

Utilisation of Film and Digital Media for Political Communication: A Study on Telugu Actor K. Pawan Kalyan's Strategies Used During AP LA Elections of 2024

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ABSTRACT:

Digital media often known as new media or multimedia relies on digital means to communicate. It includes new media technologies including blogs, videos, websites, and internet ads. Democracy can be thought of as 'power of the people', it is a way of governing which depends on the will of the people. Democratic values are the basis for the political communication, which pertains to freedom of speech, political consciousness, unbiased media, respect for human rights and the principle of holding periodic and genuine elections by universal suffrage are essential elements of democracy. The politicians are responsible to their people when they are elected and form a government. Earlier many Indian politicians like B.G. Tilak, Mahatma Gandhi, Dr. B.R. Ambedkar, Rajaji, T.M. Nair, K.C. Reddy, T. Prakasham, S. Nijalingappa, etc. have scaled up the values of democracy. The 21st century Indian politicians like Narendra Modi, Shashi Tharoor, and recently K. Pawan Kalyan have propagated the democratic values through various digital media platforms and also questioned the popular governments and their policies of the time.

In this background, the study aims to analyse Pawan Kalyan's reel characters and elements used in his real political career and to identify the various digital media strategies used during elections. This study is qualitative in nature, where researchers have observed and analyzed the various news articles, visual content which contained the actor's messages in promoting democracy. India as the largest democracy in the world, ruling or non-ruling government politicians should embrace democratic values. Hence, the study is crucial for the field of politics in the era of digital media.

Keywords: Film, Digital Media, Political Communication, AP Elections, Pawan Kalyan.

1. Introduction

Digital media is any form of media that uses electronic devices for distribution of content or information. Digital media is commonly used software, video games, videos, websites, social media, and online advertising. Digital media such as Twitter and Facebook provide a platform for cognitive, affective and behavioural connections that enable people to network collaboratively. The digital media also provide people with news and mobilizing information and allow them to exchange their opinions with many others,

motivating them to engage in public activities. Digital media can foster liberation and participation, Digital media on the one hand, it can empower citizens, as demonstrated in movements such as the Arab Spring, Fridays for Future and #MeToo12. On the other hand, digital media can also be instrumental in inciting destructive behaviors and tendencies such as polarization and populism. Films have frequently been utilising in the political communication and propaganda weapons because of their unique ability to reproduce pictures, movement, and sound.

Political communication is the production and impact of persuasive political messages, campaigns, and advertising, often concerning the mass media. Brian McNair reflects on the role of political communication in key events such as the referendum vote for the UK's withdrawal from the European Union, the rise of nationalist populism in Europe and the victory of Donald Trump in the 2016 US presidential election. McNair argues that an expanding globalised public sphere and digital media network have transformed political communication, allowing political actors, from politicians and pressure groups to trade unions etc. to bypass traditional media in communicating their message. (McNair B., 2017).

During 1990's Indian politics was joined by people from lower socio-economic backgrounds, which enabled the many aspiring and Young Indian politicians to enter the politics arena. The 1990's also marked the entry of the internet and it paved the way for the beginning of social media like FaceBook, Twitter, YouTube, etc. in the early 2000's. The Indian political parties and politicians started using social media platforms for pursuing the voters' attention. Since the 2014 general election, India's two major political parties – the Bharatiya Janata Party, (BJP) and the Indian National Congress (INC), have invested heavily in digital political campaigning. Political parties use social media to directly and continuously engage with -voters. More so than traditional media, social media can amplify and mobilize political opinions and reach out to even the remotest geographical areas.

The 2014 election was also the first where social media users were taken seriously as voters by political parties, who used frontline technology and innovative ideas for voter outreach. For the first time, leading Indian advertisement agencies, public relations firms, social media analytics and marketing companies, citizen volunteer groups, non-resident Indians, and offline campaigners came together to promote the political party of their choice. Cresting on the wave of an anti-corruption movement led by activist Anna Hazare, starting in 2011, social -media emerged as a key barometer of public opinion. (Mahapatra S., and Plagemann J., 2019).

