

## **Glamour in Governance: Unveiling the Allure of Prime Minister Modi's 'Mann Ki Baat' - An Exploration into the Parameters Influencing Rural Audience Preferences**

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This research investigates the effectiveness of Prime Minister Narendra Modi's "Mann Ki Baat" initiative in engaging and influencing rural audiences, with a focus on the Dehradun District in Uttarakhand. Employing a Google Form-based Questionnaire Survey, the study finds that "Mann Ki Baat" has played a pivotal role in raising awareness and fostering engagement among rural populations. It effectively disseminates information on government policies, initiatives, and addresses local concerns. However, the study asserts that the preference for "Mann Ki Baat" is intricately linked to its nature, which encompasses informativeness, uniqueness, and content quality.

The analysis underscores the need for the program to continually deliver informative content that addresses the specific needs of diverse rural communities. Preferences among the rural audience are shaped by the program's ability to offer unique insights and maintain a high standard of content. The research identifies challenges, such as linguistic diversity, and emphasizes the importance of crafting content that resonates with the linguistic and cultural nuances of rural India.

In conclusion, the study highlights that the sustained effectiveness of "Mann Ki Baat" in rural areas relies heavily on its nature—being informative, unique, and content-rich. The program's ability to adapt and deliver content tailored to the diverse preferences of the rural audience is crucial for maintaining its relevance and impact over time. This research provides valuable insights for policymakers, communicators, and stakeholders aiming to enhance the efficacy of communication initiatives in rural settings.

**Keywords** - *Mann Ki Baat, Communication, Quality Content, Information Richness, Uniqueness*

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### **Introduction -**

The dynamic communication initiative called "Mann Ki Baat," spearheaded by Prime Minister Narendra Modi, has brought a touch of glitz to India's political scene, a far cry from the usual pragmatism and bureaucracy found in discussions of leadership and policy in the domain of governance. This research takes a chic approach to investigating the factors that make "Mann Ki Baat" appealing, with a focus on how rural people perceive the film.

While the words "glamour" and "governance" may not seem like they belong together, they perfectly describe the unique charisma that "Mann Ki Baat" has given to the political conversation. This project goes above and above by turning the usual means of communication between powerful people and the general public into an entertaining and aesthetically pleasing extravaganza. Our primary objective in doing this research is to identify the distinctive features that glamorise the story of government and to learn how these features are received by the rural population.

"Mann Ki Baat" is now more than just a place to share information because to Prime Minister Modi's oratory skills, charm, and fresh take on communication. Rather than being a simple broadcast, the show is an immersive experience that skillfully blends informative material with an engaging presentation style. This appeal is especially strong in rural India, where people may ordinarily find the complexities of government to be far away and abstract.

The many facets that make "Mann Ki Baat" so captivating in rural areas will be the focus of our investigation. All the parts come together to make a tale that the rural audience can relate to, from the educational material that tackles regional issues to the unconventional storytelling methods used by the prime minister. An additional focus of the research will be on how

technological mediums, including the internet and radio, have contributed to the widespread dissemination of this marketing campaign and its glitz.

In addition, the research recognises that programme characteristics significantly influence preference formation. The capacity to provide interesting, instructive, and distinctive information is crucial to "Mann Ki Baat"'s appeal, and the show knows it. Thanks to this innovative combination, the show becomes an inspiration as well as an informational resource for those living in rural areas.

Our purpose in embarking on this investigation is to understand how the charismatic communication strategy of "Mann Ki Baat" has changed the political landscape of rural India and to decipher the complex link between glamour and governance. We want to add to the conversation on good government communication tactics by looking at the factors that affect rural audience choices. The study's stated goal is to analyse "Mann Ki Baat" and provide insight on how the strategic use of glamour in government communication might reach a wider and more diversified audience.

