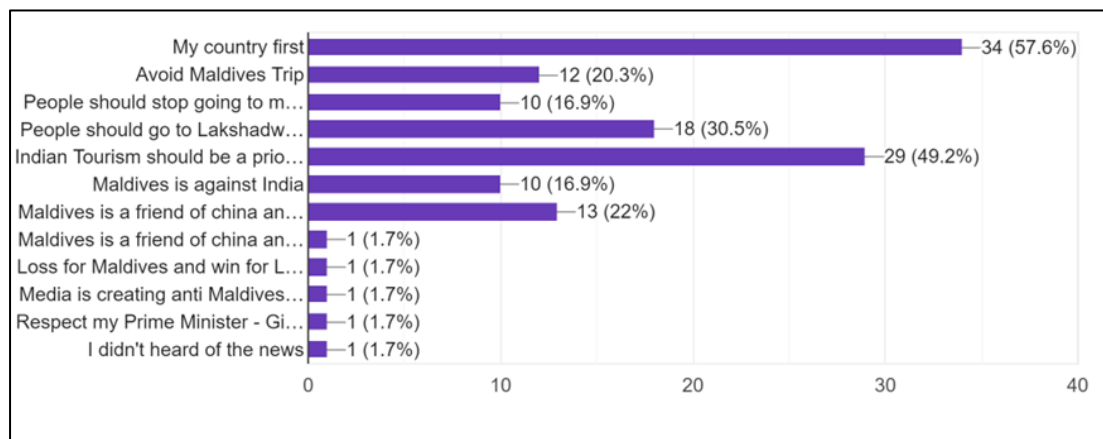


Figure 7. Influence of media content to think about India- Maldives conflict

Media Narration Affecting the image of the Maldives

Majority of the respondents think that the media narration led to invoking of National sentiments (47.5%), Some felt it was neutral (33.9%) but for (22%) respondents it invoked the Anti – Maldives sentiment, (13.6%) think that it promoted Lakshadweep tourism , (11.9%) felt that it was purely election gamick, (8.5%) of them think that media glorified the situation and created the bad image about Maldives, (1.7%) believed that it was a purely Geopolitical propaganda played by Government of India, (1.7%) respondents felt they got more awareness about Lakshadweep, (1.7%) think that Maldives got free promotions for Tourism and the remaining (1.7%) didn't hear the news at all.

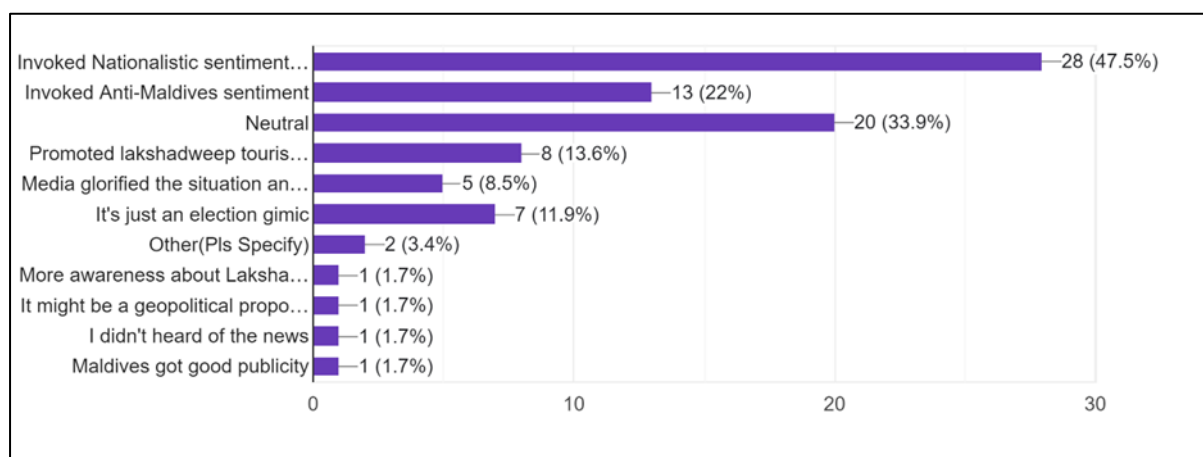


Figure 8. Media Narration of the story that affects the image of the Maldives

Media's Framing of Conflict

Most of the participants (28.8%) hold the belief that the depiction of conflict by the media accurately portrays the actuality of the circumstances, albeit to some extent. Conversely, (27.1%) of the participants believe that the media's portrayal is wholly inaccurate. Additionally, (22%) of the participants find themselves unable to make a judgment, whereas (18.6%) of the participants contend that the media's portrayal is entirely accurate. A small percentage of the participants, (1.7%), perceive the media's framing as completely inaccurate, and an equal percentage also consider it as entirely inaccurate.

