



**LINGPOET**  
**(Journal of Linguistics and Literary**  
**Research)**

Journal homepage: <https://talenta.usu.ac.id/lingpoet/>

LingPoet

## Ideology in Narendra Modi's Speech: A Critical Discourse Analysis

Apida Fauziah Tanjung<sup>\*1</sup>, Dian Marisha Putri<sup>2</sup>

<sup>1,2</sup>Faculty of Cultural Sciences, Universitas Sumatera Utara, Medan, Indonesia

\*Corresponding Author: [ziahtanjung00@gmail.com](mailto:ziahtanjung00@gmail.com)

---

### ARTICLE INFO

#### Article history:

Received 31 July 2024  
Revised 12 September 2024  
Accepted 17 September 2024  
Available 30 September 2024

E-ISSN: 2745-8296

#### How to cite:

Tanjung, A.F., & Putri, D.M. (2024). Ideology in Narendra Modi's Speech: A Critical Discourse Analysis. *Lingpoet: Journal of Linguistics and Literary Research*, 5(3), 159-169.

---

### ABSTRACT

The application of critical discourse analysis to Narendra Modi's speech Maan Ki Baat was examined in this study. Van Dijk's model analysis on the three components of text structures—macrostructures, superstructures, and microstructures—was used in the present research to look at the text and figure out the ideological representation in the speech. The study applies content analysis and qualitative research methodology. The study showed that Modis' remarks advocate for nationalism, prosperity and a conservative social ideology. This study frequently discusses the significance of cultural norms and traditional values, such as respect for elders and family values. In the macro structure of the three speeches of Prime Minister Narendra Modi's call for Indian people to be more cautious than ever in regards to the COVID-19 threat. In addition, the superstructure provides information regarding the state of impoverished and Indian populations in relation to the effects of COVID-19, as well as advice for everyone to observe protocols during the pandemic. The three speeches' microstructures depicted that Modi wanted to present a positive image, which is why the speech uses words that are positive. Additionally, Modi's affinity for socialist ideas is evident from this research. This is true as Modi's speech complies with socialism's ideological prerequisites.

**Keyword:** Modi's speeches, COVID-19, Critical Discourse Analysis, Ideology, Van Dijk

---

### ABSTRAK

Penerapan analisis wacana kritis pada pidato Narendra Modi Maan Ki Baat diperiksa dalam penelitian ini. Analisis model Van Dijk pada tiga komponen struktur teks—makrostruktur, suprastruktur, dan mikrostruktur—digunakan dalam penelitian ini untuk melihat teks dan mencari tahu representasi ideologis dalam pidato tersebut. Penelitian ini menerapkan analisis konten dan metodologi penelitian kualitatif. Penelitian ini menunjukkan bahwa pernyataan Modis menganjurkan nasionalisme, kemakmuran, dan ideologi sosial yang konservatif. Penelitian ini sering membahas pentingnya norma budaya dan nilai-nilai tradisional, seperti rasa hormat kepada orang yang lebih tua dan nilai-nilai keluarga. Dalam struktur makro dari tiga pidato Perdana Menteri Narendra Modi menyerukan kepada orang-orang India untuk lebih berhati-hati dari sebelumnya sehubungan dengan ancaman COVID-19. Selain itu, suprastruktur memberikan informasi mengenai keadaan populasi miskin dan India dalam kaitannya dengan dampak COVID-19, serta saran bagi setiap orang untuk mematuhi protokol selama pandemi. Struktur mikro dari ketiga pidato tersebut menggambarkan bahwa Modi ingin menampilkan citra yang positif, oleh karena itu pidato tersebut menggunakan kata-kata yang positif. Selain itu, ketertarikan Modi terhadap ide-ide sosialis terlihat jelas dari penelitian ini. Hal ini benar karena pidato Modi mematuhi prasyarat ideologis sosialisme.

**Kata Kunci:** Pidato Modi, COVID-19, Analisis Wacana Kritis, Ideologi, Van Dijk



This work is licensed under a Creative  
[Commons Attribution-NonCommercial-  
NoDerivatives 4.0 International](https://creativecommons.org/licenses/by-nc-nd/4.0/).