Prime Minister Narendra Modi, the most popular politician on Twitter and he recently crossed 100 million followers on Twitter. He has successfully used social media to shape his public image as a tech savvy leader. After doing extensive research of the prime minister's postings on social media, websites, US-based scholar Joyojeet Pal argued that 'Modi has used social media successfully to shape his public image as a tech savvy leader, aligning himself with the aspirations of a younger generation in India and he took advantage of the video feature on Twitter almost as soon as it was available. During his tenure as prime minister, he posts fewer political statements and more casual messages, such as greetings, condolences and updates of his addresses'.

In the early of his tenure as prime minister of India in 2004, Dr. Manmohan Singh underlined the importance of Democracy, 'If there is an Idea by which India should be defined It is the idea of an inclusive, open, multicultural, multi ethnic, multilingual society, we have an obligation to history and mankind to show that pluralism works, Liberal democracy is the natural order of political organization in today's world all alternate systems, authoritarian, and majoritarian in varying degrees, are an aberration'. Democracy is an age-old concept in India, as per the Indian ethos democracy comprises the values of free-

dom, acceptability, equality, and inclusivity in a society. It allows common citizens to lead a quality and dignified life. Democracy empowers the government in which the supreme power is vested in the people and exercised by them directly or indirectly through a system of representation usually involving periodically held free elections. The democratic system in India is based on the principles of federalism, parliamentary democracy, and a multi-party system. The processes of democratization include various aspects of democratic values like the institutions and processes in terms of six sub-dimensions: political tolerance, valuation of liberty, rights consciousness, support for dissent and opposition, support for an independent media, and support for competitive elections.

Indian politicians have utilized the various digital media platforms and targeted the voters by identifying the digital constituencies, communicated online via a social networking service (SNS) to a sufficient number of volunteers and potential supporters, play speeches on regular mobile phones and distribute politicians' tweets via SMS text messaging to those who could not access the internet. And they have used the local innovation of the "missed call" advertising strategy to engage and gain supporters during the previous Lok Sabha and Legislative Assembly elections.

1.1 Film actor turned politician K. Pawan Kalyan and his emergence in the political arena

K. Pawan Kalyan is an Indian actor, politician and founder of the Jana Sena Party. He is the younger brother of legendary actor Dr. K. Chiranjeevi. Mr. Kalyan is currently serving as the 9th Deputy Chief Minister of Andhra Pradesh since 12th June 2024. He is also serving as the Minister of Panchayat Raj and Rural Development, Environment, Forests, and Science and Technologies in the Government of Andhra Pradesh. Primarily working in Telugu cinema, he is known for his unique acting style and mannerisms. He has a large fan base and is one of the highest-paid actors of Indian cinema. He has been featured in Forbes India's Celebrity 100 list multiple times since 2013. Kalyan is the recipient of a Filmfare Award South and a SIIMA Award among other accolades.

Kalyan started his political career in 2008 as the president of Yuvarajyam, the youth wing of Praja Rajyam Party which was started by his elder brother Dr. K. Chiranjeevi. He neither contested in elections nor did he hold any constitutional post during his days in Praja Rajyam Party. Kalyan founded a political party named Jana Sena Party on 14 March 2014. He wrote a book titled 'Ism' which is also the ideology of the Jana Sena party.

Pawan Kalyan's Jana Sena Party has contested 140 constituencies in the 2019 Andhra Pradesh Legislative Assembly elections. Kalyan has contested two constituencies Gajuwaka and Bhimavaram but he has lost in both. His party was able to win from Razole, making it the only seat it has won in the election. Despite that, his party contested 21 constituencies in the 2024 Andhra Pradesh Legislative Assembly election, with Kalyan contesting in Pithapuram constituency. He won by a margin of more than 70,000 votes. On 12 June 2024 Kalyan was sworn in as a cabinet minister of Govt. of Andhra Pradesh, whereas on 16 June 2024, he was announced as the deputy chief minister of Andhra Pradesh.

Jana Sena Party won in all the contested twenty-one assembly constituencies and two Lok Sabha seats. His Jana Sena Party had achieved a 100% strike rate in the Assembly and Lok Sabha elections in Andhra Pradesh winning all 21 assembly seats and both the Lok Sabha seats it contested as part of an alliance with the Telugu Desam Party and Bharatiya Janata Party. It was a feat no other regional party accomplished in the history of Andhra Pradesh. Prime Minister Narendra Modi said: "Yeh Pawan nahi hai, aandhi hai (He is not just a wind, but a storm)," while introducing Jana Sena Party president Pawan Kalyan at the meeting of the National Democratic Alliance partners in New Delhi. He played a key role in the NDA alliance winning 164 seats out of 175 in AP Legislative Assembly Elections-2024.