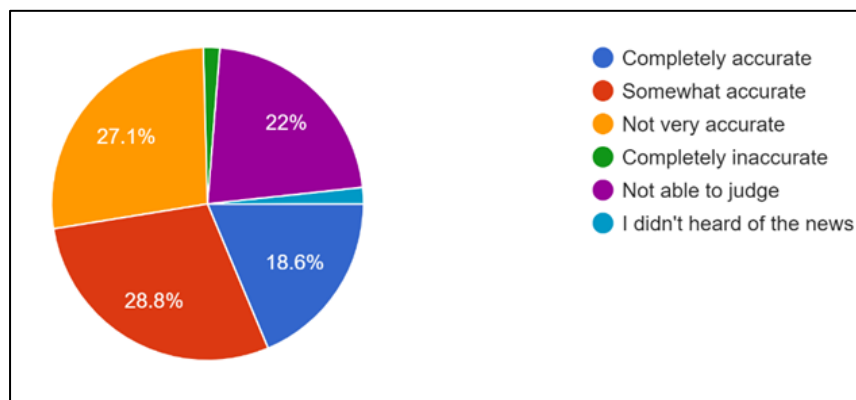


Figure 9 – Media's framing of conflict accurately represents the reality of the situation

Bias in the Media coverage

The majority of the participants (37.3%) maintain the conviction that the media coverage demonstrated no partiality towards India. Conversely, (33.9%) of the respondents hold the belief that the media coverage exhibited a predisposed standpoint towards India. Moreover, (16.9%) of the participants perceive the coverage to be inclined towards a specific perspective. A minute proportion of the respondents (5.1%) conveyed the viewpoint that the media displayed partiality towards Maldives. On the contrary, (1.7%) of the respondents dissented from any manifestation of partiality. Furthermore, (1.7%) of the participants affirm the existence of a conflict between the left-wing and right-wing media organizations. Additionally, (1.7%) of the respondents regard the media coverage as unbiased. Lastly, (1.7%) of the participants reported complete unawareness of the news.