## **1. Introduction**

The prime minister of India at the moment, Narendra Modi, is a well-known politician renowned for his inspiring speeches. Nationalism and patriotism are two major ideals that come through in Narendra Modi's remarks. He was in office since 2014, the parliamentarian for Varanasi and was Gujarat's chief minister from 2001 to 2014. He frequently highlights the value of India as a nation and urges harmony among its people. Modi regularly brings to India's rich historical and cultural legacy to emphasize the importance of upholding and advancing traditional values. His sympathizers' support is strengthened by this nationalist discourse, which also instills a sense of pride and identity among the Indian community.

In Modi's speeches, the ideas of progress and development are also often highlighted. He regularly discusses the initiatives that his government has undertaken to improve the country's infrastructure and promote economic expansion. Modi often portrays himself as an energetic leader committed to promoting the welfare of the Indian populace and effecting constructive transformation. This emphasis on development reinforces the idea that Modi is a visionary leader whose is capable of making India a powerful player in the world.

In his remarks, Modi promotes a conservative social worldview in addition to nationalism and wealth. He stresses the importance of traditional values and cultural standards all the time, like respect for elders and family values. Modi's conservative opinions on social issues provide solace to certain segments of the Indian populace. This mentality is reflected in his government's policies regarding issues such as women's rights, LGBTQ rights, and religious freedom. Modi's conservative social policy positions are appreciated with those Indians who cherish their traditional values and beliefs. His government's stances on matters like women's rights, LGBTQ rights, and religious freedom are all reflections of this ideology

The ideologies present through his speeches as insight in his political beliefs and motivations as Prime Minister of India. In the world where the COVID pandemic happened since December 2019, Coronavirus disease (COVID-19) as the most infectious disease has caused a major threat to humanity. The World Health Organization and other national and international stakeholders have been compelled by this widespread phenomenon to create operational plans that are tailored to the national and regional context. His people's knowledge of this pandemic is fostered and raised through the use of his language. It is generally acknowledged that his language and ideology—in a more general sense—are the means of communication that he employs, especially in his speeches. Being a politician, he has a significant influence on the society he lives in since he makes decisions that have an impact on every part of their existence. However, critical discourse analysis is frequently used to examine how politicians interact with the public through speeches, interviews, and social media posts. A technique for examining how language is used to maintain power systems and sway public opinion is critical discourse analysis

Several studies employ Critical Discourse Analysis to uncover hidden ideologies and persuasive strategies in Modi's speeches (Farhan et al., 2021 & Shah et al., 2021). Research indicates that Modi's discourse often

reflects Hindu nationalist ideology, subtly articulating Islamophobia and promoting a positive self-image of India while portraying Pakistan negatively (Waikar, 2018). The 'saffronisation' of India under BJP rule is explored, highlighting the increasing influence of Hindutva ideology in shaping socio-political narratives (Bhatia, 2020). Comparative analyses of speeches by leaders from India and Pakistan reveal distinct ideological underpinnings and conflicting narratives (Farhan et al., 2021; Shah et al., 2021).

The application of CDA is demonstrated as an effective approach to analyzing political speeches and uncovering their ideological commitments (Koussouhoun & Dossoumou, 2015). One of the tenets of the CDA theory which examines the social practice of speech at its foundation, is Teun A. Van Dijk (Van Dijk, 1980). Critical Discourse Analysis (CDA) is concerned with the discourse's context in addition to its linguistic components. The ideology is a part of the definition of CDA. The relationship between language and the ability to affect others is the focus of CDA (Wodak & Meyer, 2001). It highlights how Mann Ki Baat, a speech by Narendra Modi, serves as inspiration for his countrymen. He uses congenial language to inspire the populace and gets them ready to fight the pandemic together. It highlights how Mann Ki Baat, a speech by Narendra Modi, serves as inspiration for his countrymen. He uses congenial language to inspire the populace and gets them ready to fight the pandemic together.