### **Literature Review:-**

1. Since its start, "Man Ki Baat" has received very little attention from researchers. A research conducted by Kaur, Gurjeet & Mishra, and Ashutosh highlights the following facts. (2022).

One of the program's many lauded features is the way it brings the Prime Minister of India face-to-face with the people of India, especially those living in more rural or otherwise inaccessible parts of the country.

2. An successful communication strategy: The Prime Minister's use of simple language and accessible tales to communicate complicated topics to a varied audience in "Man Ki Baat" has been praised.

3. Emphasising government initiatives: The programme has done a great job of drawing attention to many government plans and programmes, especially those that deal with social welfare, health, and sanitation.

4. Criticism: Some have voiced their disapproval of the programme, saying that it serves as a propaganda weapon for the current administration and fails to tackle important problems like economic inequality and unemployment.

The effect: Some analysts claim that the "Man ki Baat" programme has influenced public opinion and raised knowledge of government programmes, while others claim that it has had little effect on policy and decision-making.

Chaturvedi M, Shah D. (2023). Is of the opinion that Mass media campaign is an oft-used strategy to raise knowledge and awareness. So is Man ki Baat.

K., P. (2018). Was of the view that It has advantages over the other mass media like television and newspapers in terms of being handy, portable, easily accessible and cheap. It is the most portable of the broadcast media, being accessible at home, in the office, in the car, on the street or beach, virtually everywhere at any time. Further he suggested that that radio is an effective medium for education when it is followed up with group discussion and question- answer session.

Sripathy (2015) shown that radio is a powerful medium. Additionally, it stands for the Maan Ki Baat's future and its highlights. There has been zero discussion, however, of the impact on the masses, their expectations, or how to improve the chances of the leader and the people developing a close relationship.

According to Jitendra (2017) of [dailyexcelsior.com](http://dailyexcelsior.com), the Mann Ki Baat programme aims to increase public comprehension of the current scenario while also caring about the physical safety and well-being of the population. Not only has it been a platform for the show's ideas, but it has also been a compass for achieving the goals of the episodes in terms of the show's impact on the public good. What the programme has shown is that decision-makers need to be fast on their feet and knowledgeable about current events, just as the general public needs to be fit.

Choudhary, P. (2011). Was of the view that decentralisation and provision of training for communities is necessary for local broadcasting like community radio. Putting communication resources in the hands of community is a way to achieve success in developmental projects with the use of mass-media

A. Duhan (2019) found this in his research. It was discovered that certain Indian residents have fully embraced this show and have achieved its goals.

According to research by Gandhi and Balamurugan (2017), we can better understand the current state of affairs in India and the unique demands and hopes of its people as we look forward to a better future.

Using Textual Data Analytics, researchers Makwana K. Ganatra AP. (2022) determined that the many government projects and plans were derived from the themes and issues covered in twelve episodes of Mann Ki Baat. Words like "Corona," "Corona Virus," "Pandemic," "Quarantine," "Lockdown," and healthcare-related terms tend to get a lot of attention, which is good for the Prime Minister's public relations efforts and the mood of the Indian people.

Research on Man Ki Baat conducted by Kandukuri M. and Haragopal V. (2020) used text mining techniques to identify monthly themes and issues that had an influence on viewers and contributed to awareness campaigns.

In their study, Upadhyay S. and Upadhyay N. (2019) discovered that during the last 100 days of Mann Ki Baat, Prime Minister Modi's public relations campaign, favourable attitudes rose dramatically. They built an automated method to examine cyber-physical society's use of pathos as part of their research.

Apart from this some other studies also reveal a lot about such programs which aim at communication with masses.

Examining the program's content is the primary goal of this article, which seeks to determine the program's efficacy and use as a development communication tool. Also included in the article is the program's classification under several development communication models Deora P(2017).

Apeksha (2019). Analysed four years of "Mann Ki Baat. And revealed that Mann ki baat is claimed to be an excellent way of communication by the PM. Okay, but one must also remember that communication is a two-way street. Koh, J., & De Fina, A. (2023). Showed in their study that how communicative resources are used by participants in specific events.

