

# Content Analysis on Mr. Seeman (Chief Co-Ordinator of Naam Tamilar Party) Speech During 2019 Lok Sabha Election Campaign in Tamilnadu

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**Abstract:** India is a democratic country and importance of election in a democratic country could never be neglected. Indian Election campaign 2019 was the second most expensive campaign in the history of world, after the US presidential Campaign. There was a significant evolution in the campaigning methodology as the parties tried to move to innovative campaigning methods like social media, crowd fundraising, digital rallies and effective storytelling rather than sticking to the conventional print and television. 17th Lok Sabha polls in India the National Democratic Alliance, led by a coalition, is re-establishing itself. Mr. Modi would be sworn in as Prime Minister on May 30 for the second time. "As for Tamil Nadu, the DMK alliance has won 37 seats and the AIADMK alliance has won one seat. As for the voter turnout, the DMK is 32.76 percent, the AIADMK 18.49 percent, the Congress 12.76 percent, the PMK 5.42 percent, the AMMK 5.16 percent, NTK party 3.87 per cent., the BJP 3.6 percent, MNM 3.17 percent and the TMC 2.19 percent". After the election results, NTK volunteers are more excited than the other party volunteers in Tamil Nadu. This is because the party's vote share has increased from 1.07% to 3.87%. NTK had got the third place out of 7 seats in the Lok Sabha election. Besides, it won 3.15 percent of the votes in the 22-seat by-election, placing third behind the AIADMK. And also in Puducherry Tattanchavadi by-election, NTK had won third place. This paper is a Quantitative content analysis that has tracked the Nam tamilar katchi 2019 Lok sabha election campaign in TamilNadu. And it has conducted a content analysis on Senthamizhan Seeman speech during 2019 Lok Sabha election campaign.

**Keywords:** India, Tamilnadu, Election Campaign 2019, Lok sabha and NTK,

## 1. Introduction

Elections in India play a very vital role in the country's politics and its overall growth and development. Election in a general can be termed as a decision or opinion making process which is used to elect candidates for a specific position. Election plays a vital role in a political system especially in a democratic form of government in a country. It is a tool which is used to choose the representatives of public to be sent to the governing bodies. It may even be termed because the backbone of democracy as this can be the means through that the subject of a rustic directly participates in framing the govt. that works

for their welfare.

The literature Review identifies the evolution of naam tamilar party in tamilnadu then in context to the latest 2019 general election it identifies overall view of 2019 lok sabha election. The study then, has tried to map a trend of naam tamilar party political campaign techniques and tries to answer the following questions.

- 1) How he brought his Principles to the people?
- 2) Did Seeman turn his policies into a vote bank?

The research followed quantitative content analysis based on seeman Election campaigns during 2019 17th lok sabha election in tamilnadu.

## 2. Aims and Objectives

The study aims at finding quantitative content analysis to prove or nullify the How seeman speech and his ideology differ from others and observing the evolution of naam tamilar party from 2009 to 2019, and the shift from conventional methods to reach the young voters. Objectives are.,

- 1) To analyze the election campaign speech on Mr. Seeman and how much it is relevant to his Party manifesto content.
- 2) To analyze what are the core contents he spoke during 2019 election campaign.

## 3. Review of Literature

### A. What is an election?

An election is that the method of vote to decide on somebody to be their poll or representative in government. In a democracy, the correct to vote is that the main manner most voters will influence the selections concerning however their country is ruled. Citizens get their probability once the govt. decides to carry associate election.

### B. Why do we Need Elections?

Election is taken into account because the essence of democracy and it's the tactic by that most of the governments within the world are shaped. It not solely helps public to decide

on a representative of their selection however conjointly keeps a check on them. Elections also play a pivotal role in a country in the following aspects:

1) *For Healthy Democracy*

As we know that democracy is a form of government where the power lies in the hands of its citizen and free and fair elections are the signs of a health democracy. It provides the correct of vote to the general public so they will elect the govt. of their selection that works for his or her welfare.

