Centre for Culture, Media & Governance
Jamia Millia Islamia

Dissemination Workshop
on

MEDIA FRAMING OF 2014 INDIAN ELECTION CAMPAIGN

(October 01, 2015)
Venue: Mir Anis Hall, Jamia Millia Islamia, New Delhi, 110025, India

Programme Schedule

Thursday, 1st October, 2015		
TIME	**EVENT DETAILS**	**SPEAKERS**
02:30-2:35	Welcome Remarks	Prof. Biswajit Das, Director Centre for Culture, Media & Governance
02:35-02:40	Introducing the Speaker	
02:40-02:50	Chair's Remarks	Prof. Talat Ahmad, Vice Chancellor Jamia Millia Islamia
02:50-03:20	Presentation	Prof. Daniel Drache Professor Emeritus York University, Toronto & Prof. Fred Fletcher Professor Emeritus and Former Head of Deptt. of Communication & Culture York University, Toronto
03:20-03:35	Remarks by Guest of Honour	Mr. Saeed Naqvi Distinguished Journalist
03:35-04:00	Discussion	
	Vote of Thanks	Dr. Saima Saeed
04:00-04:15	Tea	
End		

About the Paper Presenters

 Daniel Drache

Full Professor of Political Science in the Faculty of Liberal Arts and Professional Studies at York University

His work focuses on understanding the changing character of the globalization narrative in its economic, social and cultural dimensions. His 2008 book, *Defiant Publics: The Unprecedented Reach of the Global Citizen* (London: Polity) looks at the evolving responses from states, social movements and private sector actors to global governance and the increasing role of microactivists and social movements in public policy formation. He has worked extensively on the WTO's failed Doha Round with particular focus on TRIPS and public health, food security and nutrition, and poverty eradication. Another vital interest is North American integration and border security (*Big Picture Realities: Canada and Mexico at the Crossroads,* Wilfrid Laurier Press, 2008) and the impact of new information technologies and the ways in which micropublics have employed these technologies in innovative ways.

He has written or edited (with others) twelve books in the recent period. Among his recent publications are: *The Market or the Public Domain: Global Governance and the Asymmetry of Power* (Routledge, 2001); *Health Reform: Public Success, Private Failure* (Routledge 1999, and Terry Sullivan); *States Against Markets: The Limits of Globalization* (Routledge 1996, and Robert Boyer); and *The Changing Workplace: Reshaping Canada's Industrial Relations System* (Lorimer 1994, and Harry Glasbeek)

In 2011 he was awarded a grant from the Indo-Shastri Foundation for a collaborative project with the Centre for Culture, Media and Governance, Jamia Millia Islamia University New Delhi. During the same period he published a series of digital report on activist counterpublics and the remarkable iconography of dissent in post-modernity.

His current research examines the role of counterpublics, skeptics and contrarians as a worldwide phenomenon politicizing and mobilizing civil society. Social media and new information technology are empowering users world wide and his current project is to evaluate the role of Twitter, Facebook and YouTube as transformative networks of amazing complexity. He continues to research on North American integration and the evolving role of borders as policy levers in the post-NAFTA.

Professor Drache is a regular commentator on national news for the CBC and other networks.

Fred Fletcher

Political Science and Communications and Culture, Senior Faculty Associate Emeritus and former member Robarts Executive Committee

Fred Fletcher is a University Professor Emeritus. His interests include mass media and politics, communication policy, election campaigns and public opinion (all with a focus on Canada), also federalism and environmental issues.

Publications include articles in many journals and edited books. He is the co-author of *Canadian Attitude Trends, 1960-78*, *The Newspaper and Public Affairs, Canadian Politics Through Press Reports*, *Media Elections and Democracy, and Reaching the Voter: Constituency Campaigning in Canada.* He has worked for three Royal Commissions, including the recent Royal Commission on Electoral Reform and Party Financing, where as Research Coordinator, Media and Elections.

His current research focuses on the impact of the Internet on Canadian culture and society and on civic engagement in Canadian politics. He is president of the Canadian Internet Project Research Group — an affiliate of the World Internet Project — and is the co-author (with Charles Zamaria, Ryerson University) of two major reports on Internet use in Canada.

Abstract

Media Framing and 2014 Indian Election Campaigns

York University, Canada and Centre for Culture, Media and Governance, Jamia Millia Islamia's collaborative project funded by Shastri Indo-canadian Institute, New Delhi examined the role of social media and mobile technology along with mainstream media in the Indian election campaign of 2014. This study cuts across an interesting intersection of political campaigning and its framing by the media, which played out in the Indian general election and Delhi assembly election.

 The key questions of the study were: How effective were the mainstream media in the 2014 federal election at representing the diverse interests of the public? Was mainstream press reporting largely captured by the campaign dynamics of the Modi 'wave'? How pivotal was the growing importance of Twitter and other social media to Modi's victory?

The study stresses that the growing use of Internet and mobile telephones has dramatically altered the dynamics of political communication and helped political candidates appeal to voters directly and over the heads of the elites. The report examines ways in which mainstream media helped frame the 2014 election by buying into the narrative, which positioned Modi as the Prime Minister to lead India into the 21st century. The press played a critical role in creating a 'bandwagon effect,' propelling Modi into India's highest office. This study also examines the growing importance of Facebook and Twitter as communication platforms used for many diverse purposes during elections.

Key highlights of the study:
- The interface between the mainstream print media and social media is highly fluid, volatile and complex.
- Political campaigning has become professionalized, is increasingly run by dozens of experts, is financed by corporate India, and has become dependent on U.S.-style 'on the message' tactical campaigning.
- For smaller alternative parties like the AAP, with its anti-corruption message, social media was an important resource to finance its activities in the election.
- The 2014 election emphasizes the uniqueness of the Indian mass communications model with print media and television at its core and with social media plugged into the mix at all levels.
- Old and new communication technologies created new media spaces and possibilities not only for the massively funded BJP but also for India's alternative parties.
- In a positive sense, social media helps reduce the distance between the elites and the masses because it opens a new discursive channel, particularly for young urban dwellers who have access to the Internet.
- The rise of social media such as Facebook and Twitter has complicated the complex relationship between media and diversity, challenging conventional understandings of the 'gatekeeper' and 'watchdog' functions of the news media.