Reddy and Shivakumar (2023) analyzed on how the design thinking process of communication boosted the citizens and what issues have materialized so far because of the MKB program and highlights the importance of the problem-solving approach of communication.

Asemah et al. (2013). Was of the view that when it comes to effective communication, endeavour to use local dialects, especially when the radio programme should be aimed at the rural dwellers and that there is the need to establish community radio stations that will be closer to rural dwellers.

It was found by Joseph et al (2023). that an increase in the level of motivation among SHG members after the MKB address. The social recognition and support base of the SHG members increased substantially. The SHG members experienced financial strengthening individually and in the group after the Mann Ki Baat address. This has led to a multiplier effect in the activities of some SHGs especially those which were functioning in a cluster, thus helping in reaching the unreached.

According to Sambaraju, R. (2022). Through his communication, Modi established two sets of non-electoral interactions that saw compliance as normatively expected: one between Indians and him, and the other among Indians themselves. These relationships paved the way for considering listeners as members of certain social positions in which service and obligation were expected. Roles included instructions and required obedience, which were seen as moral obligations. Through his discursive methods, Modi attempted to carry out a politics of duty and service in which obedience is eventually seen as a given.

Finally Durgesh (2016). Pointed out the usefulness of incorporating Big Data and AI for making such programs more effective and effectively disseminating the Govt. schemes and it to the public.

Overall, the "Man Ki Baat" program has been widely recognized as a unique and innovative platform for engaging with the people of India and promoting dialogue between the government and the public. While there are concerns about its effectiveness and potential biases, the program remains a popular and influential medium for communication and engagement.

Going through the available literature it was concluded that no research has been done for testing the effectiveness of the program, public preference of accepting or rejecting it as a link between public and Govt., attitude and perspective of rural people towards this program, Challenges, Criticism and Impact of this program. Looking at these gaps in literature the undermentioned objective was framed.

**Objective 1:** To study the perception of public on making it effective for improving the program.

For analysing and establishing the objective the given hypothesis has been proposed.

**H01: Preference of "Man ki Baat" is not dependent on Nature (Informative, Unique, Content) of the program.**

**Methodology**

For the current study Google Form-based Questionnaire Survey was used. Data was collected in Uttarakhand's capital, Dehradun District, to conduct a detailed evaluation of the impact of the 'Mann Ki Baat' programme on rural people. Despite the availability of an alternate method using interviews, we chose not to use it due to the inherent difficulties in analysing rural audiences using this methodology. Interviews bring biasness in the data, thus jeopardising the objectivity of the study. Thus, a questionnaire was created, and Google Forms made the data collecting procedure easier. The data gathering fieldwork took place across six separate blocks in the Dehradun District. Physical visits were made in each town to collect data, selecting one at random from each block to provide a representative sample. For reference, the names of these villages, along with their corresponding blocks and population figures (as per the 2011 Census), are provided below:

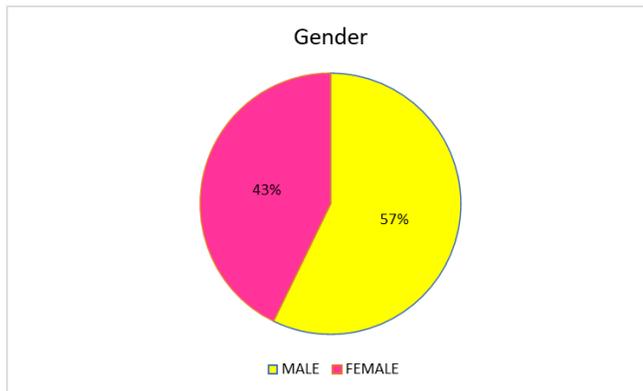
- Village - Pitthwala, Block - Raipur, Population - 1491
- Village - Badogal, Block - Doiwala, Population - 265
- Village - Jamunkhata, Block - Vikasnagar, Population - 4155
- Village - Baniyana, Block - Chakruta, Population - 610
- Village - Bisai, Block - Kalsi, Population - 345
- Village - Salan Gaon, Block - Sahaipur, Population - 257

**Analysis and Interpretation:**

Before analyzing the a detailed over view of the demographic profile of the respondents is provided.