It is worthwhile to use Van Dijk's theory in conjunction with the CDA technique to discuss the speeches made by Narendra Modi, which serve as the study's central focus. (Van Dijk, 1980). The present study employs macrostructures, superstructures, and microstructures as the three constituents of text structures, as per the theory (Van Dijk, 1980). Speaking about COVID-19, the Narendra Modi speech was selected on May 31, 2020 (Modi, 2020). This study's goal is to analyze the primary ideas presented in Narendra Modi speeches by applying the macrostructure, superstructure, and microstructure application principles

Here introduce the paper, and put a nomenclature if necessary, in a box with the same font size as the rest of the paper. The paragraphs continue from here and are only separated by headings, subheadings, images and formulae. The section headings are arranged by numbers, bold and 11 pt. Here follows further instructions for authors. Files must be in MS Word only and should be formatted for direct printing, using the CRC MS Word provided. Figures and tables should be embedded and not supplied separately. Please make sure that you use as much as possible normal fonts in your documents. Special fonts, such as fonts used.

### **1.1. Theoretical Review**

Language as social practice is the subject of the field known as critical linguistics (CL), also sometimes known as critical discourse analysis (CDA). CDA concentrates on the relationship between language and power, as shown by Fairclough and Wodak (Fairclough & Wodak, 1997). These days, scholars' critical linguistic approaches are commonly referred to by the title CDA. The structural linkages of dominance, discrimination, power, and control as they appear in language are the focus of CL and CDA (Fairclough & Wodak, 1997). A critical viewpoint, CDA (Wodak & Meyer, 2001) focuses on social enigmas, particularly the part language plays in the creation and perpetuation of power abuse and tyranny. This demonstrates how CDA focuses on dominant groups, piloting the perspectives and experiences of group members while supporting the fight

against inequality. CDA looks at more than just conversation text analysis (Fairclough & Wodak, 1997). Practically, CDA is formed of discourse analysis that aims for addressing social problems. Critical is used in the special sense of aiming to show up connections that may be hidden from people such as the connections between language, power, strategies, and ideology (Fairclough, 1989). Critical discourse analysis offers not only a description and interpretation of discourses in a social context, but also offers an explanation of why and how discourses work (Rogers, 2004). Van Dijk (1980) states that CDA focuses on the relationship between discourse, power, dominance, and social inequality. Critical discourse analysis draws from work carried out in the area known as critical theory, which concentrates on the social, cultural, economic, and political ways (Pennycook, 2001).

Van Dijk declares that the characteristic of critical discourse analysis is divided into five parts (Sharndama, 2015). First, action concerns that discourse is observed as the matter that its goal is to influence, to persuade, and to react. Second, context confirms that discourse considers the context such as background, situation, event, condition, and all of the matters outside of the text and other factors that influence the meanings of discourse such as language participants and the situation when the text is produced. It means that discourse should be interpreted in a certain situation and condition. Third, history places discourse in a specific social context and cannot be understood without concerning the attached context. Fourth, power elaborates that discourse is a form of power fight. Fifth, ideology focuses on the text and conversation that is a form of ideological practice.

The central idea of the theory unifies three fundamental aspects of discourse into a single analysis. Text structures, social cognition, and social environment are the three fundamental components of discourse (Van Dijk, 1980). Van Dijk's theory comprises three primary elements: macrostructure, superstructure, and microstructure. Firstly, macrostructure refers to the global or broad meaning of a text that is further highlighted by looking at the text's topic and topics. Secondly, a superstructure is a discourse framework that is arranged according to traditional schemata. It alludes to how well-arranged text comes together to form a cohesive whole. Finally, microstructure. There are a few aspects to examine at this level, including the semantics, syntax, stylistic, and rhetoric aspects. However, Van Dijk (1980) affirms that ideology is the traditional belief that is a part of a group and is absorbed by every member of the group. Ideology, which is divided into three categories, represents the tenets of social recognition.

First, ideology is a belief system that is produced empirically, but the society around a person or social position can determine the ideology. Second, ideology is a set of categories that were made and fake consciousness in which the ruling or dominant groups dominate. Third, ideology is the term that is used to describe meaning production. In this term, the greatest role in society is governed. Because the government has the power to organize the nation (Van Dijk, 1980). There are several essential ideologies in the world, which are Liberalism, Capitalism, Communism, Socialism, Nationalism, Marxism, and Feminism (Van Dijk, 1980).

