

1. Record Nr.	UNINA9910798126403321
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Titolo	Winning the mandate : the Indian experience // Bidyut Chakrabarty, Sugato Hazra
Pubbl/distr/stampa	New Delhi, India : , : Sage, , 2016 ©2016
ISBN	93-5150-743-2 93-5150-745-9
Descrizione fisica	1 online resource (251 p.)
Disciplina	324.9540532
Soggetti	Political campaigns - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; List of Abbreviations; Preface and Acknowledgements; Introduction: Is 2014 Election a GameChanger?; Trends in Election Campaign since Independence; Coalition Era Starts; The India Shining Campaign and Its Failure; Gujarat Riot and the Incumbent Government; The Top-driven Congress Campaign for Political Mobilization; India Against Corruption, a Campaign Builds Up; The Leadership-centric Election Campaign; The Election Campaign and the Manifesto and Subtle Articulation of Political Messages; Assessing the Election Campaign; The Role of Social Media in Political Mobilization The Unique 2014 National Poll in India Reinventing Political Communication-The Modi Interlude(?); Conclusion: Marketizing an Ideology-driven Dream; The Bihar Assembly Election, 2015-Revival of Coalition Dharma; Notes and References; Select Bibliography; Index; About the Authors
Sommario/riassunto	This book captures how electioneering has changed over the years and how media and marketing have assumed more significance than party manifestos.