Gender	Frequency	Percent
MALE	103	57.2
FEMALE	77	42.8
Total	180	100.0

**Table1: Gender**

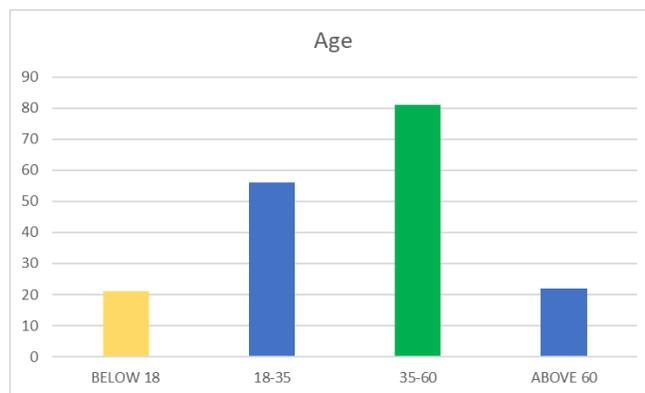


**Graph1: Gender**

In a dataset with a total sample size of 180 individuals, the distribution of gender is as follows: 103 individuals (57.2%) are male, 77 individuals (42.8%) are female.

Age	Frequency	Percent
BELOW 18	21	11.7
18-35	56	31.1
35-60	81	45.0
ABOVE 60	22	12.2
Total	180	100.0

**Table 2: Age**

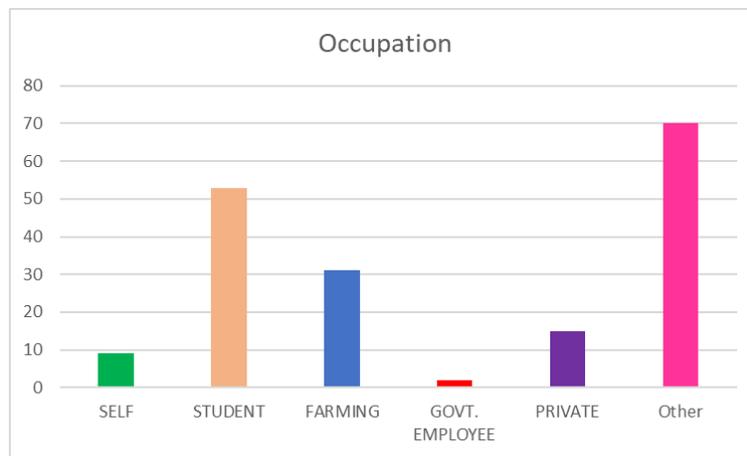


**Graph1: Age**

In a dataset with a total sample size of 180 individuals, the distribution of age groups is as follows: 21 individuals (11.7%) are below 18 years old, 56 individuals (31.1%) are between 18 and 35 years old, 81 individuals (45.0%) are between 35 and 60 years old, and 22 individuals (12.2%) are above 60 years old.