## 2. Methods

This research is conducted by using descriptive qualitative research with content analysis method. By using descriptive qualitative research, the phenomenon in its context could be analyzed clearly and described deeply. The primary data of this research is the utterances spoken by Narendra Modi about COVID 19 in India. Moreover, the data that used in this research is the subtitle of Narendra Modi's speech and the data taken from Youtube (<https://www.youtube.com/watch?v=oEB5RnaDZmE>).

The procedures of the data collection were downloading and analyzing the transcript then selecting and marking the utterances which contain macrostructures, superstructures, microstructures and ideologies in the text. The technique of analyzing the data in qualitative research are preparing, understanding, presenting and interpreting data according to Cresswell (Sharndama, 2015). After collecting, selecting and marking the data, the researcher analyzed them by Van Dijk's model theory structure. Then, the result of the research will eventually help the researcher determining types of ideology acts in Narendra Modi's speech.

## 3. Result and Discussion

### Result

The following consideration of the ideologies, macrostructures, superstructures, and microstructures resulting from the textual realization in Narendra Modi's speech.

### 3.1. Microstructure Analysis

Macrostructure addresses the text's overall meaning. The analysis centers on the thematic element, which reveals the text's dominating notion, main idea, synopsis, and focal point. The researcher reads through Narendra Modi's remarks from the monthly Maan Ki Baat radio broadcast and identifies the theme or topic in each speech. A day after the Union government announced a staged opening up of the economy called "Unlock-1," Prime Minister Narendra Modi urged Indians to remain more cautious than ever against the menace of COVID-19.

*"We should not be careless in our fight against corona. We have to continue to follow social distancing and other protocols because there is no vaccine, or even precedents, on how to combat the disease".*

### 3.2. Superstructure Analysis

The section of the text that is arranged schematically is visible in the Modi superstructure. The introduction, content, and closing sections make up the setup. Because the author or speaker is trying to get their point through in the speech, every section of the text matters. The information gleaned from Narendra Modi's speech is as follows. Superstructure study of speech in relation to the coronavirus Be more cautious than ever when it comes to the COVID-19 threat. Three superstructure components are used as the basis for this speech's analysis.

*Stay more vigilant than ever against COVID-19 threat.* This speech is analyzed based on three parts of the superstructure.

### 3.2.1. Opening Section

Modi addresses about the state of Indians in relation to the effects of COVID-19 in this introductory section. Our Mann kiBaat has not been immune to Corona's effects up until this point. But Modi asks the country to exercise greater caution and alertness. Whether it's keeping a face mask on, staying at home as much as possible, or keeping the required two yards away, we should all be completely compliant.

*“Our Mann kiBaat too has not remained untouched by the effect of Corona. The last time I spoke to you through ‘Mann Ki Baat’, passenger train services, busses and flights had come to a standstill. This time around much has resumed-Shramik special trains are operational; other special trains too have begun. With utmost precautions, flights have resumed; industry too is returning to normalcy; thus, opening up a major segment of the economy. In such a scenario, we need to be even more alert and careful. Whether it’s the mandatory two yards distancing, wearing face masks or staying at home to the best extent possible, there should be no laxity on our part in complete adherence”.*

### 3.2.2. Content Section

Prime Minister Modi additionally touched on the severe humanitarian situation of interstate workers in this section, claiming that they had endured the most suffering during this time. He applauded Indian Railways, which has recently come under fire for the amenities offered to interstate workers traveling home on Shramik Special trains.

*“It has also brought to the fore the vulnerability of our eastern States whose labour has contributed to building our country and who have the potential otherwise to be the economic engine of the country. There are many lessons to be learnt from this situation to improve our future. Many have already been taken to heart by some States. Some are setting up Migrant Commissions, others are mapping skills of returning workers, some are encouraging start-ups. Apart from that, certain decisions taken by the Centre would also contribute to the development of our rural areas as economic centres and contribute to their self-reliance.”*

### 3.2.3. Closing Section

In the closing section below, Modi delivers an inspirational speech as the last segment, which serves as inspiration for the country to abide by the law in this situation. He highlights a number of charitable people who support relief efforts when the area is under lockdown. Mr. Modi emphasized that social distance and other steps should be taken instead of viewing the gradual lifting of the lockdown as the end of COVID-19.

