

ANALYSING THE POLITICAL SPEECHES DELIVERED BY NARENDRA MODI

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Abstract: Information culled from Prime Minister Modi's speech was used in the research article. The significance of the current period as the 21st century was emphasized by Prime Minister Narendra Modi in his Independence Day address on August 15, 2014, when he inaugurated the Swachh Bharat Mission (SBM). Does anybody here have any personal experience with the awkwardness of seeing a family member or sibling pee in public? In order to understand Prime Minister Modi's speech completely, this study uses both techniques. Institutions and processes within society and culture rely heavily on language and discourse. Formation of discourse is an ongoing process. An important field of scientific inquiry is the study of the effects of language usage on society. At its core, ideology is the source of all speech.

Keywords: Narendra modi, Swabh Bharath, Political speech,

I INTRODUCTION

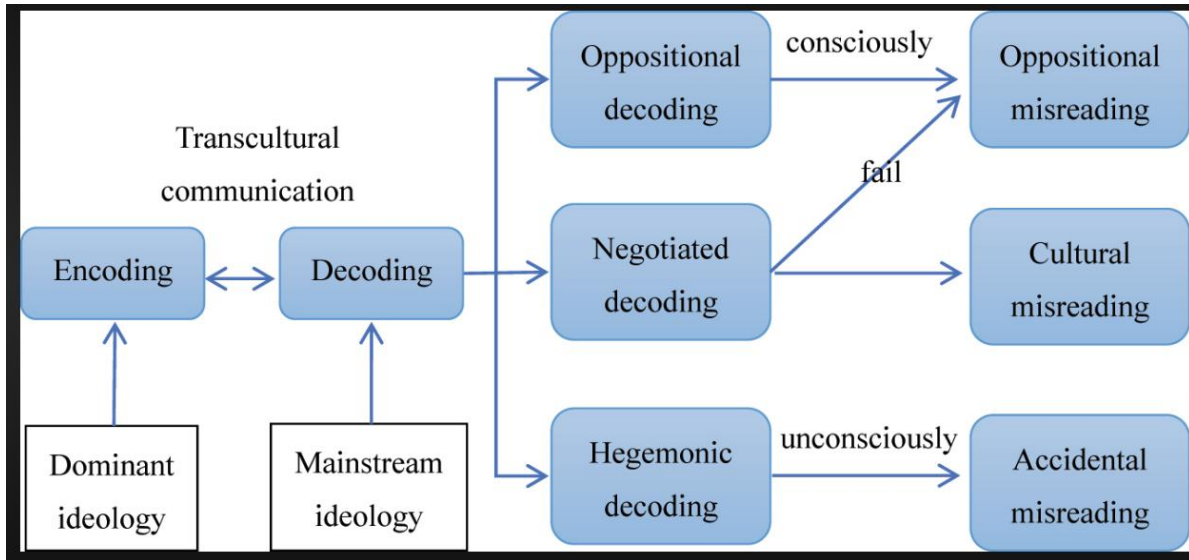
Let's start by examining a social practice that encompasses various aspects of community, economy, politics, and more. We will also explore the ways in which specific texts can influence society and lead to significant transformations. Every aspect of conceptual activity, from creating, sharing, and utilizing text, is thoroughly covered in this comprehensive resource. The textual material and its context are both components of conversational knowledge (Fairclough 2001a). We employ a comprehensive approach, examining not only the intertextual context but also the broader and more specific situational circumstances. Assess whether there is a discernible pattern in the subjects selected and arranged for comparison and analysis, considering their overall cognitive, conceptual, or linguistic significance. The research primarily focuses on evaluating ideas at the local level. We are currently analysing the positive and negative outcomes of different choices on individuals' expressiveness, which includes considering the presence or absence of specific lexical components.

Assessment and examination: 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.

When it comes to those going through tough times, the author shows a deep sense of empathy and compassion. 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.

II. Mechanisms of political discourse

The objective of this phase of the research was to examine the impact of various discourse frameworks on the political discourse being analyzed. Van Dijk (1998, 2008) claimed that these models were used to bolster political strategies of presenting oneself in a positive light while simultaneously portraying others in a negative manner. The speech effectively conveys key concepts through the use of themes or conceptual macrostructures, providing a positive portrayal of the speaker's position while critiquing the opponent's worldview. Specific macrostructures encompass ideological perspectives that can influence the coherence of the discourse.



