# A Critical Discourse Analysis Of Prime Ministershri Narendra Modi's Public Speeches

Priyanka Sharma[1] , Dr. Vijay Kumar[2]

## ABSTRACT:

*Linguists' research on the intimate connection between language and ideology has always recurred. Politicians frequently use linguistic manipulation to make points. They discuss a subject that is supposed to be common knowledge, but the recipient may not be as acquainted as the situation dictates. Employing the method of critical discourse analysis, the present research aims to pinpoint the expectations, consequences, and philosophy in an address delivered by India's Prime Minister, Shree Narendra Modi. According to the study's findings, Prime Minister Narendra Modi tried to use a variety of persuasive strategies to further his political and ideological objectives.*

**Keywords:** *Presupposition, discourse analysis, entailment, ideology, language, power, ideology.*

## Introduction [1]
Politics is the pursuit of influence to put political, economic, and social theories into practice. This essay examines Prime Minister Narendra Modi's political address from his swatch campaign. This essay aims to identify the underlying ideologies, long-term objectives, and other linguistic elements in his discourse. Political discourse is ideological.

More so than any other type of discourse, according to Van Dijk. T. A. (1997).Politics is an interpersonal endeavor that can be characterized as a contest for power between those who already hold it and those who would like to, but it can also be described as a set of cooperative strategies employed by some social groups to settle particular social conflicts. Politics' intrinsic characteristics include conflicting interests, manipulation and persuasion, imposing beliefs as ordinary sagacity, and identifying allies and opponents. Van Dijk defines politics as "a democratically formed group of this kind of categories, related to the social realm or field," claiming that the term "discourse" may be used to describe all politics styles or the conversations of politicians" (van Dijk1998:196).

Political speech, a type of societal discussion, is spoken in society. There is little space for the speaker for spontaneity because it is characterized by conventional vocabulary, and a narrative framework, and is frequently meticulously written by experienced speech writers. Since philosophy can enter discourse at multiple points, identifying form as well as subject matter as politically identified, ideological significance can be generated via the interpretation of a text. When determining the relationships between textual structures and considering the social environment, CDA embraces all these social settings.

The purpose of the paper is to pinpoint and evaluate the political techniques used by Prime Minister Modi in his addresses. To determine the degree to which the speaker's views on politics influenced their language decisions, several levels of analysis will be conducted, including conceptual macrostructures (topics), local implications and semantic style within speech acts, rhetorical tools, forms of indirectness, and tactics specifically intended for promoting themselves and unfavorable to additional presentation. The question of whether the remarks adhere to the "ideological square" suggests as put forth by van Dijk (1998, 2008) must be judged or debated

## Literature Review
Yasir Abbas Baig, 2021. This research paper examines the content of a few chosen speeches given by well-known Indian statesmen. This research paper examines the content of a few chosen speeches given by well-known Indian statesmen. It consists of This research paper

[1]Department of English, Galgotias University, School of Liberal Education, Galgotias University, Greater Noida,G.B. Nagar,Uttar Pradesh.

[2]Department of English, Galgotias University, School of Liberal Education, Galgotias University, Greater Noida,G.B. Nagar,Uttar Pradesh.

examines the content of a few chosen speeches given by well-known Indian statesmen. It contains speeches made by Indian Prime Minister Manmohan Singh to the Indian Elected Assembly (Lok Sabah), Foreign Minister of India S.M. Krishna to the United Nations General Assembly, Prime Minister Narendra Modi to the United Nations General Assembly, and Current Foreign Minister Sushma Swaraj to the United Nations General Assembly's 73rd session. This work is a discourse of the remarks these leaders, speaking on behalf of the Indian government, have given on various occasions. The speeches of these politicians, who really represent several political parties in India, exhibit a few are recurring themes. These four talks span the years 2009 through 2018, however they show some recurring themes. The way Indian politicians present a positive picture of themselves and a bad picture of others is explained by Ruth Wodak's model. The prevailing narrative has been that Pakistan is a nation that sponsors terrorism and should be viewed with distrust. Conversely, India is seen as a progressive, democratic, responsible, and developing nation that values social welfare and human rights. The four speakers in the discussion make a deliberate effort to acknowledge India as a welfare state that significantly contributes to the Committee of Nations. However, Pakistan, a neighbour that sponsors terrorism, poses a continual threat to their security and tranquilly. These statements aim to create a narrative that portrays Pakistan as a danger to both India and the rest of the globe.

