A CRITICAL REVIEW OF NARENDRA MODI'S PUBLIC ADDRESSES

Rekha Viswakarma[1], Dr. Naresh Kumar[2]

[1]Research Scholar, OPJS University, Rajasthan

[2]Associate Professor, OPJS University, Rajasthan

Abstract: Participate in projects that benefit the community and require strong persuasive communication skills. These ideas collectively establish the foundation of contemporary political communication. One is shaped by the guiding ideology of a political party, while the other emerges from the collective goals and aspirations of the public. Shri Narendra Modi's campaign address clearly demonstrates his expertise in English. His manner of speaking involves inventing words on the spot. Initially, talks were only accessible to a limited number of individuals. Subsequently, videos began appearing on BJP websites and various other media platforms. Hence, the information is accessible to anyone with an interest in these subjects, regardless of their location. Furthermore, they highlight the global financial and economic crisis's impact on individuals and the shortcomings of the previous administration's proposed remedies. The author deftly utilizes their compelling speeches to show how this disaster has significantly influenced the ongoing political discussion. His native environment is an ever-present impact on his language use, phraseology, and pronunciation. Seeing the speeches as ongoing conversations that take place during a campaign is an interesting way of looking at it.

Keywords: Political Context, Leadership Style, Criticism and Controversy

I.INTRODUCTION

Narendra Modi's political speeches are known for their strategic messaging, rhetorical flair, and emphasis on themes such as development, nationalism, and governance. His speeches often resonate with his supporters and aim to connect with a wide audience across diverse socio-economic backgrounds in India.

From a political communication perspective, Modi employs various rhetorical devices such as:

Emotional Appeal: Modi often invokes emotions like pride, hope, and patriotism to rally support and create a sense of unity among his audience.

Symbolism and Imagery: He uses vivid language and imagery to paint a picture of his vision for India's future, often drawing on historical references and cultural symbols.

Direct Address: Modi frequently addresses the audience directly, using inclusive language to create a sense of personal connection and engagement.

Clarity and Simplicity: His speeches are known for their straightforward language and clarity of message, making complex issues accessible to a broad audience.

Repetition and Reinforcement: Modi often repeats key phrases and ideas to reinforce his message and ensure it resonates with listeners.

Call to Action: He typically ends his speeches with a call to action, urging people to support his policies or participate actively in national development.

Analyzing Modi's speeches involves examining these elements to understand how he constructs his political narrative and communicates his vision and policies to the public. His communication style has played a significant role in shaping public opinion and electoral outcomes in India.

After his resounding win in the 2014 general election, Prime Minister Narendra Modi has emerged as a significant figure on the international platform. With over ten years of experience as the chief minister of a state, the accomplished politician has now ascended to the position of prime minister, placing great emphasis on strengthening foreign relations. His exceptional business skills and unwavering dedication to this field are evident through the significant amount of time and effort he has invested. Modi has completely transformed the Indian government's approach to cultural diplomacy, geo-strategy, economic diplomacy, military diplomacy, outreach to the Diaspora, and soft power. He has approached things with an exceptional amount of determination and desire. Modi has emphasized that India's international affairs would be his top priority as prime minister, despite the unexpected nature of this decision. The media, academics, and politicians were all surprised by Modi's emphasis on revitalizing India's diplomatic connections. There is a growing curiosity among people, both within and outside of India, about the reasons behind Modi's strong focus on enhancing India's diplomatic relations. Why has he invested so much effort in enhancing India's position

in the global community? What are his aspirations and objectives for India's position on the global stage? What is his preferred approach when it comes to foreign policy? How is he influencing India's perception of itself and its preparedness for global involvement? Through a comprehensive analysis of Modi's goals and objectives as the nation's foremost diplomat, this study aims to illuminate and offer remedies to the aforementioned issues. This article delves into Prime Minister Modi's international activities, specifically focusing on his foreign policy plan from 2014–2020. His foreign policy initiatives, goals, outcomes, and repercussions are thoroughly analysed. In addition, it includes a concise assessment of the foreign involvements of his predecessors. India found itself at a crucial juncture during the turn of the millennium, as the geopolitical landscape shifted and the country experienced rapid economic growth due to liberalisation. Due to this, the country actively engages in international affairs, aspiring to establish itself as a significant player in global politics. Terrorism has become an increasingly concerning issue in the region, while China has emerged as a formidable economic competitor. Amidst these challenges, Modi is garnering global influence and attracting significant attention both domestically and internationally for his extensive network of relationships with individuals from around the globe. Therefore, the question that arises is whether Modi's foreign policy has enhanced or altered the perception of India. India, under the leadership of Prime Minister Modi, actively participates in international diplomacy and affairs. The organisation is actively pursuing all potential prospects by establishing and strengthening bilateral relationships. It is evident that Modi's efforts to align the country's foreign policy with its rapid domestic growth, safeguard national interests, and enhance its global standing are apparent. He has meticulously strategized his programmes to attract investment from around the globe, enhance relationships with international organisations in technology, security, research, production, exports, imports, employment, and infrastructure. In addition, there is a strong emphasis on ensuring peace and promoting development in the area. Modi has consistently emphasised that his administration's primary objective is to enhance the well-being of the citizens and foster comprehensive national progress. It is evident that he has a well-thought-out strategy for foreign policy in order to accomplish this goal. This study aims to explore Modi's active global presence, which sets him apart from his predecessors and is characterised by a

determined and ambitious mindset. Formulating foreign policy choices can be challenging due to the constantly changing international political economy. There are various strategies that can be effective, while others may not yield any results. Modi has consistently portrayed India as a remarkable brand ambassador, exuding enthusiasm and vitality through his unique and innovative connections with the places he visits.