2) *Keeps a Check on Government*

Elections also keep a check on the government as it gets conducted at a definite interval and the incumbent government could be uprooted and replaced if their policies go against the welfare of the public. It acts as a medium through which the politics in a country gets controlled by its citizens.

3) *Self-Corrective Measures for Government*

From the government's side, election acts as a self-corrective live because it helps them to review their performance at a daily interval and place their efforts to figure for public welfare and frame policies that attractiveness to voters so they support the govt. through balloting as balloting is that the solely medium to possess the legitimate power.

4) *Control on Autocracy*

In associate autocratic government, the supreme power lies within the hands of one person like monarchies or autocracy. Elections forestall the country from turning into autocratic because it provides the power within the hands of its folks by distributing it equally among all and conducting elections at definite interval.

C. *Types of Elections in India:*

The major types of elections which are held in India are Presidential, Lok Sabha (General Election), Rajya Sabha, State Legislature and local body. The elections in which the public is directly involved are the General Elections (MP) and State Legislature Assembly (MLA) for the election of Prime Minister and Chief Minister of state, respectively.

D. *Indian general election 2019*

At the time when India became independent it was a challenge for the leaders to bring all the states and territories under one roof. This challenge was mightily faced and aced by the Democratic form of government in India. The "Lok Sabha Election" in India is undoubtedly the cornerstone of Indian Democracy. The Central Government comes into shape as the people in India exercise their Constitutional right to vote after every 5 years, to elect their representatives in Lok Sabha. India is at the brink of the next "Lok Sabha Election" in 2019 and the arena is already into action. "Lok Sabha Election" in 2019 will be a hard fought contest between all the National parties in India. The Bhartiya Janta Party (BJP), the Indian National Congress (INC) and their allied parties are already geared up for the upcoming race to the Red Fort, New Delhi. The face of ruling party BJP is none other than Prime Minister Shri. Narendra Damodardas Modi. Under the Modi wave BJP has

won 2014 "Lok Sabha Election" and various state elections. He has undoubtedly established a compelling charm over major parts of the country. The opposing parties led by Congress have a humongous task of winning back the confidence of millions of Indians. Many see the 2019 "Lok Sabha Election" as Modi vs the rest. The current ongoing state elections in Madhya Pradesh, Rajasthan are majorly portrayed as a prologue for upcoming "Lok Sabha Election". Undoubtedly the positive results have brought a breath of fresh air to the opposition parties. But this is no time to rest for them as it is going to be a race to the finish. The BJP has a stronghold in major and biggest states in the country which beholds a tough competition to the opposition parties.

E. *The Effect of state elections on the Indian General Elections 2019*

In legislative elections, even seven days is sufficient to swing voters, either in support or against. Before the upcoming Indian General election 2019, India will observe four state assembly elections to be held in 2018. The states which are slated for assembly elections are Mizoram, Madhya Pradesh, Rajasthan and Chhattisgarh. All states except Mizoram are presently controlled by the BJP. Those three states, Madhya Pradesh, Rajasthan and Chhattisgarh represent an aggregate of 65 seats in the Lok Sabha, bring down the place of Parliament, 62 of which were won by the BJP in 2014. There is a solid conviction that the BJP may lose in Rajasthan and Madhya Pradesh. Notwithstanding, it is additionally a reality that a critical number of voters in these states still lean toward Narendra Modi over their own state BJP boss pastors. That implies the general population may dismiss the BJP in the state-gathering surveys yet will vote in favour of the BJP in the Lok Sabha elections. However, only time will tell which analysts got it right, the one supporting the ruling party or the ones vying for a change in the ruling scenario of the country.

