

Beat: News

Modi Is the New Bachchan: BJP's Triple Century in UP is a Stunner!

Modi's Charm Similar to that of Big B.

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USPA NEWS - Now, that the assembly elections are over, it is easy to analyse why Prime Minister Narendra Modi won and others lost. There is also a lesson for future, particularly 2019, about the kind of subjects that shouldn't be raked up by political outfits against Modi as they will simply not work.

Let's begin with demonetisation "" Modi's attempt to root out black money "" that should have backfired politically, but did not happen. Over many weeks, the economists and analysts laid out facts and figures about the failure of demonetisation. Suddenly stripped of cash, the voters were expected to vent out their frustration by voting against Modi. To everybody's surprise, it did not turn out that way in UP, Uttarakhand and earlier in Gujarat, Maharashtra and Odisha. There is a line of thought that a perverse psychology has been at play, which even Modi could not have hypothesised. The masses, it seems, derived pleasure in discomfort of the rich and powerful, even if it was transient.

Modi's Charm Similar to that of Big B...!!

Modi has successfully usurped the country's political discourse, be it good or bad, whether it succeeds or not. In the 80s, the charm of Amitabh Bachchan was such that the great actor essayed all roles in the same movie.

Bachchan romanced the heroine, sang songs, danced around trees, performed the item numbers; he was the angry young man, action hero, comedian, villain and so on. The producers were clear: they wanted Big B to be present in every shot of the movie.

The remaining actors and actresses, as Rishi Kapoor has lamented in his recently released biography, were left twiddling their thumbs. Modi, like Bachchan, has become a one-man industry, a message relentlessly underlined by an efficient marketing machinery that ensures the PM occupies screen space 24*7.

He fights against terror by authorising surgical strikes on Pakistan, crusades against corruption by banning notes, pumps more money into pro-poor and rural development schemes, shows up at a Coldplay concert to appeal to urban youth and exhorts the students to study hard in his mann ki baat.

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