II. ADVISING ON POLITICS

Fig 1. Modi Political Communication

When influential people, news outlets, and other players in a region's political arena exchange information with one another, this is called political communication. Starting at the federal level, the process uses a combination of top-down and bottom-up strategies to gradually reach out to the people. Public opinion has a significant impact on the institutions that hold power. Morris (2001) cites the American Political Science Association as the source for the concept of political communication. A vast and varied field, political science includes all stages of

information life cycles, from creation to refinement, distribution, analysis, and practical application. Whether they are on a regional, national, or international scale, this method can handle a broad variety of sources. Anyone from individuals to groups to even governments might be one of these sources. The International Communication Association defines "political communication" as the flow of ideas and information from political discourse to the general public. Conversations on this subject might take place between citizens and their governments or between government employees themselves. Voters are more susceptible to the influence of political advertising since party loyalty has drastically decreased since the 1960s. But while advertisers tried to convince undecided voters with ephemeral promises of improvement, political discourse waned. A more intricate and sluggish progress, according to Blumer and Kavanagh, is what distinguishes the modern third era. Instead of being caused by only one trend, the appearance of this phenomenon in 1999 might be explained by a combination of factors. The ever-changing field of political communication is a part of communication studies. Press, network, and multi-channel television have surpassed all other forms of political discourse since the end of WWII. The future of these platforms is uncertain, although they might evolve and perhaps merge. (Blumler J, 2011) Political communication plays a strategic role in people's relationship with politics, i.e. how people perceive, judge and value politics. Xabier Barandiarán and Alfonso Unceta and Simón Peña in their article Political Communication in Times of a New Political Culture have talked about contextualizing relationship between 'new political culture' and 'political communication.' In the ambit of the new dimension of political communication, the citizens become critical catalysts of making vital political decisions using technology. (Blumler and Kavanagh (2000). Further, Blumler and Kavanagh highlighted the fact that advancement in technology has brought forth the new public sphere of citizen participation and thereby becoming smart mobs. The fostering of television and radio broadcasts has gained precedence over the available resources carrying news and current affairs ushering in the expansion of satellite and cable transmission. The global Internet boom has invested its focus on multi-layered digital technologies. There have been a continuous evolution in the ambit of technology- the development of visual browsers from the 1990s to the entry of World Wide Web and gradually the app-based sharing of information on the social media domain, 24x7 online

newspaper, blogs and vlogs, have transformed political communication far and beyond in the recent times. The professionalization of political communication has become vividly evident in the democratic electoral system of many countries. Among the manifold changes that technology has brought forth in the way parties and candidates address sociopolitical issues, the rise of political marketing has been a major conceptual shift in the process by which, political parties, candidates, groups and even lobbyists hire communication patterns to accomplish strategic goals including winning votes, steering public opinion or even legislation. Another important shift of perspective in political communication has been the Americanization of campaigning which features practices of negative advertising, personalized politics or exorbitant campaign expenditures which are packaged and exported to other countries. The occurrences can be better understood as an 'import-export 'market model with its subscribers' borrowing techniques which suit their purposes and arguably believed to work as well.

Since the very advent of India into the international arena, there have been attempts to identify specific foreign policy doctrines of various leaders who coined and executed country's foreign policy from time to time including the Prime Minister Nehru. Gujral doctrine was one of such widely discussed foreign policy stance. Similar academic attempts from several corners have emerged with the arrival of Narendra Modi as the craftsman of India's foreign policy since 2014. Though it is difficult to find out a single specific doctrinal invention of him, an analysis of his aggregate foreign policy approaches and dealings tends to conclude the emergence of a kind of doctrine that can be in some way or other which can be compared with other major established foreign policy doctrines around the world. While attempting to overcome the existing dilemmas and complexities that were hindering the advancement of the country, he did experiment with certain path-breaking and unprecedented initiatives, both at the policy level and implementation level. Embracing an overt neo-realistic approach to the neighborhood along with the established neo-liberalistic line without abandoning the constructive self-identity marks the theoretical background of Modi's doctrine. The transition from non-alignment to multi-alignment, promoting a fast-track diplomacy and use of soft power, aggressive response to cross border intrusions and terrorism and to defend the attempts to isolate internationally, as happened many times in the past, by garnering

support from Islamic world as well as states having common interested, gives out a notion of the emergence of a doctrine in Modi 's foreign policy approach which can be called as ‗Modi Doctrine '.

