

"Mann Ki Baat Unveiled: A Deep Dive through Text Analysis"

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Abstract

Sentiment analysis is an area of the processing of natural language that facilitates comprehension of human feelings, opinions, and thoughts. Such analysis is crucial for social campaigns or situations with large target audiences. Thus, we have assessed the effectiveness of the various "Mann Ki Baat" episodes that the Indian Prime Minister launched in 2014. The situation has changed as a result of the prime minister of India using All India Radio, or AIR, as a popular communication medium. Public broadcasting has been revitalized by it thanks to the show "Mann Ki Baat (MKB)". Prime Minister Narendra Modi's radio program "MKB" is renowned for expressing the concerns and problems of the majority and serving as a platform for the PM to speak with the general public. In contrast to Twitter and Facebook, the Indian prime minister is attempting to engage directly with the country through this monthly radio program. However, in order to reach and assist the poorest of the poor, he required the majority of the modest radio in the most remote region of India. The judgment has benefited from his acute awareness of how radio impacted society. More than 80 episodes have aired since 2014, and both the amount of content and the level of personal connection to the viewers keep increasing. Thus, it is imperative to examine this monthly radio show as an effective means of fostering a relationship among 'the mass' and the Prime Minister with respect to MKB broadcasts. The goal of this work is to perform an MKB program sentiment analysis. Through a constructed and constantly collected method, the content of 24 selected broadcasts of the MKB program was chosen for analysis from October 2014 to June 2020. This study's content analysis could be useful in estimating and comprehending the results of these discussed topics and problems in MKB. It also looked at how the administration's ideas are exposed and how the Mann Ki Baat initiative helps fund open telecom media.

Keywords: -Natural Language Processing, Prime Minister Narendra Modi, Mann Ki Baat (MKB), MKB Programme, Radio Show, Analysis, Human Emotions, Society, Development Communications, Sentiment Analysis.

"My dear countrymen, this is the last episode of the year 2018, we will meet again in 2019, and will engage in another episode of Mann Ki Baat. Thank you very much."

—Narendra Modi

I. INTRODUCTION

The development of emerging technologies and their application in nearly every field have made vast amounts of digital text available. Computers are unable to process this sentiment data, which is coming in at an alarming rate from many different places and extracting hidden insights.

To mine valuable patterns from text data, particular pre-processing techniques and algorithms are required. Sentimental analysis of data is a task that involves analysing text data to extract high-quality information and identify textual patterns. Tasks related to sentiment data analytics include document a summary, text categorization, keyword extraction, and summarization of texts.

It can be difficult to analyse a large collection of written materials in order to extract the important information. One of among the most important text mining methods for identifying underlying themes and subjects in a large document archive is topic modelling. By assuming that every document was created through some sort of generative process, the topic of illustration is reached.

The literature contains several different kinds of topic models. Throughout the years, the latent Dirichlet allocating method has shown to be a very effective and popular way to extract the hidden topics from a large body of textual content. Originally published: January 27, 2021.

He has decided to use radio as the program's medium in order to reach every remote area of the nation. In honor of Vijayadashami, the very first Mann Ki Baat program aired on October 3, 2014; the second followed on November 2, 2014, and the series has since run for more than 60 episodes. 66.7% of people tuned in to pay attention to this program, according to a 2014 survey used to assess its success. Owing to its huge popularity, there has been a great deal of curiosity about the themes and lingo he uses frequently in his monthly address. This has allowed people to learn about the different issues the Prime Minister is focusing on and why it became so popular across every sector of society.

Prime Minister Shri Narendra Modi created and hosts the Indian radio show Mann Ki Baat, wherein he speaks to Indian listeners. Up until February 2021, 74 episodes have been broadcast. The show's popularity has grown throughout all societal segments, both inside and outside of India, due to the variety of topics and aspects it covers, the government's important national agenda as well as actions, significant national and international current events etc.

A massive amount of unstructured format data, such as news articles, blogs, social networking sites like social media platforms like Facebook and Twitter, etc., has been added to textual data in electronic databases due to the significant advancements in digitization. An enormous amount of information in a form that is unorganized cannot be directly processed by a computer. It therefore takes exact pre-processing techniques and algorithms to extract the hidden patterns from or before the text data. There are many uses and applications for text analytics. Applications for textual data analytics have become increasingly popular recently.