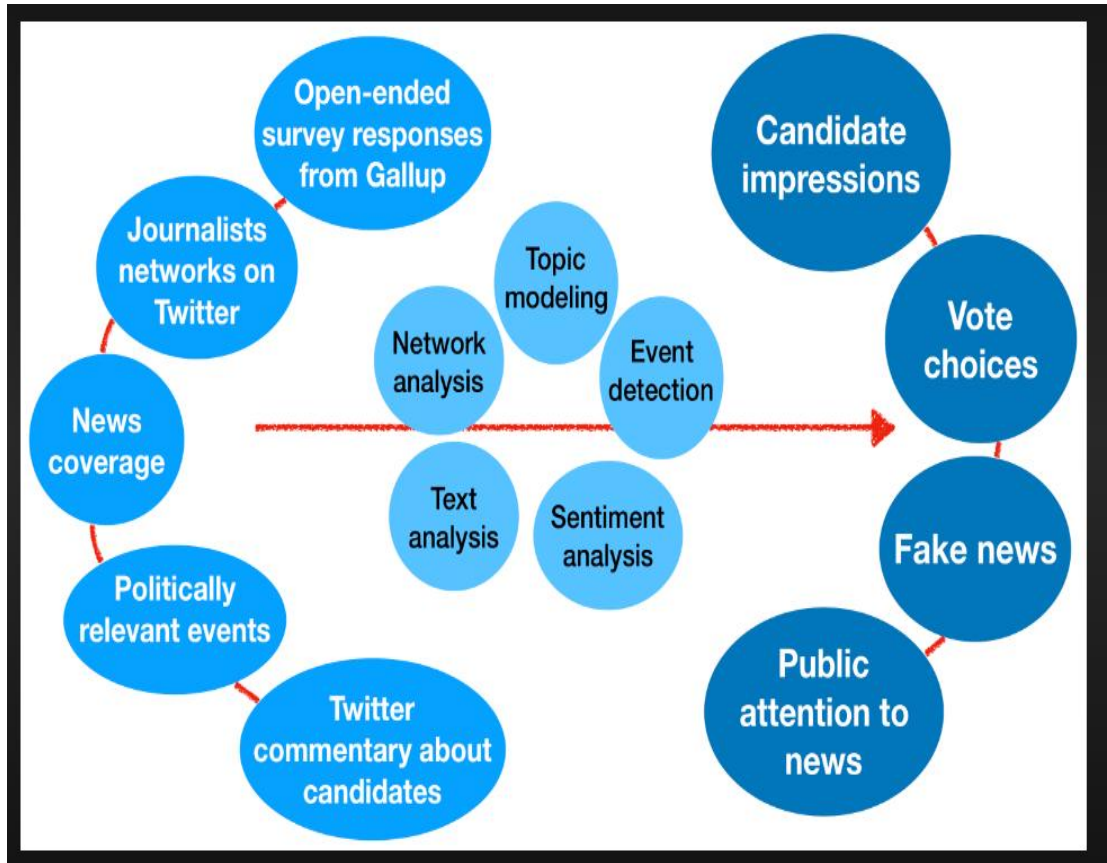
Ideological views are often communicated via the precise meanings of words and ideas since the speaker has the power to choose which ones the listener hears. There are sometimes intricate webs of links between the two forms of lexicalization, which is used to create positive self-portraits and negative other-portrayals. His speech's word choice conveys his polite request that everyone listen and do their part to make India a better place. A person of excellent character has substantial challenges in life, but he is ready and eager to face them head-on. The wording used in all of the aforementioned remarks points to a holistic plan to improve the look of Indian boulevards and make people feel more responsible for their community. In his first Independence Day address as prime minister in 2014, Narendra Modi spoke extensively on the Swachh Bharat Abhiyan. India has been a model of disdain for cleanliness for the all of its 67 years of independence. That is why the government of India is pushing to make the country a cleaner example for the rest of the world. The power to start the transformation is with every one of you. The inhabitants of a community that cares about the environment must priorities strong health and cleanliness in all areas of life. In addition to promoting interpersonal peace, our initiative aims to emphasize your general well-being and that of the Indian people. Morphophonemic, morphology, syntax, and semantics are all subfields that fall under the umbrella of negation. Statement complexity (simple, convoluted, or compound) affects its syntax. Consequently, compound sentences also rely heavily on negation. Some coordinators, according to recent studies, are more likely to influence negative words than others. Collaboration across several syntactic categories, such as middle, vocabulary, and phrasal level structures, is made easier in Hindi Urdu. You may see how to arrange nouns, adjectives, adverbs, verb phrases, and whole sentences using the manager, am,