*“Those who serve are positive, vital and confident, and it was a pleasant discovery for me on how Indians across the country have pitched in to serve”. “For our poor, medical help is expensive and a choice has to be made between sinking further into poverty and not getting the required treatment. I am happy that over 1 crore beneficiaries, 80% of whom are from rural areas, and 50% of whom are women, got help under the scheme. Our honest tax payer also needs to be commended as it is through his/ her taxes that all these welfare programmes are funded,”*

### 3.3. Microstructure Analysis

Microstructure represents the final text analysis from the Van Dijk model. In the CDA, the meaning and expression of word, phrase, clause, and sentence forms are distinguished at the microstructure level. Semantic, stylistic, syntactic, and rhetorical analysis are the other four essential components for examining the text's microstructure.

#### 3.3.1. Semantics

The meaning that tends to highlight the text is covered in the semantic aspect. The relationships between sentences and propositions that contribute to the construction of a specific meaning in the text will determine the meaning that is discovered. The three components that comprise the semantic aspect are background, presupposition, and detail. The semantic analysis present in Narendra Modi's speech is described in the following ways. The information control provided by the is the main topic of the detail element.

Modi states in this speech that the effects of Corona have not spared Our Mann kiBaat. But Modi advised everyone to exercise greater caution and vigilance. Whether it's keeping a face mask on, staying at home as much as possible, or keeping the required two yards away, we should all be completely compliant. The following is an excerpt from the opening section:

*“In such a scenario, we need to be even more alert and careful. Whether it’s the mandatory two yards distancing, wearing face masks, or staying at home to the best extent possible, there should be no laxity on our part in complete adherence”.*

The background element contains the perspective of the reader. Background generally applies the writer’s reason from their opinion. It indirectly shows the purpose of the writing. In here, Modi revealed the reason why he supported the Indians. He understood the feeling of the nation about the impact of covid-19. Mr. Modi reiterated that the phasing out of the lockdown cannot be seen as an end to COVID-19, but that social distancing and other measures should be followed to help the government.

On the other hand, the presupposition element is an effort to support the opinion by providing a believable premise truth. The presupposition is a special type to know the hidden meaning of an author. In the analysis of the presupposition element in the first speech with the title *Coronavirus, Stay more vigilant than ever against COVID-19 threat*. Mr. Modi assumes the nation via his monthly radio broadcast Mann kiBaat that society should not be careless in our fight against corona. The society must continue to follow social distancing and other protocols because there is no vaccine, or even precedents, on how to combat the disease.

*“My dear countrymen, a clean environment is directly an integral part of our lives, and of our children’s future too. Therefore, we have to ponder over this issue on individual level as well. I request you to serve nature on this ‘Environment Day’ by planting some trees and making some resolutions so that we can forge a daily relationship with nature. Yes! Summer is on the rise, so do not forget to facilitate water for the birds. Friends, all of us also have to bear in mind that after such austere penance, and after so many hardships, the country’s deft handling of the situation should not go in vain. We must not let this fight weaken. Becoming careless or lackadaisical can not be an option. The fight against Corona is still equally serious! You, your*

*family, may still face grave danger from Corona. We have to save the life of every human being, therefore, distancing of two yards, face masks and washing of hands are all those precautions that are to be meticulously followed in the same manner as we have been observing them so far. I am sure that you will take these precautions for yourself, your loved ones and for your country. With this assurance, my best wishes for your good health.”*

### 3.3.2. Stylistics

Stylistic is used to create a particular image or meaning. The element of stylistic is lexicon. Lexicon is word choice and shows the ideology of the author or speaker. In the first speech entitled *Coronavirus, Stay more vigilant than ever against COVID-19 threat* using lexicon to emphasize the message in the text about justice for Negro. It is discovered in some selected utterances as follows:

*“...Our Mann kiBaat too has not remained **untouched** by the effect of Corona.”*

The word “**untouched**” refers to covid-19 which is they have become victims of the effect of Corona. Based on the Oxford dictionary online, the word “**untouched**” is not affected, changed, or damaged in any way. Another meaning of ‘**untouched**’ is of a subject not treated in writing or speech; not discussed. Related to the statement, Modi spoke to the Nation through ‘Mann Ki Baat’, passenger train services, busses, and flights had come to a standstill. With utmost precautions, flights have resumed; the industry is returning to normal; thus, opening up a major segment of the economy. Mr. Modi was addressing the nation via his monthly radio broadcast Mann kiBaat that there should not be carelessness in our fight against corona. And also they have to continue to follow social distancing and other protocols since there is no vaccine, or even precedents, on how to combat the disease.