Kota Sai Krishna, Dr. P. Asha Madhavi, 2023. This research uses Fairclough's three-dimensional framework to analyze the language characteristics, discursive techniques, and social behaviors incorporated into Indian Prime Minister Shri Narendra Modi's speeches. The goal is to uncover the linguistic and rhetorical strategies used by the Prime Minister in influencing public opinion and spreading political ideologies through this popular medium of communication. The analysis closely examines the language used in the event, highlighting significant metaphors, framing strategies, and persuasive tactics employed by Modi. It also looks at the discursive techniques used to frame political issues and create a specific narrative. The study also looks at the social practices that are represented in the discourse, illuminating ideologies, power structures, and possible effects on public opinion.

**Data assortment**

The address of Prime Minister Modi served as the source of the data used in this research article. During his address on Independence Day on August 15, 2014, Prime Minister Narendra Modi launched the Swachh Bharat Mission (SBM), saying, "Brother and Sisters, we are existing in the 21st century. Have any of us experienced being embarrassed when witnessing our mothers or sisters urinate in public? In the present research, both approaches are used to completely understand PM Modi's speech

**Methodology**

The approach used in this research relies on the analysis of critical discourse as it has been defined by several of the field's most eminent philosophers like Fairclough, Wodak, Van Dijk, Chilton, and Schaffner Chilton. It is a combination of many approaches that have been adjusted for the collection and the goals of the research. The critical philosophy of vocabulary, which sees language as an instrument for social practice tied to historical contexts, was used to establish the CDA (Janks, 1997). CDA provides concepts and approaches for empirical studies on the relationships between communication and social and cultural events in diverse areas of society.

One of these characteristics is:-
1. The partially linguistic-discursive nature of social and cultural processes and institutions.
2. Discourse is constituted as well as constitutive.
3. It is important to conduct scientific research on the social implications of language use.
4. Ideological processes underlie discourse

**Critical research**

The analysis begins by establishing a social practice, which refers to how diverse communal, financial, political, and other realities appear in communication and how certain texts can have an impact on society and even set off certain changes. Following is an examination of

conceptual practice, which includes the production, distribution, and use of documents. Conversational understanding occurs on two levels, namely the textual level and the contextual level (Fairclough 2001a). We discuss the intertextual context and the global and local situational contexts at the contextual level. Determine whether there is a pattern in the selection and arrangement of subjects, the worldwide significance, at the linguistic stage, cognitive or concepts, are investigated and contrasted. The study of local meanings in propositions, which serves as the paper's focus, comes after this one.

At this level, it is investigated if certain lexical units are present or absent as well as how particular choices affect how one presents oneself either favorably or unfavorably

### Discussion and analysis:Practice in the communal and rhetorical spheres

Both notions are currently used in the communal practice of political speech: one depends on the philosophical platform of a political organization, and the other is founded on the demands of the public and the issues they view as important. The latter is demonstrated by Shri Narendra Modi's campaign address. In terms of discursive practice, he creates his remarks in front of his audience in real-time. Speech dissemination was initially restricted, but later videos were posted on the BJP's websites or the websites of some publications, enabling the material to be accessed not only by Indians but also by anybody concerned with these issues anywhere in the globe.

### Circumstantial dimensions

The emergence of the worldwide economic and monetary crisis defined and shaped the political discourse, and it is evident in his descriptions of the inconvenient situations that people find themselves in, his sympathy, as well as their allusions to the failing policies of the previous government. His lexical choices, level of sophistication, phrases, and patterns of speech are always influenced by the local situation. The addresses could be seen as conversations that take place during campaigns.

### Audience

The crowd during Pre-election meetings comes in a variety of forms. it includes both registered voters and members of the opposing political party, as well as people who attend such events by chance and those who are still debating their vote. They may be listeners from a variety of political or socioeconomic backgrounds, and as a result, they may have identities shaped by their class, age, race, occupation, or level of education.

Some of his identities became known during the speech, including those of a political leader promising a healthier way of life, a wrestler eager to fight for it, and an ordinary individual who has compassion for and an understanding of Indian people. Hisuses of a colloquial style or certain subjective experiences that can demonstrate his empathy with the audience are examples of how he can demonstrate several of his identities, such as the identity of the "normal" person.