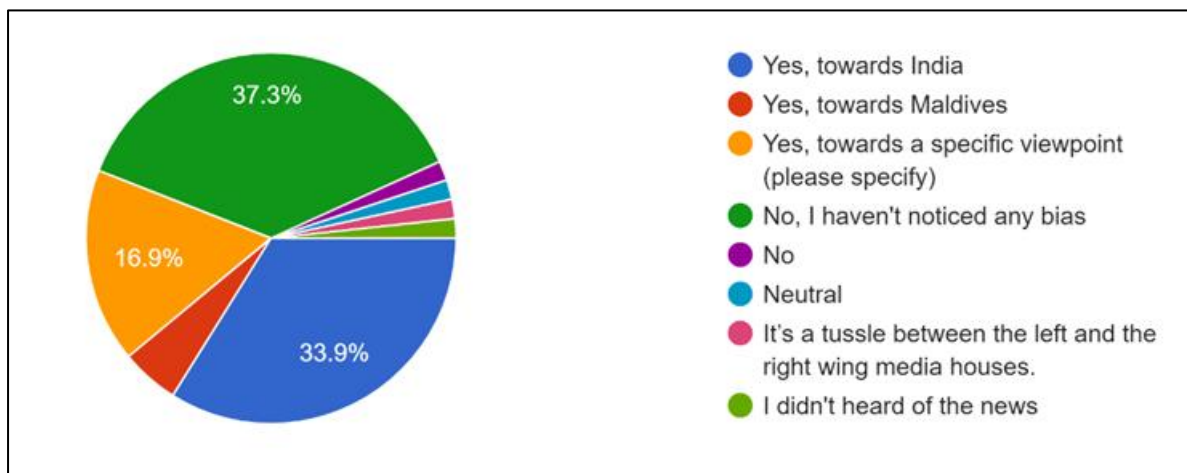


Figure 10 – Bias in the Media coverage in India – Maldives conflict

Media Framing and Public opinion

Most of the respondents (49.2%) opine that the way in which the conflict has been portrayed by the media has exerted an influence on the public opinion concerning India and Maldives, thereby fortifying the support for India. On the other hand, a significant proportion (27.1%) of the respondents believe that the media's portrayal of the conflict has contributed to the escalation of tension between India and Maldives. A smaller fraction (13.6%) of the respondents perceive that there is no noteworthy impact resulting from the media's framing. In contrast, a minor percentage (1.7%) of the respondents maintain the viewpoint that the media has had no effect on the public opinion. Additionally, there are respondents (1.7%) who believe that India has nothing to lose in this conflict. Furthermore, a fraction (1.7%) of the respondents perceive that the public opinion towards the Indo-Maldives relationship has been adversely influenced. Lastly, there are some respondents (1.7%) who were completely unaware of the news.

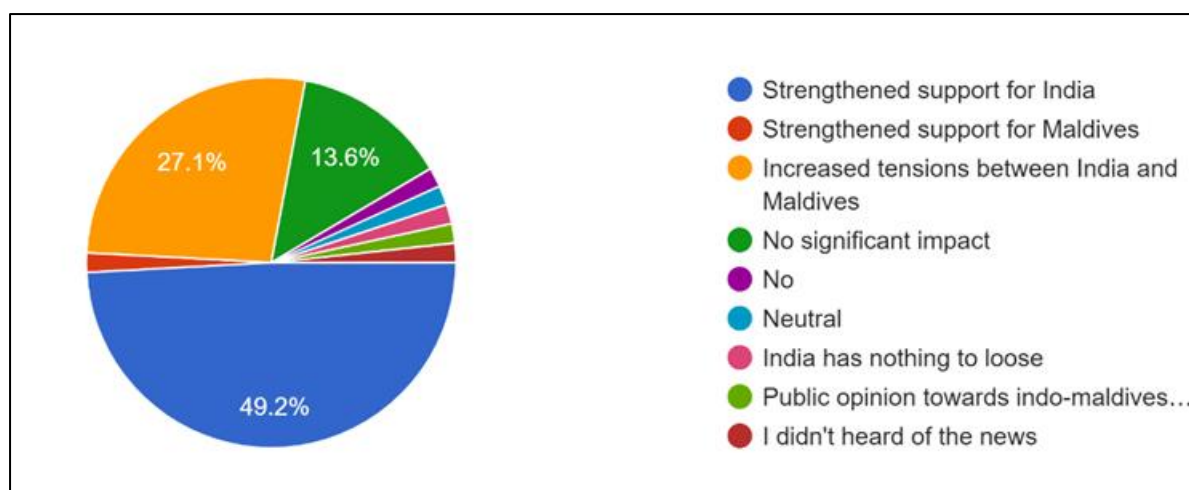


Figure 11 – Media's framing of the conflict has affected public opinion towards India and Maldives

ANALYSIS

Celebrities, exemplified by the renowned Actor Akshay Kumar, possess an impressive following of 46.5 million individuals. Kumar took the name of Maldives for sending such messages to a nation which stood the test of time for maintaining a peaceful and friendly relationship with its neighbours. Rather than promoting hatred, Kumar urged his followers to visit Lakshadweep through the utilization of the #ExploreIndianIslands campaign.

Actress Kangana Ranaut possesses a substantial following of 2.9 million individuals who vehemently criticized the Maldives due to its inflammatory assertion of disloyalty towards the nation that has withstood the test of time and maintained a steadfast bond of friendship.

Cricketer Suresh Raina possesses a considerable following of 21.4 million individuals. He publicly criticized the nation of Maldives for its bullish behaviour, whilst simultaneously advocating for self-pride and endorsing the exquisite destination of Lakshadweep through the utilization of the hashtag #ExploreIndianIslands.

An esteemed journalist by the name of Sudhir Choudary commands a substantial audience of 7.7 million individuals. Demonstrating his support for Lakshadweep, he took to Twitter employing the hashtag #Lakshadweep. Additionally, Rajat Sharma, who boasts a follower count of 11 million, expressed his concerns regarding the detrimental impact that Maldives had inflicted upon the pride of the Indian people.