*“The **battle** against Corona is being fiercely waged in the country through collective efforts.”*

The word “**battle**” means the fight of people against each other. Yet in this circumstance, it refers to covid-19 as a disease challenge. The population itself is many times that of most countries. The challenges facing the country too are of a different kind, yet Corona did not spread as fast as it did in other countries of the world

### 3.3.3. Syntactics

On top of the analysis, Syntactic is related to how phrases or sentences are formed in the text. There are three elements of syntactic; those are sentence form, coherence, and preposition. But in the three speeches only find one element that is coherence. Coherence is the bridge of one sentence to the other sentence, which is using conjunction words. The following is an explanation of the coherence element in the first speech entitled “*Corona virus, Stay more vigilant than ever against COVID-19 threat*”;

*“During this pandemic, we, the people of India have visibly proved that the notion of service **and** sacrifice is not just our ideal; it is a way of life in India.”*

The use of ‘**and**’ in that sentence showed an integrated meaning from the previous sentence. The word ‘**and**’ in that sentence aims to convince the service and sacrifice is not just our ideal; it is a way of life in India. Then, the word ‘**and**’ emphasizes the sentence that Modi as a speaker wants to indicate his big hope for the people.

## **Discussion**

Ideologies are used in Narendra Modi's speeches to convey his leadership style and vision for India. Modi effectively utilizes speech to persuade his audience of nationalist, developmental, conservative, and strong leadership ideas, as demonstrated by a critical discourse analysis. We may acquire insight into Modi's political views and reasons for running for prime minister of India by comprehending the ideology he exhibits in his speeches.

After considering all of Narendra Modi's exchanges, the beliefs can be labeled as socialist ideologies. Owing to the evaluation in three speeches, he garners a great deal of public attention and consistently expresses concern for global social issues. Consequently, socialism, which deals with empathy, compassion, and attention between one individual, is the ideology of Narendra Modi. Owing to the evaluation in three speeches, he garners a great deal of public attention and consistently expresses concern for global social issues. Thus, socialism, which deals with empathy, compassion, and care amongst individuals, is the ideology of Narendra Modi.

Narendra Modi has shown in these three addresses that he genuinely cares about his country. He warns the populace that Corona could still pose a serious threat to them. According to the analysis, Prime Minister Narendra Modi urged Indians to be more cautious than ever against the COVID-19 threat in the first three speeches' macrostructures. Second, the three speeches' superstructures include information regarding the state of low-income societies and Indians in opposition to the effects of COVID-19, as well as his advice to individuals to observe protocol during the epidemic. Third, the three speeches' microstructures demonstrate Modi's desire to project a sincere image, as evidenced by the speech's usage of positive language.

He has no doubt that people take these safety measures on their own. He desires for the welfare of the people with this certainty. In addition to his choice of words, Modi regularly presents himself as a strong, capable leader who isn't afraid to take chances. It is evident that he is a strong and captivating speaker when he discusses military and national security. Modi frequently highlights the steps his government has undertaken to improve India's military capabilities.

The speech's ideological analysis can be found once three textual structural components are examined. The belief system can then be seen through the examination of the three textual structural components. In his speech, Narendra Modi urged Indians to remain watchful and on high alert in response to the COVID-19 pandemic. Narendra Modi and the Prime Minister intended their speech to inspire the people despite their suffering. As a speaker, Narendra Modi imparts his philosophy on looking out for and supporting one another. The examination of the speech's three textual elements leads to the conclusion that Modi espouses socialist beliefs. This is true because Modi's speech fits the criteria of socialism as an ideology. This is true because Modi's speech fits the criteria of socialism as an ideology. One feature of socialism is that its proponents prioritize public demand over their own needs.