### Mechanisms of political discourse

We attempted to show in this part of our study how crucial these discourse frameworks had been to the political speech that was the focus of our attention and how they backed the political strategy based on favorable presenting oneself and unfavorable other appearance (following van Dijk1998, 2008).

Topics or conceptual macrostructures, many of which are prewritten with the speaker's good depiction and their opponent's adverse depiction of thoughts, are where the speech's most important data is communicated

These macrostructures contain ideological viewpoints that can influence how coherent the talks are.

Since the speaker decides which ideas and lexical information will be communicated to the audience, most ideological convictions are typically found in local meanings. Lexicalization

is primarily used to create positive self-presentation and negative other presentations, which are frequently intricately linked. The examination of the words he employed in his address reveals that he humbly invites all to step forward and take a seat in support of an improved INDIA. He also demonstrates his readiness and passion for resolving the important challenges facing all decent pride. The terminology used in the expressions previously mentioned hints at a great plan to improve the appearance of Indian boulevards and inculcate a sense of public responsibility in the populace. Swachh Bharat Abhiyan was the focus of Prime Minister Modi's inaugural Independence Day speech in 2014.Over the course of its 67-year freedom, India lost all sense of cleanliness.

Considering this, the Government of India has launched a significant push to sanitize and establish India as a perfectly clean nation. You two can bring about the change. For its citizens to be vigorous and hygienic in all facets of life, an eco-friendly society is constantly required. This program will foster interpersonal harmony, care for Indian citizens, and look out for you. The scope of negation encompasses the morphophonemic, morphological, syntactic, and semantic levels of language. In terms of syntax, it depends on the type of sentence whether it is basic, complicated, or compound—that is being used.

Therefore, the function of negation plays a significant and noticeable part in compound phrases as well. It has been discovered that some coordinators have an impact on negative sentences, while other coordinators don't behave in the same way. Cooperation is feasible in Hindi Urdu with all the major categories of syntactic as well as middle, vocabulary, or phrasal-level structures. The sentences that follow demonstrate the manager, am, which is used for organizing a wide range of components, comprising sentences, verb phrases, verbs, nouns, adjectives, and adverbs.

P M Modi uses expressive language and "intense feeling" in his political speeches. An expressive reaction has plenty of desire in it. An emotive problem has the potential to awaken people's passions.

To make a stronger emotional impact on their audience, Modi employs emotive terms like Bharat ma, goliyan jhelna, ma ki sewa, and desh bhakti. High-inference language or language used in persuasive strategies is other names for this type of language. PM Modi frequently tries to appeal to our emotions to encourage us to agree with him. He accomplishes this by using emotive language. This can be convincing because it prompts the reader to react emotionally rather than critically, or it could gradually change how the reader perceives the subject.PM Modi occasionally employs pathos, which is an appeal to an audience's emotions. A persuasive argument is won through manipulating emotions rather than using sound reasoning.

A logical error known as emotional appeal occurs to win a discussion; a speaker must elicit a feeling from the audience. We use a few examples from his lectures on demonetization to further illustrate our thesis. "I fled the city and everything for the nation. I have always acted completely honestly and in the best interests of the public. M. Modi spoke while struggling to control his emotions and his voice choked. "I share the agony, but I will endure it until December 30 to make things right. After that, I'm prepared to accept whatsoever penalty the populace chooses to inflict in any public space, Modi declared after breaking ground on a new international airport in Mopa, Goa.

He repeatedly made this fervent request while speaking to a sizable gathering in Belagavi, Karnataka. The way individuals think interact and act is extremely important in countries like India where government is of, for, and by the people. Therefore, any public speech given by the government assumes a lot of significance since it conveys its ideology and strategy. Additionally, it makes the government's priorities noticeably clear. We may claim that these speeches or any encounter with any political dignitary are the finest options to connect with citizens, gain their trust, dispel their worries and myths, reassure them, guide them, or in other words, the best way to mold their ideas.

