

Modi, India and, Hindu Rashtra: The Love Triangle

Introduction:

Indian PM, Narendra Modi draws his core-support from right-wing Hindu Nationalists. Being a life-long member of RSS (Rashtriya Swayamsevak Sangh) which forms the ideological backbone of Modi's BJP Party, Modi knows how to appease the Hindu masses. Since the BJP govt. came into power in 2014, Modi on multiple occasions has resorted to playing the Hindu-Muslim card to increase his vote share. Following are some of the major communication strategies used by Narendra Modi.

2014 Election Campaign:

Modi's election campaign in 2014 LOK SABHA was a great example of how to prepare and successfully implements a marketing and branding campaign, Modi and his companion come up with the best strategy and tactics in order to establish himself a brand, A brand that overshadowed all the other brand even that of his own BJP. For the sake of attention and remains in the trending, Modi coined the slogan "SABKA SATH SABKA VIKAS" (Together with all, development for all) that mantra shows the path of development for all regions of India. This tactic assures that government will leave no stone unturned to fulfill the Indian population's expectations.

2019 Election Campaign:

During the 2014-2019 tenure of Modi's Govt. India did not make any significant progress on the economic front. Instead, non-performing assets of SBI (State Bank of India) were on a record high and unemployment increased. Hence in 2019, Modi resorted to the strategy of bashing Pakistan and inciting communal hatred among the people to inflate his vote share. According to many political analysts, Modi used the Indian Air Force's Balakot strike and Pulwama attack to sweep in the national elections. "Aye ga tou Modi hi" was the main slogan of Modi's 2019 election campaign.

The Nexus between Modi and Godi Media:

Since 2014, when BJP party came into government journalism is on decline most of the media outlets have been converted into the puppets of government popularly referred as "GODI MEDIA". The media is always in favour of the government and has no offense to the unlawful acts done by the government. Arvind Kejriwal (CM of Delhi) said to a media official "if the media will say anything against the government there is a fear of their channel being shut down." Recently the WhatsApp Chats of Arnab Goswami (often regarded as the head of Godi Media) got leaked. This revealed the dangerous nexus between the Govt. and the pro-Govt. elements in media. Since Modi took office in 2014 He hasn't conducted even a single press conference. As a speaker and head of BJP party Modi does not seem to have humility and originality in his speech.

Pumping hyper-nationalism in the nation:

Ever since the BJP presented Modi as its prime ministerial candidate, the discourse on Nationalism has changed. The party, through different modes, has been telling people that Congress has served the interests of Muslims, leading to hatred amongst different sections of the society with slogans such as "Desh k ghadaro ko, Goli maro saalo ko!" (Chiefly comprising

of inciting communal violence among Hindus and Muslims). Many BJP leaders including Modi admitted that their party is focused to work on Hindu nationalism forgetting the rights of minorities in the country. Amit Shah said, "Nationalism is the identity of our party and our three generations have maintained it by their sacrifices. Now it is our responsibility to protect, preserve and carry on this identity". Later PM Modi himself asserted that nationalism and patriotism are the tools to fight sectarian politics in India and Nationalism was their way to victory in the 2014 elections. The later party chief said the BJP was founded to provide an optional political ideology to the country and also agreed with Modi. This was just to gain popularity and support from Hindus. Under Modi, the BJP has espoused a more extreme ideology. Muslims who were no longer treated 'preferentially' were required to stand with the nation or else go back to Pakistan. Many laws including the criminalization of the slaughter of cows, banning of 3 talaks were also passed just to humiliate Muslims. Evidence of this is the 2006 commission that found out, Muslims were disadvantaged in areas of formal economic opportunity and access to general education. More than a decade later, many suspects that this structural inequity not only persists but also might have worsened.

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