F. *Tamilnadu*

"The State of Tamil Nadu has an ancient vestige. Though early sangam classics throw historical references, we pass to recorded history only from the Pallavas. The southern states of India were under the hegemony of the Cholas, the Cheras and the Pandyas for centuries. Tamil Nadu was one of the first of British settlements in quite a while. The State is the successor to the old Madras Presidency, which secured the heft of the southern promontory in 1901. The composite Madras State was later rearranged, and the present Tamil Nadu was shaped. Tamil Nadu is limited on north by Andhra Pradesh and Karnataka, on the west by Kerala, on the east by the Bay of Bengal, and on the south by the Indian Ocean. Tamil Nadu State has a populace of 7, 21,47,030 according to Census 2011 and covers a region of 1,30,058 sq.km" "There are totally 39 lok sabha constituencies in Tamil Nadu state and One lok sabha constituency from Puducherry. The average voters for each of the constituency is around 1.51 million in Tamil Nadu and 0.9 million in Puducherry. In the 2019 elections, Dharmapuri recorded with

the highest voting percentage with 80.49% whereas Chennai South recorded with the lowest voting percentage of 56.34% and the average voting percentage is 73.68% and 28 constituencies achieved polling percentage of more than the average voting percentage.”

#### G. Naam Tamilar Party

“In 1958, Adithanar based the "We Tamils" party (ehk; jkpou; fl;rp) with the platform of forming a sovereign Tamil state”. It needed the creation of a homogenous bigger Madras incorporating Tamil speaking areas of Bharat and Democratic Socialist Republic of Sri Lanka. The party's headquarters was named Tamilaṅ Illam (the house of the Tamilian). In 1960, the party organized broad protests for the secession of Madras and therefore the institution of a sovereign Madras. The protests were marked by the burning of maps of Bharat (with Madras left out). Adithanar was inactive for organizing them. The party beside M. P. Sivagnanam's Tamil Arasu Kazhagam was additionally concerned within the movement to alter the name of the state from Madras State to Madras. On 18 May 2010, a year after the military oppression of the Eelam Tamils and on the principal commemoration of the association, the Naam Tamilar Iyakkam was changed over into the Naam Tamilar Katchi, with Seeman the Chief Coordinator of the Party expressing that the gathering would be another ideological group unique in relation to the standard political outfits and furthermore guaranteeing that the foundation of a free Tamil Eelam would be the ethical objective of the gathering as well as Tamils in Tamil Nadu.

In spite of the fact that it didn't challenge in 2011 surveys, the NTK led a huge scale crusade against the Congress Party in the 2011 Tamil Nadu administrative get together political decision for their supposed job in the decimation of Tamils in Sri Lanka and different other enemy of Tamil approaches of the party. On 2 March 2016, Seeman has presented at a press meeting, that the twin candles is the political race image of Naam Tamilar Katchi. On 23 March 2016, Naam Tamilar Katchi distributed its political race proclamation 2016. HeNaam Tamilar has handled K. Kalaikottudhayam as its contender for R.K. Nagar by-political decision and challenge under 'Twin candles' symbol. Seeman condemns, that voters in Tamil Nadu give the images more consideration than the competitors. He said the political decision commission, ought to supplant the images with applicant numbers or give each political decision new images for the gatherings so that there is a correspondence. “Indeed Affirming to its since quite a while ago settled point of view, Naam Tamilar Katchi challenged without anyone else in the majority of the 40 voting public in Tamil Nadu just as in Puducherry. In 2019 Loksabha election ECI has gave a symbol called sugarcane farmer to Naam tamilar party. Throughout the entire existence of Indian general races Naam Tamilar Katchi was the first to offer 50 percent amount for ladies in the 2019 Lok Sabha decisions by handling 20 ladies in the all-out 40 Lok Sabha seats.