2. Review of Literature

In the research journal titled 'Journal of Broadcasting & Electronic Media', in the research paper 'Digital Media and Politics: Effects of the Great Information and Communication Divides,' Zúñiga H. G. & Hsuan T. C. (2019) argued that digital media have become an integral part of citizens' political life as a growing number of people around the world use digital media, which have also constituted an important platform that people use for information and communication and mobilise. The digital media also facilitate socio-political factors that raise concern over the dissemination of misinformation, information divides and political polarization.

In the research paper titled 'Styles of social media campaigning and influence in a hybrid political communication system: Linking candidate survey data with Twitter data'. Karlsen, R., & Enjolras, B. (2016)., argued that in the recent parliamentary elections in India, it is pointed out that parties were strategically engaging in new and old media to maximise their reach and information was being shared digitally in large numbers which have now become a potent way of political involvement. The individual candidates took part in Twitter campaigning individually for themselves and their parties were likely to exercise more influence than those who did not take up such online campaigning on the micro blogging site.

In the research article titled 'The Working of Democracy in India: Problems and Prospects', Sahu, M, (July 2021), asserted that 'Democracy is a form of government in which people either directly or indirectly participate in the decision-making process through a system of representation involving periodically held free elections. India is considered as the largest democracy in the world and people or their representatives enjoy authority in democracy. But the democracy in modern India has faced a lot of challenges like social and economic inequalities, poverty and unemployment, Illiteracy, Casteism, communalism, corruption, terrorism, population explosion. It is required to be addressed to sustain true parliamentary democracy in India.

In the research paper "Polarisation and Politicization: The Social Media Strategies of Indian Political Parties" Mahapatra S., and Plagemann J., (2019) mentioned that starting in 2011, social -media emerged as a key barometer of public opinion. Those political parties that leveraged social networking sites (SNS) to respond to their supporters turned out to be the most successful in electoral terms. Social media has established itself as the major communication platform for India's political parties after 2014. Youth participation in political discourses via SNS has increased. India today accounts for more than 300 million smartphone -users, and its 200 million-plus WhatsApp users forward the most content worldwide (Times of India., 2018).

In the research paper 'Campaigns, Digital Media, and Mobilization in India' Neyezi et.al (2016) analyzed that digital information channels are opening new pathways of influence on political attitudes and participation (Gil et al. 2010). The significance of mobile phones and access to social media applications was helpful to the political parties during elections. The use of Twitter on smartphones and texting via SMS to influence and shape campaign information flows was widely witnessed and reported, especially in urban constituencies (Goyal 2014). Large billboards on the roads and posters on the streets are also important and play a major role, and political parties compete for space in the best strategic locations for their advertising. The parties also rely heavily in terms of advertising spent on traditional media, including newspapers, television, and radio, and was an important venue for the BJP ad spend in 2014 (The Economic Times 2014).

2.1 Research Gap

Considering the significance of the political communication in the modern era, politicians prefer utilisation of film and digital media for the same. There are many studies have concentrated on the political communication, politicians and usage of media, politicians and democracy upliftment etc. But, the present research inclines towards the contribution from actor Pawan Kalyan for the same. Here the researcher has studied the actor cum politician Pawan Kalyan's political communication strategies during LA elections of AP-2024 through his usage of film's content and digital media. Investigating how actor cum politician Pawan Kalyan has utilised the different social media accounts for political communication through his public meetings, rally, speech and struggles as a politician, can offer crucial insights into factors shaping the present research.

3. Statement of The Problem

The use of film and digital media for political communication is an area in which the present study is aimed at. The background of the study intends to find out 'How actor Pawan Kalyan has utilised the film content and different digital media platforms for political communication during LA elections of AP-2024'.

4. Scope of the Study

The vision of Viksit Bharat aimed at making India a developed nation by 2047 and which intends to build an open, democratic and accountable nation. An increase in political knowledge is generally considered to be beneficial under the democratic ideal of an informed citizenry. The purpose of the present study is to know how the actor Pawan Kalyan has utilised the film content and different digital media platforms for political communication during the LA elections of AP-2024'. It investigates the extent to which politician Pawan Kalyan conducted effective political communication through his speech, tweets, rallies, and struggles. The general public, political analysts and research orient people will find this study useful. The future politicians can adopt the strategy used by Pawan Kalyan to win the elections by promoting democratic values.