This can be used with descriptions, unstructured data, and qualitative data to find hidden relationships, patterns, and models. It reveals the unique data that is concealed in unorganized qualitative data. It may be employed to identify emerging themes of interest and concern as well as emerging trends within particular target audiences. It uses text data to extract novel, previously undiscovered, and thought-provoking information. Text analysis techniques typically consist of four steps. There are several Tools for Sentiment Data Analytics.

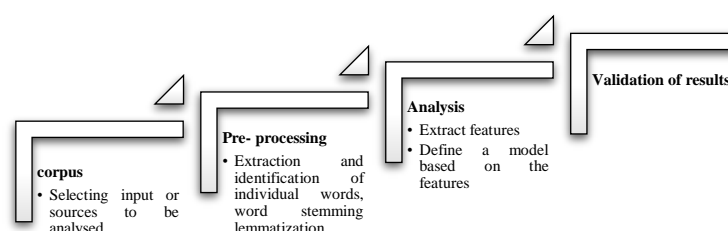


Fig. 1 Text Analysis Techniques.

Mr. Narendra Modi, the honourable leader of India, is the driving force behind the well-known social project and communicative revolution program Mann Ki Baat. The popularity of this widely broadcast monthly radio address the program was attributed to its host as well as its effectiveness in raising awareness, disseminating information, and educating the public about important government efforts and their significance, as well as its clear discussion of global incidents and their effects on the general public.

Given its incredible success, there exists a great deal of interest in learning about the themes and idioms he frequently used in his month address. This has allowed researchers to learn about the range of topics he addressed and the reason why it became so well-known both inside and outside of India.

entire India Radio is now the largest media organization in the world thanks to its enormous success over the years. Through 262 broadcasting centres in Fig. 2, AIR reaches 99.20 percentage points of the population who live across 91.86 percentage of the city. In order to encourage growth and reduce poverty, broadcasting is essential. It can lead to growth outside in the creative industry and is an important industry in and of itself.

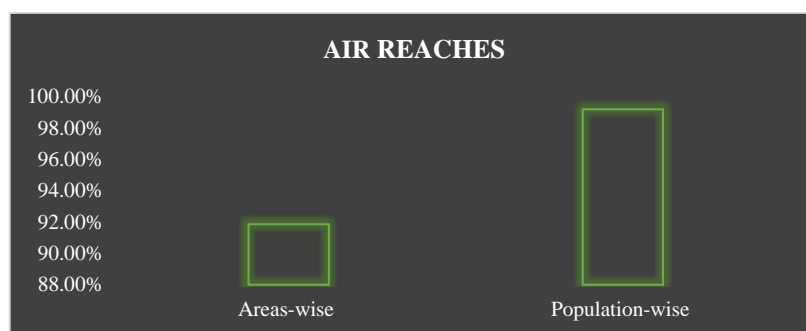


Fig. 2Population- and area-wise AIR coverage.

Sources: (Annual report-Prasar Bharti, 2014)

1.1 Objectives

- Determine discover what the public thinks about the information presented in "Mann Ki Baat" speeches.
- Examine the potential effects of social media conversations and media coverage on the perception of "Mann Ki Baat."

II. LITERATURE REVIEW

Garg, K. (2020) Sentiment analysis is an aspect of the processing of natural languages that facilitates comprehension of human feelings, opinions, and ideas. When it comes to social campaigns or large target audiences, this kind of analysis is crucial. As a result, we have assessed the effectiveness of the various "Mann Ki Baat" episodes that the Indian Prime Minister launched in 2014.

Phadnis, A., (2019) This paper examines the politics of historical figures in Indian political discourse through an analysis of fifty-three speeches made by Indian Prime Minister (PM) Narendra Modi as part of a fresh communication initiative called "Mann ki Baat" (MkB) between the October 2014 and February 2019. Using the concept of "balance" as a starting point, we looked into whether the speeches revealed an unbalanced emphasis on historical figures.

Kandukuri, M. (2021) The aim of this research is to provide an understanding of the use of text Data Analytics and its use in the examination of the distinctive PR campaign "Mann Ki Baat," which was started by the current Indian Prime Minister, the Honourable "Mr. Narendra Modi." The campaign was first broadcast on the All-India Radio Programming on Vijaya Dashami on October 3, 2014, and then again on November 2 of the same year, continuing until December 2019.