Standup comedians, such as Vir Das and Kunal Kamra, have garnered significant attention, boasting follower counts of 7.6 and 2.4 million, respectively. These individuals, renowned for their distinctive and humorous personas, utilized their respective platforms to promote the tourism industry of Lakshadweep.

Actor Varun Dhawan possesses a substantial following of 12 million individuals, while Amitabh Bachchan boasts an even more impressive count of 48.8 million admirers. Ayushmann Khurrana and John Abraham, on the other hand, each command the attention of 5.6 million and 3.5 million followers, respectively. Salman Khan's extensive fanbase amounts to a staggering 45.5 million individuals, while Shilpa Shetty and Shraddha Kapoor amass 6.5 million and 14.3 million followers, respectively. Furthermore, Madhavan, Pooja Hegde, and Jacqueline Fernandez possess 3 million, 5.2 million, and 15.9 million followers, respectively. Randeep Hooda's online presence boasts an admirable 981.4K followers. In the realm of sports, cricketer Virendra Sehwag enjoys a staggering following of 23.7 million individuals, while Sachin Tendulkar closely trails behind with 39.7 million followers. Hardik Pandya, the renowned cricketer, garners the attention of 9.8 million individuals. Additionally, badminton champion PV Sindhu has amassed 3.1 million loyal followers. Finally, journalist Pradeep Choudhary has a respectable following of 353.6K individuals. It is important to note that while all of these individuals may not have explicitly mentioned the Maldives, they have utilized the hashtag #ExploreIndianIslands to promote tourism in Lakshadweep. This endeavour has inadvertently affected the economy of the Maldives.

The Evaluation of the Strength of Social Media in Creating New Meaning and Expression for the Public. According to India Today Group (Source: Talk walker, Timeline from January 2 to January 8th 2023) within 48hrs of time India Vs Maldives: Battle of Hashtags, the overall engagement of #ExploreIndianIslands was 30,45,271 and #BoycottMaldives 14,02,186. Total Tweets for #ExploreIndianIslands is 4,00,578 tweets and #Boycott Maldives was tweeted 2,87,645 times. Based on the data collected from the 59 questionnaires, it can be observed that all of the participants possess a social media account on some platform, regardless of their urban or rural background. This signifies the significance of social media in an individual's life. The majority of the participants (81.4%) utilize social media multiple times throughout the day, indicating their comfort and trust in these platforms. Moreover, it highlights the addictive nature of social media, as people frequently visit these platforms for entertainment purposes. Consequently, celebrities effectively utilize these platforms to establish connections with their fan base. As celebrities, they not only share updates about their upcoming projects but also express their strong opinions on various matters. This strategy ultimately aids them in engaging with their fans. When these celebrities' tweet about specific political issues, it tends to have a widespread impact. They serve as opinion leaders, and their fans tend to rally behind the cause they support. A significant percentage of the respondents believe that such narratives stimulate nationalist sentiments, leading to an uproar. A similar situation arose during the India-Maldives conflict, when three Maldivian ministers criticized Prime Minister Narendra Modi for posting pictures of the beautiful Lakshadweep Island. As a result, numerous individuals, including those without strong political opinions, expressed their views on social media, largely due to the influence of celebrities which led to snowball effect within 48hrs of time. Even though this conflict was in peak for 48-72hrs, 76.3% of the respondents have heard of the news and 71.2% of the respondents have discussed with their family and friends.

How social media content was generated during the India-Maldives diplomatic strains to assess the similarities and differences in public reaction to evaluate public opinion on nationalist ideology

When an attack was perpetrated against our Prime Minister, the media skilfully presented the details in a manner that stirred nationalistic sentiments due to the immense popularity of Modi and his revered status in India. Any criticism or negative remarks directed towards him could easily transform into a wave of nationalistic fervour. A significant portion of the participants (37.3%) do not perceive any form of bias in media coverage. The endorsement of prominent figures in the entertainment industry has played a role in shaping public opinion in a homogenized manner. Consequently, a considerable proportion of the respondents (49.2%) opine that the media's portrayal of the conflict has influenced public sentiment towards both India and Maldives, bolstering support for India. A majority of the participants (28.8%) hold the belief that the media's representation of the conflict accurately reflects the reality of the situation.