in the following examples. In his political speeches, Prime Minister Modi is known for using poetic language that touches listeners deeply. A vivid reaction is characterized by a profound passion. Extreme feelings may be aroused by emotionally intense situations. Using impactful expressions like *desh bhakti*, *ma ki sewa*, *goliyan jhelna*, and "Bharat ma," Modi effectively evoked a heightened emotional response from his audience. Many people use the term "high-inference language" to characterize the language used in persuasive tactics. The prime minister, Narendra Modi, often tries to sway our ideas by appealing to our emotions. He manages to pull this off by making extensive use of descriptive language. Evoking emotions rather than critical thinking, this might slowly change the reader's opinion on the topic over time or be highly convincing. Pathos is a rhetorical device that Prime Minister Modi uses from time to time to make his audience feel something. A compelling argument appeals to the audience's emotions instead of their rational thinking. Emotional appeal is the fallacy that occurs when a speaker tries to convince someone by appealing to their emotions. We provide several examples from his demonetization lectures to help explain our notion more thoroughly. Truthfulness and caring for others have always been my top priorities; in fact, I even left the city for the country because of it. As he made his speech, Modi's voice quivered with emotion, showing how deeply he felt. "I understand the pain, but I am determined to continue my efforts until December 30 to resolve the situation." At the opening ceremony of Mopa, Goa's new international airport, Prime Minister Narendra Modi said he was prepared to take criticism from the people in whatever form. He pleaded with an enormous throng at Belagavi, Karnataka, over and over again. What matters most in nations like India, where the government is a direct reflection of the people, is how people act, speak, and think. Because it provides a vehicle for the administration's goals and views to be communicated, every public statement is highly important. More than that, it makes the government's goals very clear. Speaking to or interacting with a political person is a great way to connect with people, build credibility, answer their questions, reassure them, guide them, and shape their opinions. Finding out who they may be voting for in the future is critical. It is critical to think about the possibility of disclosure on a worldwide and regional level. Beard argued that politicians should have excellent language skills in a 2000 article. Language does more than only let people talk to one other; it may also convey ideas and persuade others of things. Since it is based on prior beliefs, every political discourse is intrinsically ideological. When discussing politics, Beard stressed the importance of discourse. facial hair free. The capacity to connect with the audience on an emotional level and provide them with the knowledge they need to

solve their problems is essential for every public speaker. Public discourse that makes use of persuasive language achieves this goal. The ability to influence, persuade, or inspire an audience is a hallmark of good eloquence. As the cornerstone of his rhetorical method, Aristotle used the Aristotelian Triad, which comprised of ethos, pathos, and logos. Murthy (2014) argues that in an oratory scenario, logos is the main component, pathos is the audience's participation, and ethos is the speaker's personality or presence. All three of these ideas, in addition to kairos and telos, were used by Aristotle to explain how rhetoric works. How important or significant a remark is depending on when it was made. Our contemporary English phrase may have sprung from an old Greek word meaning "the appropriate moment." If one is skilled in rhetoric, they may quietly win over the audience's sympathies and use it to subjugate them to their will. Prime Minister Shri Narendra Modi's remarkable talent for connecting with the audience makes his word choice in his presentation worthy of thorough scrutiny. Examining and evaluating written or spoken information to detect instances of dominance, injustice, and authority is the main goal of critical discourse analysis (CDA). Furthermore, it examines the transmission and maintenance of influence in a variety of social, cultural, and political settings. Fowler (1991) argues that content-driven analysis (CDA) seeks to shed light on the often-hidden relationship among language, social interactions, and collective social structure. Given Mr. Narendra Modi's allure as prime leader and his reputation as one of India's most eloquent public speakers, it is imperative that his speeches be thoroughly examined (the Wire 2019). His remarkable gift for delivering enthralling speeches on any given occasion is the key to his political success. He has an extraordinary grasp of the English language, which makes his remarks interesting and makes you think. Mann kiBaat is a monthly speech series that the prime minister of India launched on All India Radio on October 3, 2014. For the purpose of engaging with the people, Modi has launched a radio program me. In order to comprehend Mr. Modi's goals in engaging in public debate, this research will examine his remarks. Public discourse, including political speeches, ads, newspaper articles, and official documents, is the primary emphasis of CDA. Analyzing how ideology, power, and language are all interdependent is the goal of Critical Discourse Analysis (CDA). In addition, it aims to comprehend how word dominance is perceived and used in texts. Language and power are shown to be interdependent via Critical discussion Analysis (CDA) of the chosen discussion. The way Narendra Modi manages to connect with the audience on a deep level is something to note. The dynamic character of discourse is brought to light by Critical Discourse Analysis (CDA). Findings and results Different people