#### **4. Conclusion**

Based on the research analysis, three elements of text structure—macrostructure, superstructure, and microstructure—are recognized in this study. Three literary works are examined to bolster the philosophy of Narendra Modi. There doesn't seem to be nearly enough textual material from Modi's address to look at all of his ideological stances.

Despite this, the three textual components can still be scrutinized in order to reveal the fundamental belief system. The three main pillars of Narendra Modi's ideology are social change, economic growth, and Hindu nationalism. He is a capable leader who is committed to changing India for the better. There is no doubting that Modi's ideological views have had a significant influence on Indian politics and society, even though some detractors may not agree with his policies and behavior.

Some supported speeches in response to the COVID-19 outbreak, Narendra Modi asked Indians to be vigilant and on high alert during his speech. Despite their pain, he influenced the public to be inspired by the message. Speaking to an audience, Narendra Modi shares his belief in watching out for and encouraging one another.

Modi is a prominent political figure in India, known for his strong ideological beliefs and leadership style. Since 2014 she is a member of the Bharatiya Janata Party (BJP). Modi's ideological beliefs are rooted in Hindu nationalism, economic development, and social transformation. No wonder, the key aspects of Modi's ideological belief is Hindu nationalism, also known as Hindutva. Hindutva seeks to promote Hindu culture and values as the foundation of Indian society. Modi has been vocal in promoting Hindu pride and protecting Hindu traditions. He has implemented policies that aim to strengthen Hindu identity and promote the interests of the Hindu majority in India.

In addition to Hindu nationalism, Modi is also a strong advocate for economic development. He believes in the power of economic growth to uplift the people of India and improve their quality of life. Modi has implemented various economic reforms and policies to boost India's economy and attract foreign investment. He envisions India as a global economic powerhouse and has taken steps to make this vision a reality.

Furthermore, Modi is committed to social transformation and improving the lives of marginalized communities in India. He has launched initiatives such as Swachh Bharat Abhiyan (Clean India Mission) and Ayushman Bharat (Healthcare for All) to address social issues like sanitation and healthcare. Modi believes in the importance of social welfare and has worked towards creating a more inclusive and equitable society in India.

Overall, Narendra Modi's ideological beliefs revolve around Hindu nationalism, economic development, and social transformation, while some critics may disagree with his policies and actions, there is no denying that Modi's ideological beliefs have had a profound impact on Indian society and politics.

## References

- Bhatia, A. (2020). The 'saffronisation' of India and contemporary political ideology. *World Englishes*, 39(4), 568–580.
- Farhan, A., Shahbaz, M., & Khan, M. I. (2021). Ideology Construction through Ideological Warfare: A Critical Discourse Analysis of Imran Khan and Narendra Modi's Speeches at UNGA. *Journal of Development and Social Sciences*, 2(3), 80–91.
- Koussouhon, L. A., & Dossoumou, A. M. (2015). Political and ideological commitments: A systemic functional linguistic and critical discourse analysis of president Buhari's inaugural speech. *International Journal of Linguistics and Communication*, 3(2).
- Modi, N. (2020). *Prime Minister Narendra Modi's Mann Ki Baat with the Nation, May 2020 | Mann ki Baat 65th Episode*. <https://www.youtube.com/watch?v=oEB5RnaDZmE>
- Shah, M. I., Ahmad, S., & Danish, A. (2021). Controversies in political ideologies: A critical discourse analysis of speeches of Indian and Pakistani premiers on Pulwama incident. *Register Journal*, 14(1), 43–64.
- Van Dijk, T. A. (1980). *Macrostructures: An Interdisciplinary Study of Global Structures in Discourse, Interaction, and Cognition*. Lawrence Erlbaum Associates, Inc., Publishers.
- Waikar, P. (2018). Reading Islamophobia in Hindutva: An analysis of Narendra Modi's political Discourse. *Islamophobia Studies Journal*, 4(2), 161–180.
- Wodak, R., & Meyer, M. (2001). *Methods of Critical Discourse Analysis*. Sage.