Occupation	Frequency	Percent
SELF	9	5.0
STUDENT	53	29.4
FARMING	31	17.2
GOVT. EMPLOYEE	2	1.1
PRIVATE	15	8.3
Other	70	38.9
Total	180	100.0

**Table 3: Occupation**

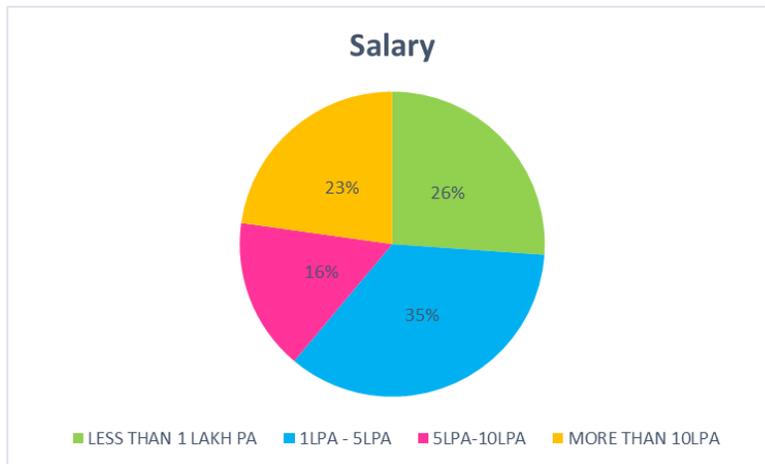


**Graph3: Occupation**

In a dataset with a total sample size of 180 individuals, the distribution of occupations is as follows: 9 individuals (5.0%) are self-employed, 53 individuals (29.4%) are students, 31 individuals (17.2%) are engaged in farming, 2 individuals (1.1%) are government employees, 15 individuals (8.3%) work in the private sector, and 70 individuals (38.9%) fall under the category of "Other."

Salary	Frequency	Percent
LESS THAN 1 LAKH PA	47	26.1
1LPA - 5LPA	63	35.0
5LPA- 10LPA	29	16.1
MORE THAN 10LPA	41	22.8
Total	180	100.0

**Table 4: Occupation**

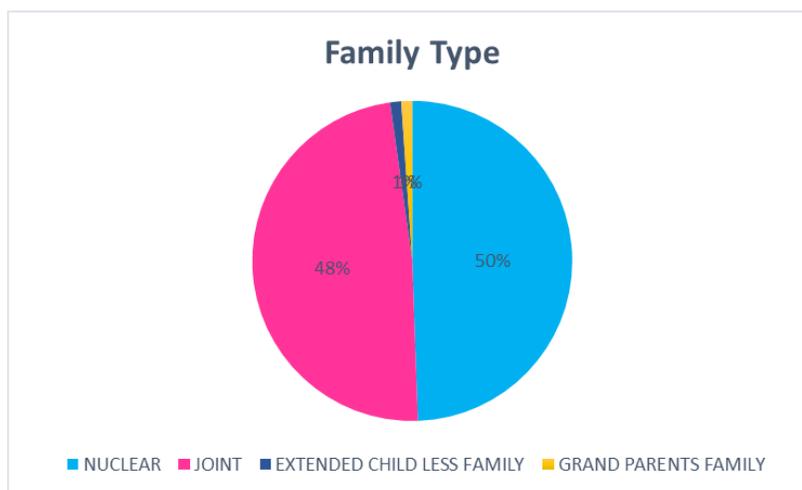


**Graph 4: Occupation**

In a dataset with a total sample size of 180 individuals, the distribution of salary ranges is as follows: 47 individuals (26.1%) have a salary less than 1 lakh per annum (PA), 63 individuals (35.0%) have a salary between 1 lakh and 5 lakhs PA, 29 individuals (16.1%) have a salary between 5 lakhs and 10 lakhs PA, and 41 individuals (22.8%) have a salary exceeding 10 lakhs PA

Family Type	Frequency	Percent
NUCLEAR	89	49.4
JOINT	87	48.3
EXTENDED CHILD LESS FAMILY	2	1.1
GRAND PARENTS FAMILY	2	1.1
Total	180	100.0