may arrive at different conclusions about the speech's relevance depending on whether they take it at face value or try to decipher the philosophies and meanings hidden in its words. Many people may take Prime Minister Modi's comments at its value, thinking it is just a simple plea for health safety, cleanliness, and sanitation, and without giving any thought to his possible ulterior agenda. The analytical portion has already shown that the discourse is heavily presupposed. Various ideologies were exposed and examined via the speech analysis. The speech analyses the concepts of public health, sanitation, and hygiene using the tools of assumption and critical discourse analysis (CDA). A criticism of the other side is one of the points covered in the speech. Nevertheless, our study just focused on the most notable ones. It seems that Prime Minister Modi has clear aims, ideas, and convictions, and it is up to the Indian leadership to communicate them clearly and tactfully. The listener must pay close attention in order to comprehend what you are saying. In addition, people should think twice before speaking or doing anything, since every word has meaning. It is up to the receivers to decipher the message, assess its validity and impact on themselves, and then decide whether to accept or reject it. The results show that Narendra Modi has successfully changed how the public views him via the use of several types of media. Through his skilful use of social media, he was able to reach and engage a large number of young people with his viewpoints. These outstanding performances captivated the media for a long time. The media has considerable influence. What we've been through shapes our view of the world. The way an idea is portrayed in different kinds of media may significantly influence our viewpoint, as is shown by one strong example. The same concept applies to the coverage of political speeches. The media-driven ideological campaign's creators want to build and spread a political ideology via the constant exposure of viewers to pertinent news and visual representations.

III. Political Communication and Social Media:



A Perspective from India Narendra Modi, the prime ministerial candidate of the Bhartiya Janata Party (BJP), actively interacted with internet users on social media with great enthusiasm and energy in the lead-up to the 2014 Lok Sabha elections. Indian Prime Minister Narendra Modi has been praised for his effective campaign tactics, which include utilizing social media platforms like Twitter, Facebook, and Google Plus in unconventional ways. His captivating social media campaign successfully appealed to both first-time voters and individuals familiar with digital culture. Simultaneously, internet users from the middle-class in India have become increasingly engaged on social media platforms compared to previous times. There is no doubt that Narendra Modi's political success was greatly impacted by his active engagement on social media. Despite the controversy surrounding Narendra Modi's actions, he is widely regarded as a highly knowledgeable and skilled professional in his field. Many view him as a progressive politician with a deep understanding of technology. In addition, by employing a well-thought-out campaign strategy and a strong commitment to social media, he adeptly engaged with the younger population of the country. Since 2009, the prime minister of India, Narendra Modi, has been steadily growing his social media following. He has achieved this through his tireless efforts and the support of his dedicated staff. However, after being selected as the Lok Sabha candidate by the BJP in 2014, his

utilization of digital media experienced a significant surge. In 2014, the 16th general election took place, with a staggering 814.5 million individuals being granted the opportunity to participate. To effectively reach a wide audience of potential voters, Narendra extensively promoted his campaign through a diverse range of digital and traditional media platforms. The primary goal of Narendra Modi's Chai pe Charcha initiative was to engage in direct conversations with farmers and individuals from lower socioeconomic backgrounds. The Facebook page "I support Narendra Modi" and the slogans "Har Har Modi, Ghar Ghar Modi" quickly gained significant attention on various platforms. Narendra Modi uncovered corruption within the Congress government and used his social media platforms to educate the public about their voting rights. He highlighted the effective use of digital media by Gujarat in promoting its accomplishments. Due to the interactive nature of the media, Narendra Modi can effectively connect with the people and promptly address their comments. The significant level of attention Narendra received on social media, with numerous likes, shares, comments, and retweets, clearly indicates the high level of admiration and support he garnered.