Garhwal, A. (2023)An inventive method of fostering communication between the public and political leadership is Mann Ki Baat (MKB), an All-India Radio public engagement program that has been running since 2014. The show has received a great deal of praise and has given the Indian Prime Minister a large audience. Numerous platforms are available for accessing the program. This study examines the range of topics addressed across the 80 episodes of the television program during its eight-year run.

III. METHOD

The analysis style used in this study is a mixed methodology. A representative number of MKB contents was able to be gathered over a period of six years thanks to the aforementioned collection criteria. The 24 MKB episodes selected for content analysis are arranged chronologically in Table 1.

Table 1 24 MKB episodes chosen for content analysis in chronological order.

S.NO.	Date	Time	S.NO.	Date	Time
1	3-10-2014	13M 48Sec	13	28-01-2018	28M 10Sec
2	2-11-2014	18M 56Sec	14	27-05-2018	27M 46Sec
3	14-12-2014	26M 8Sec	15	30-09-2018	23M 46Sec
4	27-1-2015	32M 45Sec	16	27-01-2019	29M 58Sec
5	31-05-2015	23M 39Sec	17	25-08-2019	31M 50Sec
6	20-09-2015	29M 27Sec	18	29-12-2019	29M 40Sec
7	31-01-2016	28M 26Sec	19	26-01-2020	29M 9Sec

8	22-05-2016	31M 41Sec	20	23-02-2020	25M 30Sec
9	25-09-2016	34M 5Sec	21	29-03-2020	36M 6Sec
10	29-05-2017	34M 23Sec	22	26-04-2020	31M 8Sec
11	28-05-2017	34M 12Sec	23	31-05-2020	29M Sec
12	24-09-2017	29M 1Sec	24	28-06-2020	32M 33Sec

IV. ANALYSIS

Cloud of words as can be seen in Fig. 3, the PM's emphasis on water, as demonstrated in Mann Ki Baat, matches with acute water scarcity in many regions of the nation. The Prime Minister has frequently thrown ideas for the youth or challenged them to take on a challenge, enjoying great popularity among youngsters of an inspiring India.



Fig. 3MKB word cloud analysis.

Mann Ki Baat, an initiative started by laws brought back the attractiveness of open telecom mediums in India after a significant number of Indians were drawn to private radio and television stations. Mann Ki Baat demonstrates the ideas of the administration and increases revenue for open telecom media. The Indian Prime Minister, Narendra Modi, proposed Mann Ki Baat in October 2014 as a direct public address program.

Table 2 Revenue obtained by channel for the 2018–19 fiscal year.

S No.	Station	Revenue
1	National news	74986612
2	Vividh bharti	59726701
3	FM rainbow	49713891
4	FM gold	179782613
5	PC/LRS	104972369
6	Production	17972465
7	Maan Kibaat	798892512
	Total	1286047163

The revenue that AIR generated from its special programs in the 2018–19 fiscal year is displayed in Fig. 4. It makes Rs 1,17,31,768 from advertising, sponsorship, Rs 42,75,092 from the Kumbh Mela protection, and Rs 3,80,23,050 about sporting events. However, it makes the most money—Rs 5,50,54,500—from Mann Ki Baat. This illustrates how All India Radio's Mann Ki Baat system has been a gem. Over seventy-five episodes later, there has never been a single instance of "Mann Ki Baat" being exploited for political gain.

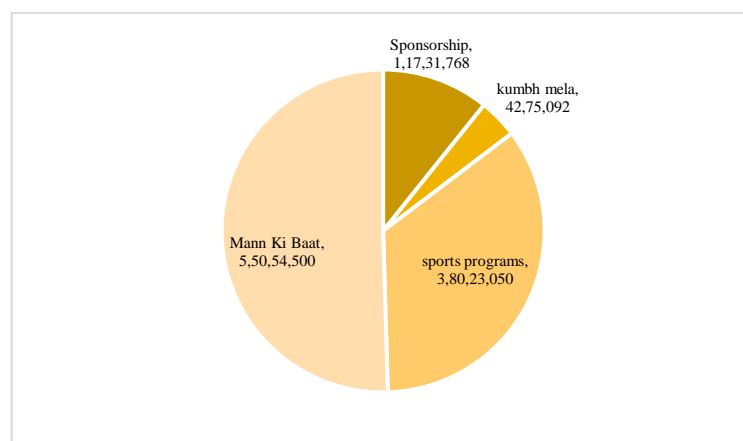


Fig. 4 Income from sports, special programs, and Mann Ki Baat for the 2018–19 fiscal year.