5. Objectives

To analyse Pawan Kalyan's reel characters and elements used in his real political career
To identify the various Pawan Kalyan's digital media strategies used during elections.

6. Research Methodology

The present study uses qualitative research methods. Researchers has observed the content used by the actor/politician Pawan Kalyan for political communication aka democratic values. For that his filmography shared on digital media by the actor has been considered. Further his social media accounts as a politician are analyzed to identify the strategies used by the actor. Researcher collected and synthesized a broad set of articles that examine associations between film and digital media usage of actor Kalyan and his political communication. An in-depth analysis of the small subset of articles reporting causal evidence were employed in the research. Pawan Kalyan's strategies, new media usage and techniques in influencing the people towards democracy have been considered for the study. For that various news articles, actor's tweets, visual content which contain the actor's messages in promoting democracy are utilised.

7. Research Findings

7.1 The actor Pawan Kalyan's reel characters and elements used in his real political career

Konidela Kalyan Babu or K. Pawan Kalyan is an Indian actor, director, screenwriter, choreographer, and producer of films. Primarily working in Telugu cinema, he is known for his unique acting style and mannerisms. He has a large fan base and is one of the highest-paid actors of Indian cinema. He acted in 28 Telugu films and 3 films are in the shooting stage till 2024. From the beginning of his film career, he scored 7 box office hits continuously and received a great fan following from the youth in South India. His Film 'Kushi (2001)' actually a love story-based movie but became 'Telugu Film Industry Hit' in Tollywood during faction and mass-based films era. which proved his stamina as a great audience puller to the theaters at that time. In the same movie he adopted and choreographed for the patriotic based song 'Ye Mera Jaha'. which received great acclaim and appreciation from the audience. His other films also featured the patriotic orient songs like 'I am an Indian' from Badri movie (2000), Janagana Mana in Vakeel Saab movie (2021). He once said that 'his heart beats for the country, He prefers patriotic songs over item songs in the movies'.

In 2012, Kalyan acted in the film titled 'Cameraman Gangatho Rambabu (2012)' where he portrayed the role of a journalist in the film. In the film he used to question the political leaders and their vote bank politics, self-centric, unpopular and misleading acts for influencing voters. He emphasized the freedom of speech and expression and urged the youth to think about the politics and values of democracy in the film. He also emphasized the political awareness among youths and impact of policies brought by the governments on the general public.

In the Vakeel Saab movie (2021) he essayed the role of the advocate and social activist, where he fought for justice for farmers, poor, marginalized and for women rights. In the movie 'Bheemla Nayak' (2022) he fought for tribal rights. He is also a firm believer in the youths and their role for societal changes, so he encouraged them through his film songs like 'Travelling Soldier' song in Tammudu movie (1999), 'LeLe Ivvale Le' (Rise Today) from Gudumba Shankar (2004), 'Narajugakumura Annayya' (Don't be disappoint Bro) song from Johnny (2003), 'Ye Zindagi' song from Jalsa movie (2008), 'Maaralante' (for a change) song from Komarum Puli (2010) Gelupu Talupulu Teesi (victory opening doors) from Teenmar (2011) etc. are some of the examples.

During March 2006, Mr. Kalyan had launched his second directorial venture Satyagrahi, produced by A. M. Rathnam, which would be a tale questioning the atrocities in society. He is known for thinking differently and including the photos of Che Guevara and Jaya Prakash Narayan who served the society selflessly on the film poster demonstrate his thoughts for democracy, and social justice.

Along with the films, he was also interested in promoting for the good cause. In January 2017, as a responsible actor Mr. Kalyan agreed to take up the role of the brand ambassador for hand loom weavers in Andhra Pradesh and Telangana. In August 2017, Kalyan was asked to be the brand ambassador to JEEVAN DAAN, an initiative started for organ donation by the government of Andhra Pradesh.



