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Abstract:

*Activism, Populism, and Welfare: Understanding Political Communication
Strategies of Dravidian Parties in Tamil Nadu*

My research analyses the political communication strategies of Dravidian parties in Tamil Nadu, highlighting how they mould voter behaviour and governance through activism, populism, and welfare narratives. AIADMK and DMK (regional political parties) use communication to address caste equity, welfare policies, economic empowerment, and urban-rural disparities, often strengthening caste identities and perpetuating regional inequalities. It adopted the mixed-method approach wherein it utilized content analysis of election manifestos from 2001 to 2021. It also used field surveys and interviews with politicians, intellectuals, and journalists in the context of regional, historical and socio-political understanding for Tamil Nadu. This research contributes to the IJURR Foundation's mission of critically evaluating the impact of political communication on policymaking and governance, with a view to recommending more inclusive and equitable models. This research contributes to the academic discourse on regionalism and political communication, providing insights into how these strategies influence socio-political dynamics and urban-regional development in Tamil Nadu.