The gathering is challenging 39 seats in Tamil Nadu and 1

seat in Puducherry. 84,855 decisions in favor of H. Mahendran at Sriperumbudur electorate is the most elevated votes verified by NTK in 2019 Lok Sabha political decision. 17,069 decisions in favor of V. Jainteen at Kanyakumari voting demographic is the least votes verified by the gathering in the state. The careful votes verified by Naam Tamilar Katchi is 16,45,185. Naam Tamilar Katchi's vote share in Tamil Nadu is generally 3.87% as all out votes threw in Tamil Nadu is 16,67,222”

#### 4. Research methodology

The procedure using, which researchers go about their work of describing, explaining and predicting phenomena, is called Methodology. Methods compromise the procedures used for generating, collecting, and evaluating data. Methods are the ways of obtaining information useful for assessing explanation. This paper follows a quantitative study to used Simple percentage analysis to find the how much of contents he used in election campaigns. And how he carried his Principles to the individuals, did he do transform his strategies into a vote bank.

##### A. Types of research

The type of research used in this project is descriptive in nature. Descriptive research is essentially a fact finding related largely to the present, abstracting generations by cross sectional study of the current situation. The descriptive methods are extensively used in the physical and natural science, for instance when physics measures, biology classify, zoology dissects and geology studies the rock. But its use in social science is more common, as in socio economic surveys and job and activity analysis.

##### B. Research design

Research design is the specification of the method and procedure for acquiring the information needed to solve the problem. The research design followed for this research study is quantitative content analysis research design where we find a solution to an existing problem. The problem of this study is to find the study on how he carried his Principles to the People, did he do transform his strategies into a vote bank.

Data was collected using Computer assisted method. This method is quite popular in case of big enquires. Private individuals, research workers, private and public organizations Social research and even government are adopting it. Primary data are fresh data collected through Campaign videos using live coding method from naam tamilar party official website. Secondary data are collected from books, magazines, newspapers, articles. The data has been analyzed using the Simple percentage Analysis. This method is used to simplify the numbers through the use of percentage. The data are reduced in a standard form with base equal to 100, which facilitates relative comparison.

$$\frac{\text{No of Contents}}{\text{Total No of contents}} \times 100$$

**C. Sample Design**

Sample Element : Election campaign videos  
 Sample Size : 42 samples  
 Sample Media : Web  
 Sampling Method : Snowball Sampling

**5. Data analysis and interpretation**

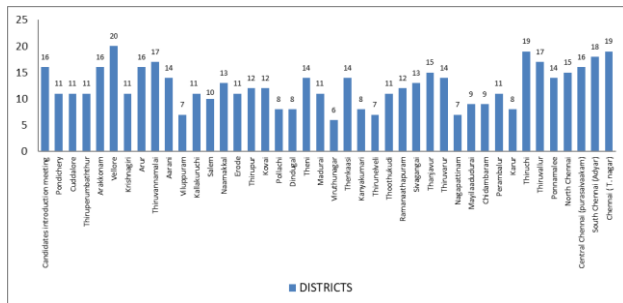


Fig. 1. Chart 1 Showing the Data regarding Core Contents of Seeman speech in all Districts