7.1.2 Pawan Kalyan as a Politician: A voice for the Democratic values in the digital age

He founded the Jana Sena Party in March 2014 and was listed as the most searched Indian celebrity politician on Google at that time. Later he launched a State-Wide Yatra in his customized vehicle 'Varahi', aimed at strengthening the JSP's connection with the voters. As a popular film actor and young politician Pawan Kalyan is able to use his social media accounts i.e., Facebook, Twitter etc. for spreading his thoughts regarding democratic values like civic liberties, political consciousness, unbiased media, economic and social equality, and also questioning the government's corruption, decriminalization of politics, eradication of illiteracy etc. among his followers and common people of Andhra Pradesh. Pawan Kalyan exhorted the youth to come forward and join hands with him to fight for the development of the Andhra state on many occasions. For e.g., during his 'Yuva Shakti' programme in Srikakulam, he asked the youth to raise their voice against the injustice being meted out to the AP and called the youth as the country's biggest wealth and strength. The youth of Andhra Pradesh have listened to him and some of them came from different foreign countries only to vote him into power. They kept their travel purpose to vote in the social media accounts with pride during elections. The estimated voter turnout in the Pithapuram constituency, Andhra Pradesh was 81.45% as per the data released by the Election Commission of India in the 2024 Andhra Pradesh Assembly elections.



7.1.3. Pawan Kalyan criticized previous Govt. of AP for unpopular acts and policies

Pawan Kalyan, regarding the ruling party’s corruption and misdeeds in the elections to various local bodies, criticized during the public rallies, meetings and on his social media accounts that ‘the current government created an environment in which aspirants were threatened to withdraw from the fray. Present government should note that people are not slaves in a democracy.’

In August 2022, the YSRCP government passed the Andhra Pradesh Land Titling Act to create a system for maintaining land records and providing a database as per the latest surveys by the government. As per the Act, everyone owning land or immovable property needed to compulsorily register their property with government agencies, which would issue a permanent title.

Mr. Kalyan has termed the Land Titling Act as nothing but the government's land grabbing act, then govt. will take away the properties and houses of the people by misusing this Act. This enactment was a draconian law, he also said that the fundamental rights of the citizens could not be taken away by anybody. He questioned as to what is the necessity of the Chief Minister’s photograph on the property deeds which were inherited from ancestors. Pawan wondered how the jurisdiction of the judiciary could be taken away giving powers to the revenue department and the revenue officials. “The act shows that there is no protection to the property of the citizens.”

Mr. Kalyan about the exploitation of oil and natural resources in the region, alleged that the State government’s policy mandating 70% jobs for locals failed to provide employment for residents of the region in the oil and natural gas companies in the Godavari region (Krishna-Godavari basin). “The companies, namely ONGC, Reliance, GAIL and Vedanta, are exploring oil and natural gas resources in our region (KG Basin). I will apprise the Prime Minister that these companies are not offering jobs to locals citing poor skills. We will also appeal to him for the setting up of educational institutions for skill development.”

On 12 February 2020, he led a rally for justice to Sugali Preethi, a 15-year-old girl who was raped and murdered, in Kurnool. He demanded an inquiry by the Central Bureau of Investigation (CBI) into the

incident. Kalyan brought the Uddanam kidney disease crisis to the attention of media and politicians through protests and a hunger strike. The Government of Andhra Pradesh responded by constructing dialysis centers and implementing various schemes for the village. He opposed central government's move to privatize Dredging Corporation of India (DCI) on a golden platter.

He exposed the alleged unchecked mining in the reserve forest area at Vanthada village of Prathipadu in East Godavari district. Kalyan has announced at the Rajahmundry public meeting with many measures to improve the lives of farmers, farm laborers, women, youth, and students. At the same time. He also noted the misuse of funds from the previous government and criticized it for sand worth 5000 crore excavated and traded in Godavari region.

He also criticized the previous government. for misusing public money and he mentioned the previous government's Rushikonda guest house which cost 600 crore of public expenditure and which is also a result of forest and land mining. The Andhra Pradesh's youth have discussed about Rushikonda guest house and wastage of public money on social media accounts for many days.

7.1.4 Fought for Justice of Farmers and Industrial workers as a politician

Kalyan led a protest march to condole farmers who committed suicides or migrated from the drought-prone regions of Rayalaseema. He opposed the TDP Government's decision on land pooling. Kalyan conducted a march on the historical Dowleswaram Barrage in Rajahmundry demanding political accountability.