Every 'Mann Ki Baat' event has been focused on the needs of the people, with the government's leader fielding a plethora of queries and remarks from people on matters of general interest. To be sure, the nation's prime minister has taken an active role with the front line health workers and others leading the charge in the fight against COVID-19 through 'Mann Ki Baat' over the past year, during which the entire world has been struggling the worldwide epidemic, focusing on crucial global issues like vaccine resistance and widespread awareness of COVID-19 precautions.

- **Obtaining information via radio, television, newspapers, and, increasingly, phones**

According to one estimate, over 850 million people live in developing nations without access to a broad range of knowledge and information. The rural poor are disproportionately affected, as they are kept apart from new and innovative ICTs that could potentially enhance their standard of living as well as traditional media. With the introduction of novel communication methods, academics have begun to classify a wide range of applications as forms of multimedia communication, including video conferences, digital libraries, movie-on-demand, mobile TV, online chat, tele messaging apps, YouTube, are among those Instagram, Facebook, WhatsApp, Zoom, and more.

- **Radio's Effectiveness as a Medium**

India's broadcasting system for radio has advanced significantly since 1923. India's radio station celebrated 90 years of broadcasting on July 23, 2017. When private channels are added, All India Radio's current total of about 414 radio stations nationwide increases to about 800 radio stations. Radio has been a key component in creating the development roadmap since Independence. With an increasing number of FM channels around the nation and the world, as well as feature and smartphones equipped with radio receivers, it has reemerged as a common entertainment medium in the last 20 years.

- **Mann Ki Baat Program: Goals and Objectives**

The Indian government has made use of this platform for an appearance in which the prime minister of India engages with the general public via his monthly radio show, "Mann Ki Baat," which airs on All India Radio on Sundays. About 40–50 million listeners can hear the prime minister on approximately 422 radio networks and relay centres. For twenty to thirty-five minutes, the program primarily addresses government initiatives and offers guidance on resolving social issues. As was mentioned in the previous section, radio is a useful communication medium because of its broad penetration, particularly in isolated areas. This may have played a decisive role in selecting the radio show format for this involvement and interaction endeavours.

V. CONCLUSION

The qualitative examination of the MKB programming showed that the month radio program "Mann Ki Baat" was instrumental in fostering governance and bringing together all facets of society by asking for people's opinions. Modi is incredibly passionate about this program and spends a lot of time on it. He has talked about Swachh Ata (cleanliness) and meditation, supported Beti Bachao and Beti Padano, praised the armed forces, addressed people with disabilities, praised athletes, and wished people a happy celebration. He has also steered through a variety of ambiguous subjects, including the environment and the stress that comes with exams for students.

The findings indicate that the honourable prime minister only spoke to the country's general public about broad concepts related to a number of national issues and important government initiatives. Addressing issues like social life, public life, way of life, cleanliness, COVID-19, and environmental conversation had a positive effect on people and helped to spread optimism.

The popular slogan used by his government to rescue and educate girls, Beti Bachao, Beti Padhao, has also been a recurrent theme. The subject matter has been tackled both directly and indirectly in different contexts, like when women succeed in sports and other domains or on International Women's Day. Ever since 2016, the radio show has consistently featured discussions about sports and complimented India's athletes on their accomplishments. The PM has frequently called attention to Divyang, or people with disabilities, encouraging greater awareness of them and recognizing those who succeed.

Mann Ki Baat was witty at times, solemn at others, usually focused on policy, often thought-provoking and inspirational, and never explicitly political. In an interview to and encouraging individuals to take part in different social media campaigns, Mr. Modi attempted to address a wide range of issues, including a sense of responsibilities, support for individuals with disabilities, and building an independent India. MKB is distinct in that it allows listeners to share themselves by giving the host of the show feedback.

As the host of the show, the Indian prime minister's diligence in spreading news, facts, and information about various significant actions being taken by government officials as well as events happening around the world is commendable, as is his comprehension of the consequences for the general public. He continues by going over the different government strategies and initiatives that have been put into place. His frequent public talks on the pandemic issue show how concerned he is for the general public.

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