The South Asian Studies Program is pleased to present:

Twitter and Political Brand Management: The Case of Narendra Modi

Monday, September 18
AB 6051, 15 Seminary Place, New Brunswick, 4PM

A talk by Joyojeet Pal
Assistant Professor, School of Information, University of Michigan

With 75 million followers on Twitter and Facebook combined, Narendra Modi is the world’s most followed elected leader on social media. Social media gives Modi a strong means of independently influencing the mainstream news coverage about him, without directly engaging the mainstream media commentators. In this talk, we examine the history of Modi’s social media use and some of the outreach techniques employed over this period including celebrity tweets, followbacks, and strategic selection of Tweet subjects. His campaign on social media offers an important example on the symbolic value of technology in political brand management, and new possibilities for scholars to engage in studies of evolving political communication in India.

Joyojeet Pal’s research focuses on computer and IT accessibility in low- and middle-income countries. His recent research centers on political communication in India, specifically on the role of political branding online. He also researched & produced the feature documentary, “For the Love of a Man” based on film fan clubs for Rajinikanth and the broader social and religious origins of fan following for South Indian film stars.