

The 'Mouthpiece' as a communication tools of Indian political parties

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Abstract

Politics and communication are inextricably linked. Political parties use the media to express their views. Most of the political parties and leaders have been using the mass communication tools for a long period. In the beginning they used oral communication and then they used textual communication via newspapers, pamphlets, posters and mouthpieces etc. they are changing their communication elements from time to time on the basis of the elections and convenience.

Lala Lajpat Rai (Arya Gazette), Mahatma Gandhi (Young India & Harijan), Jawaharlal Nehru (National Herald), Subhas Chandra Bose (Swaraj), Mohammad Ali Jinnah (Dawn), BR Ambedkar (Mooknayak & Bahishkrut Bharat), Ram Manohar Lohia (Mankind) etc. used mouthpieces to communicate with the masses. In such a situation, it becomes necessary to work on this subject in a research manner. This study has aimed to assess the effective communication element and text content of the mouthpiece. Content analysis and in-depth interview methods were used in the study. The study has revealed surprising facts.

Keywords: *mouthpiece, political communication, political parties.*

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Introduction

Communication is an essential element for the spread of any ideology. A political party needs a mouthpiece for its political purpose, intellectual practice and ideological training. In the mouthpiece, political parties convey messages in a phased manner regarding their upcoming policies and challenges. Political mouthpieces establish ideological dialogue process of their party as well. Political parties keep the nature of their mouthpiece mostly like a magazine, although some political parties also keep their mouthpiece like a newspaper. The concept of a mouthpiece is basically message communication. The contents of the mouthpiece are based on party ideology and political purpose. While the language of the mouthpiece acts as an element of communicability. A mouthpiece also serves to explain the party's vision and position on a particular issue.

Among the Indian political parties, Bharatiya Janata Party mouthpiece 'Kamal sandesh', Indian National Congress 'Congress Sandesh' and 'National Herald', Samajwadi Party 'Samajwadi Bulletin', Bahujan Samaj Party 'Maya Yuga', CPI 'People's Democracy' and Shiv Sena 'samana' is prominent as a mouthpiece.

A political party needs a mouthpiece for its political purpose, intellectual practice and ideological training. In the mouthpiece, political parties convey messages in a phased manner regarding their upcoming policies and challenges. Political mouthpieces establish internal dialogue process of their party as well as external dialogue process. Political parties keep the nature of their mouthpiece mostly like a magazine, although some political parties also keep their mouthpiece like a newspaper. The concept of a mouthpiece is basically message communication. The contents of the mouthpiece are based on party ideology and political purpose. While the

language of the mouthpiece acts as an element of communicability. The mouthpiece also serves to explain the party's vision and position on a particular issue.

Aim & Objective

The study aims at finding qualitative evidence to prove the hypothesis “Mouthpiece are more effective than other sources of media” and “significant impact of mouthpiece as a Ideological communication”

Objectives of the study are ...

1. To analyse the content of mouthpiece of political parties.
2. To find out the ideological elements in mouthpiece.
3. To identify the communication model used to mouthpiece the political party.

Research Methodology

The purpose of the study was to analyze the communication elements of the mouthpieces. The judgement sampling method of non-probability sampling has been used for sample selection in this study. The mouthpieces of political parties have been selected on the basis of availability

This study followed content analysis and in-depth interview methods.

Data Analysis & Result

Content Analysis

A Complete in-depth content analysis of the mouthpieces of political parties was carried out qualitative way. The following variable like ideological element, Political content, model of communication, catchy statements, Allegations/ Promises, Language used, Nature of message, Editorial were analysed for the study.