He slams the agriculture dept. AP govt for failing to help farmers and demand financial aid to rain hit 3 lakh area of farmers for MSP, Crop loan etc. He criticized the current government for 1019 and 889 farmers died during 2019-20 and 2020-21. He has taken up the 'Koulu Rythu Bharosa Yatra' for the farmers and their families. He donated 1 lakh to each 176 tenants who lost lives due to debt burden and he also handed over the 5 crores to the farmers welfare from his own earnings. He also vows to fight for justice and fair compensation for farmers displaced by Malavalli Industrial Park.

He also fought against the central government's move of privatization of Visakha Steel Plant and he joined the ongoing agitation by the workers of Rashtriya Ispat Nigam Limited (RINL), the corporate entity of Visakhapatnam Steel Plant (VSP). He also made a representation to the central govt. in Delhi to reconsider the move. He took up the one day-long deeksha against it and Plant; he addressed the gathering that 22 ruling party MP's have no guts to hold placards demanding rollback of Vizag Steel Plant privatization in Lok Sabha. And he ran a digital campaign regarding it and it received a good response from all sections of people.

Later the same year, on 3 November 2019, Kalyan led a long march in Visakhapatnam in support of construction workers against YSR Congress Party governance who have been facing unemployment due to shortage of supply of sand in Andhra Pradesh.

7.1.5. Janavani Programme, Humanitarian and New Age Politics

Pawan Kalyan has launched the party's new programme Jana Vani (people's voice) in Vijayawada on July 3, 2022. The objective of the programme is to make the government listen to the people's problems. Pawan Kalyan will receive petitions from the people on Sundays. The petitions will be forwarded to the officials concerned and Jana Sena will follow up till the grievances are redressed. The complaints received relate to 28 departments. After becoming deputy chief minister of Andhra Pradesh, he took up the issue under janavani programme, a girl from the city of Bhimavaram, Andhra Pradesh, suddenly went missing nine months ago. Her parents searched for her in many places but were unable to trace their daughter. After a long time of waiting, the girl's mother approached the newly elected Deputy Chief Minister of the state

Pawan Kalyan informing him about her concerns. Pawan Kalyan then immediately ordered the police to increase the priority of the case and solve it as soon as possible. Missing For 9 Months, she was rescued from Jammu after Pawan Kalyan's orders.

Kalyan proposed the Free sand policy under the Janasena Shanmukha Strategy during elections and he made the current govt. of Andhra Pradesh to approve it. It helped to revive the construction sector thereby providing livelihood to lakhs of workers.

He decided to name the new government canteens after Dokka Seethamma instead of politicians. It highlights his commitment to honour the genuine humanitarian legacies. Dokka Seethamma canteens provide food on subsidy basis to the poor along with Anna Canteens across the state. Kalyan noted that Dokka Seethamma is a revolutionary social reformist who fed scores of common people out of a philanthropic sense. He noted that the best way to accredit her efforts is by starting a new philanthropic project in her name.

Pawan Kalyan, also known as an icon of humanity, Once he said that “I don’t need a big bungalow, crores of money and I don’t like these privileges to live. When I die, a small piece of land is enough for that funeral and I do respect the egalitarian society”. So, he took care of funding the education of 2 daughters of a farmer who lost his life due to a 16 lakh debt burden. He donated Rs. 2 crores to Chennai flood victims in 2015. Prior to that he showcased his charity donating Rs. 50 lakhs to Hudhud victims in Vizag, 2 Crores to Kerala Victims in 2018. During Hyderabad floods in 2020, he contributed Rs 1 crore to the CM relief fund. During Uttarakhand floods in 2017 also he contributed 20 lakhs.

Pawan Kalyan started the ‘New Age Politics’ intending to use the technology and media platforms. He promoted filling the google form by the general public to raise their issues. He was able to solve bridge, road, transportation, etc. problems in Pithapuram, Andhra Pradesh.

7.2 Different digital media strategies used by Pawan Kalyan during Legislative Assembly Elections of Andhra Pradesh-2024

In the present age of new media, actor turned politician Pawan Kalyan used his digital space and social media accounts for promoting his thoughts and arguments for political communication. At present Pawan Kalyan has followers of 1 million on Facebook, 3.4 million on Instagram and 5.7 million on Twitter for promoting his thoughts and awakening the people towards the democratic values. His @pawankalyan Twitter account was the most popular political accounts in India (1st to 7th May, 2024) as per Times of India and he stood above popular Indian politicians' accounts like Prime Minister Narendra Modi and Rahul Gandhi during that time. Mr.Pawan Kalyan is also a wikipedia’s India’s most searched politician in the 1st half of 2024.

