A Review on Automated Media Monitoring and Feedback System for the Government of India

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Abstract: *In the digital age, media monitoring has become essential for governments to assess public sentiment, track news coverage, and respond to emerging issues effectively. This paper presents an Automated Media Monitoring and Feedback System designed specifically for the Government of India. The proposed system leverages artificial intelligence, natural language processing (NLP), and big data analytics to systematically analyze media sources, including news articles, social media platforms, and public discourse. The system aims to provide real- time insights, sentiment analysis, and actionable feedback to policymakers, enabling data- driven decision-making. It incorporates machine learning algorithms to identify trends, detect misinformation, and assess the impact of government policies. By streamlining media monitoring, the system enhances transparency, responsiveness, and strategic communication. The paper also discusses challenges such as data security, ethical considerations, and the need for unbiased analysis. This research contributes to the development of advanced governance tools that improve policy effectiveness and public trust.*