**Table 5: Family Type**

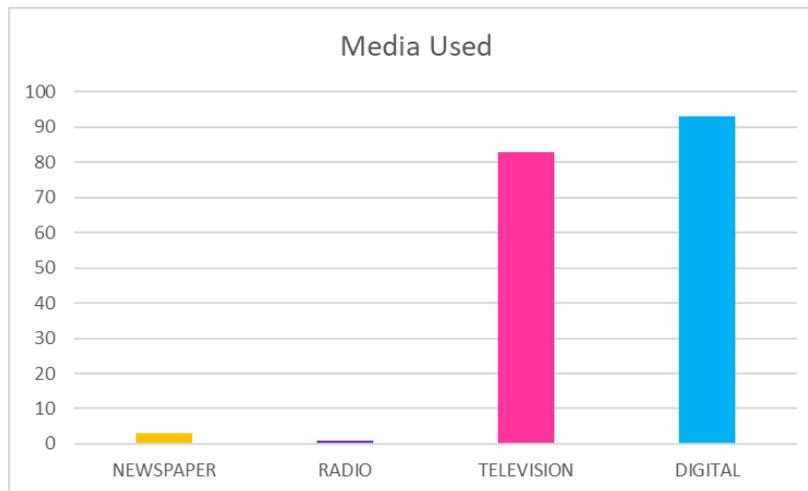


**Graph 5: Family Type**

In a dataset with a total sample size of 180 individuals, the distribution of family types is as follows: 89 individuals (49.4%) belong to nuclear families, 87 individuals (48.3%) belong to joint families, 2 individuals (1.1%) are in extended childless families, and 2 individuals (1.1%) are in grandparent families.

Media Type	Frequency	Percent
NEWSPAPER	3	1.7
RADIO	1	.6
TELEVISION	83	46.1
DIGITAL	93	51.7
Total	180	100.0

**Table 6: Media Used**



**Graph 6: Media Used**

In a dataset with a total sample size of 180 individuals, the distribution of media types is as follows: 3 individuals (1.7%) use newspapers, 1 individual (.6%) uses radio, 83 individuals (46.1%) use television, and 93 individuals (51.7%) use digital media.

Further delving deep into the data, it revealed that

	Mean	Std. Deviation	Variance
Gender	1.4278	.49614	.246
Age	2.5778	.85192	.726
Occupation	3.9500	1.85892	3.456
Annual Income	2.3556	1.10166	1.214
Family Type	1.5500	.63664	.405
Media Used	3.4778	.60219	.363

**Table 7: Descriptive Statistics**

The statistical analysis of various variables provides valuable insights into the characteristics of the dataset. For the age variable, the mean of 2.5778 suggests a central tendency around this value, while the standard deviation of 0.85192 and variance of 0.726 indicate a moderate degree of variability in age distribution. Turning to the occupation variable, the mean of 3.9500 signifies a central tendency around this value, but the larger standard deviation of 1.85892 and variance of 3.456

suggest a greater spread, reflecting a more diverse range of occupations. In terms of annual income, the mean of 2.3556, standard deviation of 1.10166, and variance of 1.214 provide insights into the central tendency and dispersion of income levels within the dataset. The family type variable, with a mean of 1.5500, exhibits a central tendency around this value, while the standard deviation of 0.63664 and variance of 0.405 offer information about the variability in family types. Lastly, for media used, the mean of 3.4778, standard deviation of 0.60219, and variance of 0.363 indicate a central tendency and relatively low variability in the preferred media types within the studied population. These statistical measures collectively contribute to a comprehensive understanding of the dataset and facilitate further analysis and interpretation. Further it was tested what factors lead to have preference of “Man Ki Baat” as a preferred program.

For this multiple liner regression was conducted on dependent variable (Preference) and independent variables,

INFORMATIVE, UNIQUE, CONTENT.

It is also used to infer causal relationships between the independent and dependent variables.

In linear regression model the dependent variable  $y_{\{i\}}$  a linear combination of the parameters. In multiple linear regression, there are several independent variables or functions of independent variables.