During the elections of the AP of 2024, as a active follower of Twitter and FaceBook Pawan Kalyan used social media for effective political communication with his tweets and messages for crimes and injustice in society, unpopular policies of the govt, voting awareness among people and he posted caricature about the ruling govt. leaders, their corruption and unpopular policies.

His Janasena party has maintained separate social media accounts, which use to circulate Pawan Kalyan’s messages, tweets, speeches in the Twitter posts and YouTube videos. It also circulated the Janasena Vision Document of 2019 on social media frequently. The vision document has the party's agenda if it voted to power by the people. It aimed to please farmers, industrial workers, dalits, women etc. and

Pawan Kalyan has conducted the 45 days ‘Janasena Porata Yatra’ in various cities like Kurnool, Vizag, Ananthapuram, Gazuwaka, Dharmavaram, Vijayawada, Guntur etc. where he raised important socio-

economic issues like violence against women, poverty, unemployment, and others like corruption and unpopular acts of the govt. Pawan Kalyan’s interaction with students, youths, women, farmers etc. of the video shorts and video clips reached many people through social media.

Pawan Kalyan has met the TDP leader Chandrababu Naidu in Jail and announced their alliance in LA elections of AP-2024 for media it’s widely circulated and he brought the alliance of TDP with BJP wing of AP. After that the TDP cadre joined hands with Janasena supporters for the elections.

Then Janasena parties, TDP and BJP have utilised the TV and Newspapers for propagating ads and raising awareness to vote for the Kootami. They also created short films against YCP and videos on the voting awareness for youths circulated on the same.

Other digital media strategies by Pawan Kalyan fans and support by film fraternity etc. Film re-releases like Tammudu, Cameraman Gangatho Rambabu, Kushi, etc. movies released to keep the election wave towards Pawan Kalyan.

Re-editing and adoption of film songs for political communication: Pawan Kalyan Songs Travelling Soldier from Tammudu Movie, Satyameva Jayathe from Vakeelsab, and some of the popular songs like Bahubali’s Dandalayya Song, Bharat Ane Nenu’s Bharat Ane Nenu Hami Istunanu have used with Pawan Kalyan’s version. Janasena party also released some of the new songs like Pada Pada and Raa Sainika (Come Soldier) etc. Film Choreographer Johnny released the song ‘Bhaga Bhaga mande Bhagath Singe re Pawan’. which had greater reception on social media with 48 lakhs views.

All these digital media strategies have garnered the greater emotions and people’s voting attitude towards Pawan Kalyan and he was able to sweep the Andhra Pradesh Legislative Assembly’s elections of 2024 where he and his party representatives contested.



8. Conclusion

Democracy embraces respect for dignity of the individual human being and gives the inalienable rights to freedom, justice and fair opportunities for all. As a staunch supporter of democracy, Pawan Kalyan has used his reel characters for effective political communication and he brought democratic values into reality in the Andhra Pradesh state. Launching of the new programme Jana Vani (people’s voice) to make the government listen to the people’s problems and bringing the Uddanam kidney disease crisis to the attention

of media and politicians through protest and also a hunger strike and joining the hands with agitation by the workers of Rashtriya Ispat Nigam Limited (RINL), against the central government's move of privatisation of Vishakha Steel Plant etc. are commendable.

In the films he used to question the political leaders and their vote bank politics, self-centric, unpopular and misleading acts for influencing voters. As a politician he has done effective political communication and supported the freedom of speech and expression, fair elections, unbiased media, questioned the government's corruption and urged the youth to think about the politics and values of democracy. With the help of digital space and social media platforms, with a large fanbase Pawan Kalyan is able to promote democratic values effectively. He also asserted that "I respect all castes and religions, and I would never practice vote bank politics." Even though he fought hard with moderate political communication he could not succeed in the LA elections of AP-2019, then he improved his involvement in the politics arena and political communication and this time he got 100% strike rate by winning all contested 21 LA and 2 Loksabha seats. His achievement has opened greater avenues for case studies. He sets the example as a politician with great vision, a true leadership and effective political communication and he can be one of the best examples for aspiring and true politicians in India.

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