Online Campaign Effects

According to a The Hindu report, The co-founder and Chief Executive Officer (CEO) of EaseMyTrip, Nishant Pitti, has announced the suspension of all Maldives flight bookings following the derogatory remarks made by Maldives ministers against India and Prime Minister Narendra Modi.

A Travel company named Make My Trip has published a report saying they have observed a 3400% increase in on-platform searches for Lakshadweep ever since PM Modi's visit.

According to a report from Skift, India was the biggest source market for tourism into the Maldives in 2023, with over 11% share in its 1.8 million tourism arrivals, according to the tourism ministry. Last year, Maldives welcomed 209,198 Indian arrivals, narrowly beating Russia's 209,146 arrivals. Tourism accounts for almost one-third of the Maldivian economy, according to the World Bank.

According to the Daily Lodging report, Reports on social media suggested cancellations of over 8,000 hotel bookings and more than 2,500 flight tickets by Indians to Maldives.

Skift, the parent company of this publication, said India has now slipped to the fifth position for tourist arrivals into Maldives (free read) in January, with just over 13,000 visitors.

A report from Money control states According to the statistics, Maldives received over 1.74 lakh tourists till January 28, of which only 13,989 were Indians. Russia topped the chart with 18,561 tourists from the country visiting Maldives, followed by Italy (18,111), China (16,529) and UK (14,588).

Common People who took to Twitter used common terms such as India First, India comes First, also promoted visiting domestic places first by using #Vocal for Local, and condemned the moves of the Maldives government.

CONCLUSION

Social media has transformed public opinion formation and mobilization, becoming a vital tool in various domains such as politics, entertainment, and news. This study examines how social media content during the India-Maldives diplomatic strains influenced public opinion on nationalist ideology. The incident involving derogatory comments from Maldivian ministers on Narendra Modi's tourism-promoting tweet led to a significant social media reaction, including a trending boycott Maldives hashtag. Social media's capacity to frame and prime content has made it a powerful platform for shaping public discourse and establishing connections. Previous studies highlight its role in pivotal movements like the Arab Spring and #MeToo, illustrating its influence on collective consciousness and policy decisions. The research underscores that social media not only facilitates rapid information dissemination but also significantly impacts political evaluations and public sentiment formation.

This research is important because it highlights the significant influence of social media on public opinion and political dynamics. It underscores the role of social media in shaping nationalist sentiments and public reactions to political events, demonstrating how platforms like Twitter and Facebook can mobilize masses and affect policy decisions. Understanding this influence is crucial for policymakers, diplomats, and communication professionals as it reveals the potential of social media to frame narratives, prime public consciousness, and drive collective action.

Social media has emerged as an indispensable facet of our existence, encompassing domains such as entertainment, sports, politics, and news. It serves as a platform for individuals across all strata of society to establish connections. In the past, mobilizing the masses for a cause was an arduous task; however, social media has significantly simplified this process. By employing appropriate framing and priming techniques, the media can direct attention towards the most pertinent aspects, thereby yielding prompt and accurate outcomes. Consequently, this phenomenon ultimately fosters the convergence of public opinion, thereby lead to the nationalistic sentiments.

The examination of secondary exemplification posits that the pronouncements made by public figures establish a cognitive framework in the collective consciousness of the general populace regarding the appropriate subjects to contemplate. Additionally, the act of priming, as executed by the media, imparts a specific perspective on certain topics by fostering a sense of unity with the nation. The results derived from the investigation substantiate the notion put forth by the primary illustration, which suggests that a prevailing predisposition towards prioritizing the welfare of the nation exists within the younger demographic.

MAJOR FINDINGS

1. **Social Media's Power in Public Opinion:** social media has become a critical sphere for public opinion formation, with its ability to quickly disseminate and amplify content, impacting societal actions and policy decisions.

2. Priming and Framing Techniques: Media's use of framing and priming techniques can direct public attention to specific issues, fostering nationalistic sentiments and influencing the collective consciousness towards prioritizing national welfare.
3. Mobilization and Influence: Social media platforms have demonstrated their capability to mobilize public sentiment and action swiftly, making it challenging for governments to ignore the collective emotions and opinions expressed online.

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