This is crucial for determining their potential voting bases in the future. It is vital to examine the possibility of revelation both on the global and local levels. Beard stated in (2000) that a politician "should be able to speak since language is a means of communication, a means

of presenting and shaping argument, and political argument is ideological, in that it comes from a series of beliefs, emphasizing the importance of speech in politics." Beard. "Therefore, it is imperative that the speaker when speaking has an appeal for emotions and appropriate substance for worries. In public speech, rhetoric is used to achieve this. Audiences are instructed, persuaded, or motivated by rhetoric. Aristotle used rhetorical devices, known as the Aristotelian Triad: ethos, pathos, and logos. According to Murthy (2014), ethos relates to the speaker's personality or presence, pathos refers to the audience's role in an oratoricalsituation, and ethos is used to describe the actual reasoning of the statement. Aristotle utilized kairos and telos in addition to these three components to describe how rhetoric works. The term "kairos" relates to the relevance of a claim or message. The phrase comes from an ancient Greek word that meant "right time". Since rhetoric ensures the listener's sympathy for the speaker, it indirectly aids in establishing control over them. Therefore, it is extremely appropriate to analyze the rhetoric used by Prime Minister ShriNarendraModi in his address because of how he communicates with the audience.

The investigation and evaluation of oral or written material to show the presence of authority, domination, and unfairness is the focus of the analysis of critical discourse (CDA). It also looks at the preservation and proliferation of presence in various political, social, and cultural settings. The goal of CDA is to clarify the often-obscured relationship between speech, social practices, and the social framework (Fowler, 1991). Since Mr. Narendra Modi, the Prime Minister of India, is recognized as the country's best speaker and has a distinctive, strong, and engaging character as a political leader, it is appropriate to analyze the discourse utilizing critical discourse analysis (the Wire 2019).

At each event, he delivered an inspiring speech that had proven to be the secret to his political success. He is a gifted orator who gives captivating, captivating, and engrossing speeches (Kataria, 2019). On October 3rd, 2014, the Indian prime minister launched a monthly radio address broadcast named "Mann kiBaat" on All India Radio. One of Modi's efforts to engage with the populace is the radio program. To determine

Mr. Modi's goals in engaging in public discourse, this study will analyze his speeches that are relevant to them. The main field of interest for CDA is public communication, which includes political speeches, commercials, newspaper articles, official documents, and so forth.

Investigating the connections between language, ideology, and power is the aim of CDA. Additionally, it aims to comprehend how verbal supremacy in texts is viewed and utilized. The CDA of the chosen discourse emphasizes the link between power and language. It emphasizes how Narendra Modi builds a rapport with the audience. The shifting nature of the discourse is made clear by CDA.

Findings and results

The speech might be perceived differently if it is read from a semantic standpoint as opposed to attempting to analyze and detect the underlying ideologies and meanings disguised beneath every word stated. If the speech is not closely examined, people will assume that PM Modi's philosophy is true and will think that his message was just an appeal for hygiene, sanitation, and health security without any ulterior motives. As the speech is extremely pre-suppositive, as was indicated in the analytical part. Numerous ideologies were identified and examined during the speech analysis. Using assumption and CDA as analytical methods, the speech's main ideologies of cleanliness, sanitation, and public health are identified.

Of course, there are many different concepts throughout the speech, such as criticism of the opposition, but the analysis only focused on the most salient ones. We can infer from this that PM Modi has his objectives, viewpoints, and beliefs, and that it is the duty of Indian leaders to both directly and subtly spread these viewpoints. Recipients need to be aware of what they are listening to. They are also urged to consider their actions before acting, to think before speaking, and to remember that every word they hear has a meaning. It is the responsibility of the recipients to determine this meaning, assess its authority and impact on them, and then decide whether to accept it or reject it.The study concludes that Narendra

Modi has been working hard to change his image and has been effective in doing so through the skillful use of traditional, social, and alternative media.

He was successful in drawing young people to him and his philosophy thanks to his remarkable use of social media. These outstanding performances served to dominate the media spotlight for longer periods. The media is an effective tool. Whatever individual's witness, whether it be the adulation or rejection of an ideology on numerous media channels, changes how they perceive the world. The same is true for political discourse coverage. The goal of those behind this entire media-driven ideological juggernaut is for the seeds of a certain political thought or ideology to take root and begin to grow as long as people continue to see images and news about it.