The regression equation for the current hypothesis can be depicted as

Here  $y_i$  = attitude of guests towards eco-friendly practices

$x_i$  = Independent Variables

$\beta$  = regression intercept.

Further on analyzing the data the ANOVA table (Table 8a) reveals the regression model is significant.  $F(4, 175) = 164.128, p = .000$ .

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	399.029	4	99.757	164.128	.000 <sup>b</sup>
	Residual	106.365	175	.608		
	Total	505.394	179			

Table 8a : ANOVA

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.180	.316		.570	.569
	INFORMATIVE	.554	.113	.515	4.896	.000
	UNIQUE	-.066	.107	-.062	-.619	.537
	CONTENT	.370	.105	.365	3.528	.001

Table 8 b : Coefficients

The Coefficient table says that the model was found to be significant (Table 8 b) and parameters which are considered for testing this model were significantly predicting the dependent variable.

Thus the model for this study is found to be

$$Preference = 0.180 + .554 * INFORMATIVE + .370 * CONTENT$$

This means that for having “Man ki Baat” as a preference the most important parameters are Informative followed by Content.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 <sup>a</sup>	.790	.785	.77962

Table 8 c : Model Summary

Further the model summary (Table 8 c) also shows that adjusted  $R^2$  value (.785, 78.5%) is very high, revealing that being Informative and good content are the key factors for preferring "Man ki Baat" as a program.

Thus the hypothesis  $H_01$ : Preference of "Man ki Baat" is not dependent on Nature (Informative, Unique, Content) of the program is **Rejected, accepting the alternative hypothesis that** Preference of "Man ki Baat" is dependent on Nature (Informative and Content) of the program.

### **Conclusion**

In conclusion, the acceptance of the alternative hypothesis indicating a dependence between the preference for "Man ki Baat" and the nature (informative and content) of the program sheds light on the intricate relationship between audience choice and the characteristics of a broadcast. The findings suggest that individuals' preferences for the program are not random but are significantly influenced by the informative and content-driven aspects of "Man ki Baat." This alignment underscores the importance of tailoring the nature of the program to cater to the preferences of the audience.

The implication of this conclusion extends beyond statistical significance; it carries practical implications for content creators, broadcasters, and policymakers involved in shaping "Man ki Baat." Recognizing the dependence on program nature can inform strategic decisions regarding content design, guest selection, and thematic emphasis. Understanding the correlation between preference and content can guide efforts to enhance the appeal and effectiveness of the program, fostering a more engaging and impactful communication channel.

As we navigate the evolving landscape of media consumption, acknowledging and leveraging this dependence provides an opportunity to align "Man ki Baat" more closely with audience expectations, ultimately contributing to its resonance and effectiveness in delivering messages to a diverse and discerning viewership.

The findings of the current study is in accordance with some previous researches on audience analysis, impact of media and certain theories of media and its impact on audience. McQuail, D. (1997). summarizes key research findings and assesses the impact of new media developments, especially trans nationalization and new interactive technology.

Zillmann, D. (2006). Suggested that changing ecology of empathic experience, and focus is on the new communication technology and its enormous capacity for replacing immediate, affect-producing social exchanges with mediated events that abstract, simulate, and represent such exchanges. Further Tsfati, Y., & Cohen, J. (2005). Was of the view that the effects of perceptions of media influence are amplified when they are coupled with perceptions of media hostility, especially among audiences that are personally and emotionally involved in the issues on which media texts report. In his research he talked about the importance of contents.

Finally Rubin, A. M. (2002). Talks about the links between media uses and effects, focusing on audience activity and media orientations, dependency and functional alternatives, and social and psychological circumstances. He proved that content and interactivity impacts a media the most.

Thus from the current study the objective of studying the perception of public on feedback mechanism in improving the program was established and it was found that feedback on content and amount of information provided in the program should be continuously taken by the policy makers to make this program beneficial for the public.

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