Bhartiya Janta Party

Mouthpiece: (*Kamal Sandesh*) -

As a national party, the communication of the national mouthpiece of the Bharatiya Janata Party '*Kamal Sandesh*' is very important in terms of communication studies. The basic theme of '*Kamal Sandesh*' is 'cultural nationalism'. '*Kamal Sandesh*' is a 34-page fortnightly (15 days) mouthpiece, In which the theoretical and practical division of the pages of the mouthpiece is clearly seen. Which contains information related to the content on the first page of the mouthpiece. On the second page of the mouthpiece is a social media window, which is divided into two parts, such as Twitter and Facebook. The Twitter section places three to four tweets, In which one of the tweets from Prime Minister Narendra Modi and Amit Shah's official Twitter account is compulsorily included in this section. Whereas for the remaining one or two tweets, the tweet of any central minister or national leader of BJP is given place. In the second part of the social media window, three posts are taken from Facebook, In Which includes posts of BJP central minister, chief minister or senior BJP leaders. The bottom of the second page is used for graphical communication. In one part, there is a pictorial congratulation of the national festival or Hindu cultural festival which falls in the fortnightly and in the other part there is a pictorial advertisement of any plan or program of the Central Government. The third page of the mouthpiece is reserved for the editorial but the editorial article does not exceed one page. Presently, Prabhat Jha is the editor of Kamal Sandesh, He writes his editorial articles on the criterion of party ideology. There is no possibility of any kind of ideological flexibility in the editorial. The cover story consists of 8–10 pages, with facts, figures, descriptions, and explanations related to the cover story. Cover story is decided keeping in mind the place, time and situation. The mouthpiece consists of 3-4 pages for a section entitled 'Government of Achievement'. The 'Achievement of Government' section details the achievements related to the Central Government. Informative presentation of the work done by the Central Government in the fields of Defense, Women, Environment, Livelihood, Farmers, Education and Health is given prominently in the 'Achievement of Government' section. The 'Ideology section' is very important in the '*Kamal Sandesh*', in which the elements of Pandit Deendayal Upadhyaya's 'Integral Humanism' philosophy are presented in

a phased manner. The mouthpiece '*Kamal Sandesh*' works as the core of 'Integral Humanism' for its ideological construction. The next sequence of the mouthpiece consists of a 'tribute' section, which includes a tribute to a late BJP leader or a deceased person associated with a right-wing ideology. The mouthpiece consists of 4 pages for informative things, in which the information is mentioned in detail about the upcoming plan or program of the Central Government for the purpose of information. The 'article' section in the context of the mouthpiece is an important part for creativity. Other things are also published in the mouthpiece, inspired by cultural nationalism. The mouthpiece *Kamal Sandesh* is published in both Hindi and English languages with similar content. *Kamal Sandesh* only publishes advertisement of the Central Government's plan and program.

On 26 April 2020, *Kamal Sandesh* started releasing a 10-page mobile 'daily bulletin' in both Hindi and English languages. The *Kamal Sandesh* 'Daily Bulletin' is released every day at 5 pm. In the *daily bulletin*, all the big news of the day related to the Bharatiya Janta Party and the country is included. The last page in the *daily bulletin* is reserved for editorial.

The Bharatiya Janata Party's national mouthpiece *Kamal Sandesh* is committed to its set ideology and content. Which is seen as the voice of the Bharatiya Janta Party. The Bharatiya Janata Party also publishes the mouthpiece at the state level. The mouthpieces of '*wartman Kamal Jyoti*' from Uttar Pradesh, '*Manogat*' from Gujarat and so on from other states are also published.

Indian National Congress

Mouthpiece: (*Congress Sandesh*)

The national mouthpiece of the Indian National Congress is '*Congress Sandesh*', Is in the format of 'magazine'. The mouthpiece '*Congress Sandesh*' is published in both Hindi and English languages. The content of the '*Congress Sandesh*' prominently features the message, opinion, commentary, analysis, journalistic statement, preface, AICC diary, editorial, tribute, politics, economy, development, national, other people, achievement, state monitoring etc. The '*Congress Sandesh*' is the mouthpiece of an inclusive manner. This mouthpiece presents the nation, society and culture in line with Congress ideology. The '*Congress Sandesh*' serves as the driver of party ideology. The editorial of '*Congress Sandesh*' mostly focuses on political topics. The mouthpiece '*Congress Sandesh*' has no page limit, pages are set according to the subject. The 'Achievement' section of the mouthpiece '*Congress Sandesh*' does not contain only the achievement details of the Congress government, Rather, there is a detailed description of any achievement of the country.