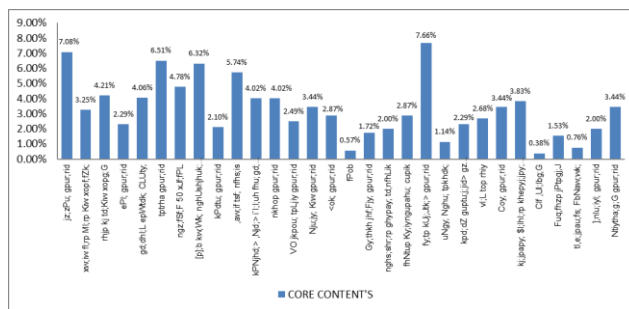


Fig. 2. Chart 2 Showing the Data regarding Core Contents of Seeman speech

The 2019 Indian general political race was held in seven stages from 11 April to 19 May 2019 to comprise the seventeenth Lok Sabha. The votes were tallied and result was announced on 23 May. From the above table inferred that about describes how many issues Seeman has talked about in each district. More on this He has talked about 20 important issues in Tamil Nadu in the Vellore parliamentary constituency. Afterwards He has since spoken about 19 issues in the (T. Nagar) South Chennai and Trichy parliamentary constituencies. And 18 issues in South Chennai(Adyar), 17 issues in Thiruvannamalai and Thiruvallur parliamentary constituency. After that he has since spoken about 16 issues candidates Introduction Meeting, Arakkonam, Arrur and (pursaiwakkam) Central Chennai parliamentary constituency. And 14 issues in Aarani, Theni, Thenkaasi, Thiruvarur and Ponnamalee parliamentary constituency. Afterwards 13 issues in Sivagangai and Namakkal parliamentary constituency. And Thirupur Kovai and Ramanathapuram parliamentary constituency had covered 12 issues. After that Pondichery, Cuddalore, Thirupurambathur, Krishnagiri, Kallakuruchi, Erode, Madurai, Thoothukudi and Perambur parliamentary constituencies had covered by 11 issues. And 10 issues in Salem parliamentary constituency, 9 issues in Mayiladudurai and

Chidambaram parliamentary constituencies, 8 issues in Pollachi, Dindugal, and karur parliamentary constituencies. Afterwards Villupuram Thirunelveli and Nagapattinam parliamentary constituencies had covered by 7 issues. Virudhunagar parliamentary constituency was the least talked about of the existing parliamentary constituencies He has talked about just 6 issues only.

From the above table inferred that about describes how many Core Content's Seeman has talked in 2019 17th Loksabha election campaign in Tamilnadu Parliamentary parliamentary constituencies. More on this He has talked 7.66 % about Education and Medical Issue, 7.08% about water issue, 6.51% about agriculture issue, 6.32% about GST and economics, 5.74% about Natural resources looting, 4.78% about equal rights to women, 4.21% about caste & religion violent, 4.06% about Mnc involving, 4.02% Methane hydrocarbon ethane issue & Language issue, 3.83% about Federalism in central Autonomy in State, 3.44% about Indian election system, Corruption issue and Unemployment issue. Afterwards 3.25% about Single party rule system, 2.87% about eelam and cauvery rights & mullaiperiyar rights issue, 2.68% about salem to chennai Eight-way road, 2.49% Seven Tamils released, 2.29% about Neet and casless economy issue, 2.10% about fisherman issue, 2.00% about Pollachi sex assault and Starlite issue, 1.72% Pulwama attack, 1.53% Kurangaani fire accident 1.14% Rafel Aircraft corruption, 0.76% about Immigration of North Indians, 0.57% about Keeladi research and least talked Content is Media blackout 0.38%.

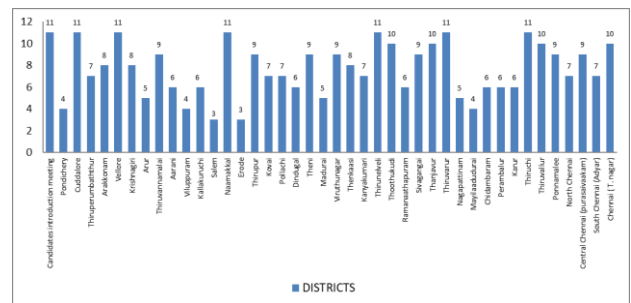


Fig. 3. Chart 3 Showing the Data regarding Manifesto Contents in Seeman speech of all Districts

From the table inferred that about describes How many of the election manifesto Content he talked about in the election campaign in all the places More on this He has talked about 11 Contents in the Candidates Introduction Meeting, Cuddalore, Vellore, Naamakal, Thirunelveli, Thiruvarur, and Thruchi parliamentary constituencies. Afterwards He has since spoken about 10 contents Thoothukudi, Thanjavur, Thiruvallur and Chennai T.nagar parliamentary constituencies. 9 contents on Thiruvannamalai, Thirupur, Theni, Virudhunagar, Sivagangai, Poonamalee, and Chennai central parliamentary constituencies. Afterwards 8 contents in arakkonam, krishnagiri and thenkaasi parliamentary constituencies. 7 contents on Thirupurambathur, Kovai, Pollachi, Kanyakumaari, North Chennai and South