**Conclusions:** - The study's primary objective was to determine how a speaker connects with an audience by using language and rhetoric. Additionally, PM Modi is an expert orator who consistently establishes a connection with his audiences. He keeps the conversation friendly, clear, concise, and beneficial by using tiny words, common phrases, and basic terminology. He never loses his listeners throughout the discourse since he keeps referring to them as friends and does so again. Although the conversation is one-sided, he successfully creates the impression that it is two-sided by citing situations; he exhibits his efforts to remain in contact with people of all ages in the words, phrases, and instances he uses.

The current study acknowledges the existence of several limitations. Some people might argue that these chosen speeches by politicians are too specific to be applied to a relevant discussion. The time constraint and word limit, however, are restrictions on this last term paper. However, there is potential to expand the scope of this research to include more speeches and more politicians if there was more time and less restriction on the content. The present study's conclusions are based on a small-scale discourse analysis of the chosen talks. He describes how he reads letters directed to him, maintains records of individuals on apps, and conveys the notion that he is always available for them.

Additionally, the trivial issues are unaddressed throughout the speech, demonstrating his commitment to universal growth. However, it was obvious that he avoided discussing any contentious issues in detail and instead used words to succinctly capture the "stirs" that were unfavorable and anti-national. Therefore, it may be inferred that his speech makes extensive use of rhetoric, which is effective in keeping listeners fastened to his worldview.

For two reasons, this discourse analysis is crucial: first, it will aid in understanding how language is used to define the setting and ideology of our politicians, which is crucial. Second, it might be helpful for those unfamiliar with the critical discourse theory created by up-and-coming experts in the field.

**REFERENCES**

Agger, B. (1992). The discourse of domination: from the Frankfurt School to postmodernism. Evanston: Northwestern University Press.

Al-Majali, W. (2015). Discourse analysis of the political speeches of the ousted Arab Presidents during the Arab Spring Revolution using Halliday and Hasan's framework of cohesion. Journal of Education and Practice, 6(14), 96-108.

Althusser, L. (1971). Ideology and ideological state apparatus: Lenin and philosophy.London: New Left Books.

Alvesson, M. & Karreman, (2000). Varieties of discourse: On the study of organizations through discourse analysis. Human Relations,53(9), 1125–1149.

Anitasari, D. (2018). Critical Discourse Analysis: Mass Media.

Blommaert, J. & Bulcaen, C. (2000). Critical Discourse Analysis. Annual Review of Anthropology, 29, 447-466.

Bourdieu, P. (1991). Language and symbolic power. Cambridge: Polity Press.

Cameron, D. (2001). Working with spoken discourse. London; Thousand Oaks, CA: Sage Publications.

Chatterji, S. (2019). Word cloud analysis of PM Modi's 'Mann Ki Baat' and what it tells us. HindustanTimes.Https://www.hindustantimes.com/india-news/in-9-       mann-ki-baat-episodes-of-2019-pm-modi-mentioned-india-220-11. Times/story-d5i1zptsuaujlyidiqb8ni.html

Coulthard, M. (1977). An introduction to discourse analysis. London: Longman.

Dijk, T. A. van (Ed.) (1985). Handbook of discourse analysis: Vol.s 1-4. London: Academic Press.

-----------, (1993). Principles of critical discourse analysis. Discourse and Society, 4(2),  249-283.

-----------, (1995). Aims of Critical Discourse Analysis. Japanese Discourse, 1, 17-27.

Fairclough, N. (1989). Language and power. London; New York: Longman.

Fairclough, N. (1995). Critical discourse analysis: papers in the critical study of  language. Language in social life series. London; New York: Longman.

Fowler, R., Hodge, B., Kress, G. & Trew, T (1979). Language and control. London; Boston, Ray, A. (Eds.).

Fairclough, N. (2013). Critical discourse analysis. R. Wodak (Ed.). Los Angeles: Sage.

Kota Sai Krishna, Dr. P. Asha Madhavi. ( 2023). A Critical Discourse Analysis of the 100th Episode of 'Mann Ki Baat' – Indian Prime Minister's Monthly Radio Address. Boletin de Literatura Oral -The Literary Journal, Vol. 10 No. 1 PP. 3728-37 4

Sipra, M., & Rashid, A. (2013). Critical discourse analysis of Martin Luther King's speech from a socio-political perspective. Available at SSRN 2928691.

Yasir Abbas Baig, (2021). A Discourse Analysis of Speeches Delivered by the Prominent Indian Politicians on Important Official Forums. Linguistics and Literature Review. Volume 5, Issue 1 pp49-61.