The '*Congress Sandesh*' presents serious thinking about politics, development and economy. In which articles of national and international eminent scholars are published. The 'state watchdog' section of '*Congress Sandesh*' covers political, social and cultural activities of all states. The communication system of the Congress message is also based on the 'top to bottom model', in which information flows in the top to bottom direction. '*Congress Sandesh*' with English version is available in digital form but no part of Hindi version is available.

Shiv Sena

Mouthpiece: *Samana* (Marathi) & *Dophar ka samana* (Hindi)

Shiv Sena mouthpiece '*Saamana*' is the most popular mouthpiece among political parties. '*Saamana*' in Marathi language was published for the first time on 23 January 1988 and '*Dophar Ka Saamana*' in Hindi language on 23 February 1993. Both '*Saamana*' and '*Dophar ka Saamna*' are in the format of a newspaper. '*Saamna*' and '*Dophar ka Saamna*' are available in digital form along with hardcopy. Currently the editor of *Saamna* is Rashmi Thackeray. '*Saamana*' (Marathi) is a 10-page newspaper-like mouthpiece, priced at just Rs 4. '*Dophar ka Saamna*' (Hindi) is a 16-page newspaper-like mouthpiece, which costs only Rs. 3. The motto of '*Saamana*' (Marathi) is "***jwalant Hindutwacha puraskar Karanare Ekvev Marathi Dainik***", Which means '***the only Marathi daily to reward radical Hindutva***'. Whereas '*Dophar Ka Saamna*', published in Hindi language, does not have any motto.

The pages are divided according to the theme of Saamana (Marathi). The first page of Saamana (Marathi) is for national news while the second and third page is for news of Maharashtra state. The most popular part of 'Saamana' is its editorial commentary, the mainstream media also works to get news for themselves from Saamana's editorial. Saamana's editorial clearly reveals Shiv Sena's ideology and political objectives. The mouthpiece 'Saamana' strongly publishes news of Thane, Rayagada and Palghar. News and sports related news are published regularly in Saamna. The 'Miscellaneous' page is set for important news of other states in Saamana. Marathi public sentiment is categorically noted in mouthpiece Samana. 'Dophar Ka Saamna' publishes national and Maharashtra news as well as sports and cinema related news. 'Samana' and 'Dophar ka Saamna' are also available as 'e-newspapers'.

Samajwadi Party

Mouthpiece: (*Samajwadi Bulletin*)

As a regional party, 'Samajwadi Party' is the only party whose political interference is much larger than other regional parties. In this context, it becomes necessary to study the Samajwadi Bulletin, the mouthpiece of the Samajwadi Party. The mouthpiece Samajwadi Bulletin has been published continuously for 21 years. The Samajwadi Bulletin is a monthly magazine, the subject of which is decided according to the politics of the Samajwadi Party. The 'Samajwadi Bulletin' emphasizes the presentation of pictures in its communication. The 'Samajwadi Bulletin' consists of articles inspired by socialist thought, as well as important tweets by Akhilesh Yadav and messages from Mulayam Singh Yadav. The 'Samajwadi Bulletin' does not include an editorial article that does not seem appropriate from a journalistic point of view. In the Socialist Bulletin, large images are used for every content. The Samajwadi Party considers rural society its basic base and knows the condition of rural literacy, so 'Samajwadi Bulletin' communicates through pictures. Samajwadi Bulletin strongly believes in pictorial communication. The Socialist Bulletin also publishes biographies of leaders of the socialist thought tradition so that the workers of the Samajwadi Party can maintain unwavering faith in the socialist values.

