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## Modi's message: Analyzing narrative themes in youtube speeches during the 2024 Lok Sabha Election

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### Abstract

This article provides an analysis of Prime Minister Narendra Modi's YouTube speeches in different regions of India in the 2024 Lok Sabha election. These speeches focus on key narratives and themes. In Uttar Pradesh, Modi emphasises his government's legacy of development, critiques the opposition's politics, promotes meritocracy, and highlights cultural and religious respect. In Gujarat, he expresses gratitude, criticises the Congress, underscores the importance of constitutional principles, and highlights government achievements. In Telangana, Modi outlines his vision for development, criticises the opposition for alleged corruption and manipulation, emphasises women's empowerment, and appeals for electoral support. In Jammu and Kashmir, he highlights progress since the abrogation of Article 370, critiques dynastic politics, condemns opposition actions, and calls for voter support. These narratives collectively depict Modi as a leader committed to development, contrast the BJP's approach with that of the opposition, and rally support for the BJP in the upcoming elections.

**Keywords:** Narendra Modi, YouTube, Narratives, Themes, 2024 Lok Sabha election

### Introduction

#### Research Methodology

We have selected six YouTube video speeches by Narendra Modi from various regions of India for analysis. We have taken these video speeches from Narendra Modi's official YouTube channel, boasting over 23 million subscribers. These speeches span the time period from April 12, 2024, to May 5, 2024. The methodology involves first comprehensively analysing the content of Prime Minister Narendra Modi's speeches, then identifying the main messages or arguments presented in each segment. We then categorise these key points into broader themes or narratives that represent the overarching topics that PM Modi has addressed. We confirm that the identified narratives accurately reflect the content of the speeches, taking into account the broader context of political events and socio-economic factors, to ensure clarity and consistency. We analyse language and rhetoric to understand how PM Modi shapes the narrative through persuasive techniques and emotive language. Finally, we concisely summarise the identified narratives, highlighting the main themes and key points of PM Modi's speeches in a structured format, which guides effective analysis for the research article.

### Discussion and Findings

#### Narratives and Themes from Prime Minister Narendra Modi's speeches in Etawah and Dhaurahra, Uttar Pradesh, 2024

##### Legacy of Development

Modi portrayed his tenure as focused on development that benefits all sections of society, contrasting it with the perceived self-serving legacies of dynastic politicians. He highlighted achievements in providing basic amenities like housing, sanitation, electricity, and healthcare to underserved communities.

##### Critique of Opposition

He criticised the opposition, particularly the Congress-SP alliance, for allegedly defaming indigenous COVID-19 vaccines and attempting to manipulate reservation policies for political gain. He accused them of pursuing divisive and appeasement-based politics.

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**Promotion of Meritocracy**

Modi emphasised the BJP's commitment to meritocracy, contrasting it with the dynastic politics of the opposition. He highlighted opportunities for grassroots workers within the BJP to ascend to leadership positions, as opposed to the perceived nepotism within the SP.

**Cultural and religious respect**

Modi criticised the Congress-SP alliance for what he saw as disrespect towards cultural and religious symbols, particularly in their treatment of Lord Krishna's worship and temple visits. He portrayed the BJP as the protector of cultural and religious traditions.

**Focus on development initiatives**

He highlighted specific development initiatives in Uttar Pradesh, such as improvements in law and order, infrastructure development, and support for sugarcane farmers. He praised Chief Minister Yogi Adityanath's government for being instrumental in these transformations.

**Appeal to voters**

Modi urged voters to support the BJP's vision for continued progress and inclusive development. He called on them to vote for BJP candidates in the upcoming elections, emphasising the importance of their participation in shaping India's future.

These narratives collectively aimed to reinforce Modi's image as a leader committed to development, contrast the BJP's approach with that of the opposition, and rally support for the BJP in the upcoming elections.

**Narratives and Themes from Prime Minister Narendra Modi's speeches in Banaskantha and Sabarkantha, Gujarat, 2024****The Gratitude and Significance of Gujarat**

PM Modi expressed gratitude for the opportunity to seek blessings for his third term in the central government, highlighting the significance of Gujarat in his political journey.

**Praise for Gujarat's stability and progress**

He commended the people of Gujarat for their discernment in maintaining political stability and rejecting short-term temptations, which he credited for the state's progress.

**Critique of Congress**

PM Modi criticised the Congress party for its lack of vision and commitment to serving the people, citing examples from past elections where he alleged that Congress resorted to personal attacks instead of addressing substantive issues.

**Safeguarding constitutional principles and social justice**

He underscored the importance of preserving the principles of the Constitution and ensuring social justice for all sections of society, particularly highlighting the BJP's commitment to safeguarding the interests of ST, SC, and OBC communities.

**Condemnation of Desperate Tactics by Congress**

PM Modi called out the Congress for resorting to desperate tactics in the ongoing elections, including spreading fake videos and misinformation, and emphasised the BJP's stance against such deceitful practices.