Social Media in India

Among India's 180 million Internet users, 66% are active social media users, according to a March 2016 study by the Internet and Mobile Association of India (IAMAI). Contributing to the maintenance and supervision of an online persona on prominent social media sites such as Facebook and Twitter by means of publishing a status update and responding to a friend's post. Compared to working women (at 7%) and jobless women (11%), the percentage of social media users among Indian college students is much greater at 33%.

SOCIAL MEDIA USAGE ACROSS DEMOGRAPHICS

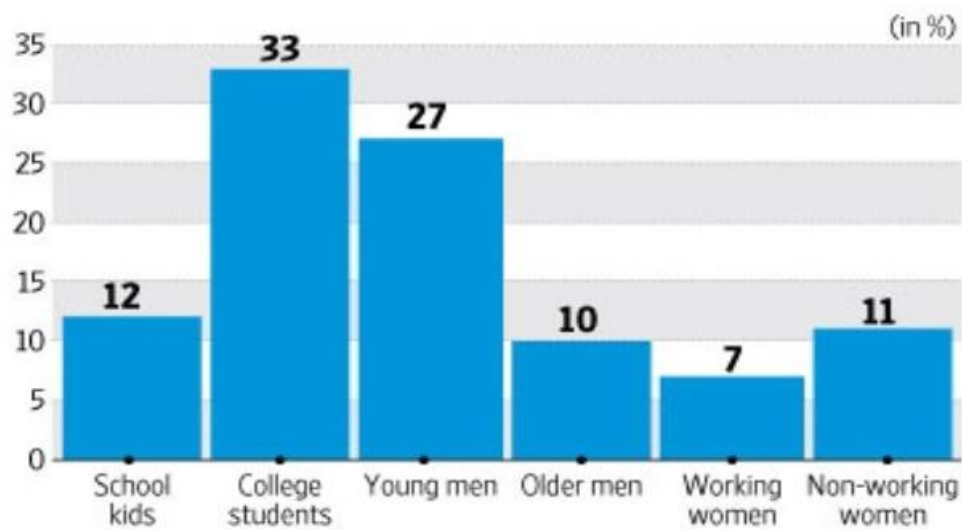


Fig. 2: Social Media Usage Across Demographics

IV. CONCLUSION

Simply accepting Modi's claims at face value is insufficient. It is crucial to thoroughly analyse his goals, intended interpretations, and strategic communication strategies. When conducting this type of research, it is crucial to take into account the following details: Modi frequently employs indirect communication strategies to effectively convey complex ideas and navigate sensitive topics. He must employ diplomacy, employ metaphors, or establish indirect connections to effectively convey his message. Modi occasionally utilizes deliberate ambiguity to ensure the flexibility of his perspectives and to resonate with a wide array of individuals. When discussing controversial topics, it is important to be mindful of the language used and to avoid making definitive statements that may lead to confusion. To fully grasp Modi's utilization of indirect speech, one must possess a profound comprehension of the surrounding circumstances and the concealed implications within his statements. Through careful examination of the influence of local and international politics on an individual's statements, along with the consideration of current events, analysts strive to uncover their genuine intentions. Through adeptly leading his audience using intricate and refined methods of communication, Modi showcases exceptional mastery in understanding public sentiment and skillfully maneuvering through global diplomacy. To mitigate the potential negative consequences, it would be prudent to initiate discussions with specific interest groups,

provide reassurance to supporters, or respond to criticism indirectly. Experts evaluate the effectiveness of Modi's utilization of indirect speech and the extent of its influence. A crucial aspect of this approach involves assessing its effectiveness in achieving diplomatic goals, resolving conflicts, and considering alternative perspectives. Understanding Modi's communication style requires analyzing not only his direct statements, but also his more subtle modes of expression. After closely analyzing his language, it becomes clear that he frequently uses indirect communication instead of speaking directly. This deliberate choice reveals his clear communication philosophy. Understanding the intricacies of Modi's indirect speech, including its nuances, intentions, and context, is essential for gaining a comprehensive grasp of his communication strategy and its influence on political discourse and administration.

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