In – Depth Interview

In-depth interview has provided much useful information for the study. Mr. Arunkant, Editor of BJP regional mouthpiece '*kamal jyoti*' of Uttar Pradesh stated that mouthpiece is the most important communication medium in the present-day scenario because this is a verified source of parties. He also stated that, the mouthpiece is the most authentic document for any party, in which the party explains its ideological position on any issue.

Mr. Sunil Bansal, BJP State General Secretary (Org.) Of Uttar Pradesh stated that BJP is the only party that works in an inclusive way. An advantage of the digital form of the mouthpiece is that mobile users hold the mobile in their hands, so the message by the political parties will reach them personally and instantly.

Mr. Naresh Uttam Patel, Samajwadi Party State President of Uttar Pradesh stated that mouthpiece is more effective communication medium. He also says that mouthpiece is an important tool for the communication of party information.

Mr. Sanjay Raut, Member of Rajyasabha from Shiv Sena, stated that mouthpiece is the voice of the party. He also says that *Samana* is the only mouthpiece from which mainstream media picks up news.

Findings & Conclusion

After doing a researched observation of the mouthpieces of the political parties, it can be clearly said that the political parties take their political purpose and ideology to the communication with the medium of the mouthpiece. National parties present the contents of their mouthpieces in an inclusive manner, with special attention to the communicative and cultural diversity of the language.

Political party	Mouthpiece name	Model of communication	Approach of presentation	Role of Decision making
BJP	Kamal Sandesh	Linear	Strong	Often
Congress	Congress Sandesh	Linear	soft	Rarely
Shiv Sena	Samana	Linear	Aggressive	Every Time
Samajwadi party	Samajwadi Bulletin	Linear	Weak	Very Rarely

BJP mouthpiece Kamal Sandesh is published in both Hindi and English languages. BJP mouthpiece Kamal Sandesh is also available in digital form for the purpose of its dissemination. Kamal Sandesh is the popular mouthpiece of its content. Congress mouthpiece 'Congress Sandesh' is published in Hindi and English but its availability in digital form is not regular. The 'Congress Sandesh' has a comprehensive agenda, covering each and every topic in an inclusive manner. As a regional party, ShivSena' mouthpiece Saamana is the most powerful mouthpiece whose nature is like a daily newspaper. Saamana is a mouthpiece that has a journalistic approach, looking at every topic from the political point of view of 'Saamana' Shiv Sena. 'Saamana' is also present in digital form from the point of view of dissemination of information. Digital 'Saamana' is available in both Marathi and Hindi language medium. The content of Saamana is decided keeping in mind the sentiments of the Marathi people. 'Saamana' is also known for its catchy headline. Samajwadi Party's mouthpiece 'Samajwadi Bulletin' focuses on pictorial communication. In which socio-economic-political activities are presented through pictures. 'Samajwadi bulletin' communicates through pictures its looks appropriate and meaningful from the point of view of rural literacy rate but its not very helpful in the formation of ideology.

Mouthpiece	Language	Colours used	Digital Platform	Presentation of Ideology
Kamal Sandesh (BJP)	Hindi & English	Saffron	Yes	Cultural Nationalism, Hindutva & integral Humanism
Congress Sandesh (INC)	Hindi & English	Saffron, White & Green	Yes	Secularism, Gandhian socialism & composite culture
Samana (Shiv Sena)	Marathi & Hindi	saffron	Yes	Hindutva & Marathi Identity
Samajwadi Bulletin (Samajwadi Party)	Hindi	Red	Yes	Secular, Social Justice & socialism

The mouthpieces of all political parties have their own ideological urges and political aims. The mouthpiece is based on a linear communication model. In which the message from the source reaches the listener but there is no way for the listener's feedback to reach the source. The mouthpiece for political parties serves as both a mirror and a lamp. The mouthpiece carries out internal communication as well as external communication. The main feature of which is the information dissemination of party ideology.

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