**Appeal for Support and Voter Turnout**

He urged the people of Gujarat to support the BJP in the upcoming elections, emphasising the importance of voting in large numbers to accelerate welfare and nation-building initiatives.

**Highlights of the Government's Achievements**

PM Modi highlighted his government's achievements, including decisive steps such as the abrogation of Article 370, and addressed issues like terrorism, triple talaq, and CAA, emphasizing the BJP's commitment to national security and social justice.

**Warning against Divisive Politics**

He warned against the opposition's divisive politics, particularly criticizing Congress for allegedly attempting to spread lawlessness and instability in the country to defame him.

**Emphasis on Development**

PM Modi emphasised his government's efforts to address healthcare challenges, especially in tribal communities, and highlighted the progress made in various sectors under the BJP's governance.

**A Call to Defeat Chaos and Instability**

He called upon voters to support BJP candidates in the upcoming elections, emphasising the need to defeat forces that seek to spread chaos and instability, and he reiterated his commitment to serving the nation.

These narratives aimed to rally support for the BJP, highlight the achievements of Modi's government, and warn against the perceived dangers of divisive politics promoted by the opposition, particularly Congress.

**Narratives and Themes from Prime Minister Narendra Modi's speech in Zaheerabad, Telangana, 2024****Vision for Development**

PM Modi shared his vision for a developed Telangana and India, emphasizing transparency and his commitment to fighting corruption while ensuring the safety and security of all citizens.

**Criticism of Congress and Opposition**

He criticised the Congress and other opposition parties for what he perceived as their lack of vision and their alleged attempts to loot the people through taxes and scams. He accused them of prioritizing vote-bank politics over the welfare of the people.

**Focus on women's empowerment**

PM Modi emphasised the BJP's commitment to women's empowerment and safety, contrasting it with what he described as the endangerment of women's rights and safety under Congress rule.

**The Ram Temple's symbolism**

He highlighted the construction of the Ram Temple in Ayodhya as a testament to the power of a strong and decisive government. He accused Congress of prioritising vote-bank politics over respecting the faith of all communities.

### Allegations of reservation manipulation

PM Modi claimed that Congress manipulated reservation policies for political gain, particularly in Andhra Pradesh, by giving Muslims reservation rights at the expense of other communities. He accused them of spreading fake videos and engaging in dirty tactics to maintain power.

### Appeal for Support

PM Modi urged the people of Telangana to support him in the upcoming elections, promising to work tirelessly to fulfil the dreams of every citizen and ensure the progress and prosperity of the nation.

These narratives aimed to portray PM Modi as a strong and decisive leader committed to development, fighting corruption, and safeguarding the interests of all citizens, while painting the Congress and opposition parties as corrupt and opportunistic.

### Narratives and Themes from Prime Minister Narendra Modi's speech in Udhampur, Jammu and Kashmir, 2024 Transformation and Development

Modi emphasizes the positive changes in the region since 2014, highlighting the absence of traditional issues like terrorism and unrest during the upcoming elections. He contrasts the current state of development with decades of underdevelopment, attributing progress to his government's efforts.

### Abrogation of Article 370

Modi praises the bold decision to revoke Article 370, presenting it as a pivotal moment for the region's development. He mentions the equalisation of constitutional rights and the boost to tourism and education as outcomes of this decision.

### Critique of Dynastic Politics

Modi criticises dynastic parties like the NC, PDP, and Congress for hindering progress in Jammu and Kashmir. He accuses them of prioritising their own interests over the region's development and indulging in appeasement politics.

### Opposition Criticism

Modi takes aim at the I.N.D.I. alliance, accusing them of disregarding Indian culture and values. He condemns their actions during holy periods like Navratri and criticises their opposition to cultural events like the Pran-Pratishtha of Shri Ram.

### Call for Electoral Support

Modi urges voters to reject dynastic parties in the upcoming elections, emphasising the need for continued development in Jammu and Kashmir. He expresses confidence in the BJP's ability to secure victory and thanks the audience for their support.

### Conclusion

Several consistent narratives emerge when analyzing Prime Minister Narendra Modi's speeches across various regions in 2024. Modi repeatedly emphasises his government's legacy of development, portraying himself as a leader committed to inclusive progress. He criticizes the opposition, particularly dynastic parties like the Congress, for allegedly prioritizing self-interest over public welfare and engaging in divisive politics. Modi highlights his

administration's achievements, ranging from infrastructure development to social justice initiatives. He appeals to voters to support the BJP, framing the upcoming elections as critical for the nation's future trajectory. Throughout, Modi positions himself as a champion of meritocracy, cultural respect, and decisive governance, contrasting his vision with what he portrays as the shortcomings of his opponents. These narratives collectively serve to reinforce Modi's leadership image, rally support for the BJP, and warn against the perceived dangers of divisive politics and dynastic rule.

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