Chennai parliamentary constituencies. 6 Contents on Aarani, Kallakuruchi, Dindugal, Ramanathapuram, Chidmabram, Perambalur and Karur parliamentary constituencies. 5 contents on Arur, Madurai and Nagapattinam parliamentary constituencies. And 4 contents on Pondichery Villupuram and Mayiladudurai parliamentary constituencies. Salem and erode parliamentary constituency was the least talked about of the existing parliamentary constituencies He has talked about just 3 Contents only.

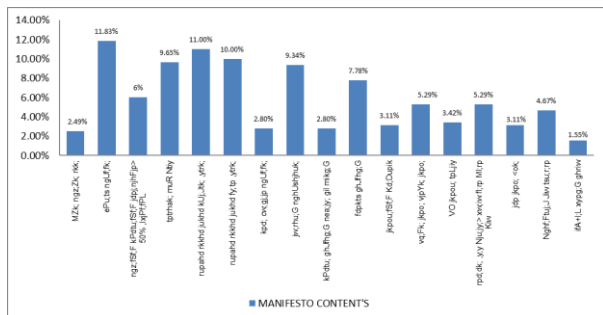


Fig. 4. Chart 4 Showing the Data regarding what percentage of the election manifesto Content he talked about in the election campaign

From the table inferred that about describes what percentage of the election manifesto Content he talked about in the election campaign. More on this He has talked 11.83 % water management., 11.00% equal and quality medical facilities, 10.00% about equal and quality education, 9.65% about Agriculture will be a government job, 9.34% Subjective Economics, 7.78% Protect natural resources, 5.29% about symbol less election & Tamil language importance, 4.67% about Transportation growth, 3.42% Seven tamils Release, 3.11% about separate country for eelam and priority for tamil peoples, 2.80% about separate navy for fisherman protection and electricity Growth . 2.49% about equal rights for men and women in all government sectors. Afterwards 1.55% about Separate Service for Control Bribery.

### 6. Findings

Regarding Core Contents of Seeman speech. More on this He has talked about Education and Medical Issue, water issue, agriculture issue, GST and economics and Natural resources looting. These are the major core contents he spoken in his Campaigns. That's why his Party campaigns differ from others and also his Speech is very close to connect what are the problems that district peoples faced in current situation.

Regarding Manifesto Contents of Seeman speech. More on this He has talked about water management. Equal and quality medical facilities, about equal and quality education, about

Agriculture will be a government job, Subjective Economics. These are the major core contents he spoken in his Campaigns. In this election Naam tamilar party have a symbol of sugarcane farmer this is also the big success of the party because now a day's Most of the youngsters are aware about agriculture and its importance. In this election Youngsters vote was playing a very important role in tamilnadu. And Naam tamilar katchi strategies are totally different from others like Individual competition in election, Agriculture will be a government job and most important 50% equal rights for women candidates in election this is the reasons are the Break through point of Naam tamilar party. This is because the party's vote share has increased from 1.07% to 3.87%. as all out votes threw in Tamil Nadu is 16,67,222. In these Votes 75% of voters are youngsters. and also another main thing is there is no promotion from television side for naam tamilar party. they used social media campaign very well than other parties. Because seeman speech majorly shared in online platforms. So that is easily spread among youngsters. That's why is vote bank had increased than last election.

### 7. Conclusion

The study proves that Naam tamilar party had developed than past election because without television media support without any kind of promotion. They only promote they self in online media platforms. Another hence proved they are only believed in policy. Because his policies are completely differ from other parties. That is the reason of youngsters is willing to vote naam tamilar party. Because now everyone needs change from 50 years of Dravidian politics. So this election was the seed of that change. But naam tamilar party need more ground work to succeed in future.

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