III. Social Media and Personalized Political Communication

More and more people are seeing themselves not as communal representatives but as distinct individuals. Part of this cultural transition, which we call "individualization," is the idea of the personalization of politics. The media sector has gone through major changes as a result of technological advancements. Understanding the ascent of particular leaders requires keeping track of the changes that take place, which are frequently at the price of whole political parties and institutions. Individual characteristics have a significant impact on how politicians use social media for campaigning. It is critical to priorities the submissions based on their competitive condition. It seems that the candidate's campaign plan is tailored to each person while yet being in line with the party's overarching structure, according to their social media profiles. If one is free to choose their own fate, then their financial status should not be a limiting factor in their pursuit of political office. The electoral environment is thrilling and unexpected because voting has transformed decision-making. Technology and social media have given politicians new ways to reach out to the public. A growing number of politicians are taking to Twitter to launch personal assaults on their fans. The impact of social media on communication and information sharing is indisputable. Voter targeting, demographic data analysis, support mobilization, interaction, and demographic data are just a few areas where this technology really shines for campaigns. The dissemination of information and the shaping of public opinions may be significantly impacted by individuals' active engagement in political debate. If we want to see social media expand, personalization is key. Politicians aren't always as simple as they seem. Also, more and more people are letting their guard down and exposing their identities (Lilleker 2010). These assertions are a result of the cutthroat rivalry among news organizations to cover the most interesting and consequential political stories.

In order to convey a feeling of urgency and rely on tried-and-true political communication tactics, politicians directly engage with people during election campaigns. Social media sites

like Twitter and Facebook provide users with a great way to express themselves by bringing together their online and offline lives. The proliferation of social media has given politicians a new chance to interact with people on a more individual level. Perhaps the organizers of these get-togethers are hoping to increase their chances of success, rally support for the next election, have political conversations, or all three.

Narendra Modi and Social Media

Digital marketing, much like in the American political arena, played a decisive role in India too, with regard to the usage of the different social media avenues by Narendra Modi. Since he opened his Twitter account in 2009, Narendra Modi's official Twitter handle, @narendramodi had millions following him. During the 2014 elections he made extensive use of this platform to reach out to his followers. Moreover, there are more than 30 million likes on the official Facebook page of Narendra Modi. The YouTube channel of Narendra Modi has over 2, 54,611 subscribers who are constantly viewing the videos of election rallies and events uploaded by Modi. Narendra Modi has more than 2,749,196 followers and 352,183,305 views on Google Plus, another social media platform. The participants on these online platforms witness the emotional expressions of Narendra regarding his intent to bring about a transformation in the plans, programs and policies of the government if his party came to power, that would propel the country to a path of unprecedented growth trajectory. The slogan coined by Narendra 'Sabka Saath, Sabka Vikaas' had already captured the imagination of a large section of the country's voters. (Figures have been obtained from the politician's Facebook page and YouTube channel and Google Plus and Twitter account).

IV.CONCLUSION

One subset of political marketing, known as "political branding," is concerned with the application of branding concepts to the realm of politics (Pich 2012). An important part of political advertising is political branding. These days, democracies can't operate without political branding and marketing. According to Manufahi and Lim (2009), Lees-Marchmont (2009), and Harris and Lock (2010), the field of political branding has not gotten enough attention in theory development, framework construction, and idea formulation. Despite the term's use in political discourse, no universally accepted definition of "political branding" has

been settled upon. Political communication initiatives aim to influence voters via branding, which may seem paradoxical, but it's true. The absence of well-established theoretical frameworks and the pervasiveness of political branding make it a difficult and complicated area to study. By expanding the notion of branding to include all aspects of politics, many works in the field of political branding take a holistic view. Political branding differs from product and service branding in that it adheres to different norms and standards.

REFERENCES:

1. Musolff, A. (2004). Metaphor and Political Discourse: Analogical Reasoning in Debates about Europe. New York: Palgrave Macmillan.

2. Richards, J. (2008). Rhetoric. New York: Routledge

3. Richerson, P. J., & Boyd, R. (2005). Not by genes alone: How culture transformed human evolution. Chicago: University of Chicago Press.

4. Savoy, j. (2010) 'Lexical analysis of US political speeches'. Journal of Quantitative Linguistics, 17 (2), 123-141.

5. Toulmin, S. (2003).The uses of argument. Cambridge: Cambridge University Press

6. Tuman, J.S. (2008). Political Communication in American Campaign. Thousand Oaks CA: Sage.

7. Van Dijk, T. A. (2004). Text and context of the parliamentary debate. In Bayley, Paul (ed). Cross-Cultural Perspectives on Parliamentary Discourse. Amsterdam: Benjamins.

8. Vertessen, D and C. De Landtsheer (2008).' A metaphorical election style: Use of metaphor at election time'. In T. Carver and J. Pikalo (eds), Political Language and Metaphor. Interpreting and Changing the World. London/New York: Routledge. Pp.271-85.

9. Wales, K. (1996). Personal Pronounce in Present Day English. Cambridge: Cambridge. Cambridge University Press.

10. Zheng, T. (2000). Characteristics of Australian political language rhetoric: tactics of Gaining public support and shrinking responsibility. School Of Asian Languages and Studies. The University of Tasmania.