

# Impact of Non-verbal communication of Narendra Modi in International Communication (Special reference Howdy Modi and Namaste Trump)

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The international relations and foreign visits of the present prime minister has been the attraction of the Indian as well as the foreign media. The prime minister Narendra Modi has managed to be the focus of attraction in all his communication among the most powerful and famous political leaders of the world. The body language, handshakes, facial expression and eye contact of Narendra Modi with his foreign counterparts has added special meaning to his meetings. Moreover, the non-verbal behavior like handshakes and smiles between two political leaders also communicate their relations to their countrymen as well as to the rest of the world.

India has always given special focus on its international relations. It has always tried to establish a friendly and equality-based relation with its international counterparts. But the non-verbal communication of the present prime minister Narendra Modi has a magical effect on the international platforms and communication. The present research proposes to study the non-verbal communication of the prime minister in his two famous international meetings with President Trump and particularly two events- Howdy Modi and Namaste Trump.

**Keywords-** Non-verbal communication, Howdy Modi, Namaste Trump.

The importance of the study remains in the fact that it tries to explore the image of an Indian Prime minister in the media and thus try to understand the feeling of pride among the millions of Indians when their leader is treated with love, respect and equality by the most powerful nation of the world. In the year 2000 when president Bill Clinton visited India, he was greeted as a celebrity. An article in the website of New York Times “Clinton Fever: A Delighted India Has All the Symptoms” clearly describe of the event when the members of the Parliament pushed each other and some even stood on the chairs and benches to shake hands with the then president of America. The present research aims to find out whether after 19-20 years an Indian political leader has also gained that stature and popularity in international platforms or not.

International communication is the branch of communication studies that is concerned with the scope of “government to government”, “business to business” and “people to people” interaction at a global level. International communication “encompasses political, economic, social, cultural and military concerns”. The two

consecutive world war has almost alarmed the world to have a closer look at the international policies of various countries to understand who are their supporters and who are against them. Thus, the subject of international relations and international communication has been the focus for many countries. In the cold war period, the world was almost divided into two poles and each pole wanted to attract more and more countries in their group. India always believed in a friendly relation with the foreign countries. It stood tall during the cold war period by uniting the third world countries to form the group of non-aligned countries. Now even after the cold war the international movements of the political leaders of various countries are always looked at with interest to understand the international policy of that country. Moreover, the international visits of a country's political leaders are also minutely followed by their neighbouring countries. Indian political leaders and its international agreements closely affect the international policies of Pakistan, China, Bangladesh etc. Thus, the recent popularity of Narendra Modi in the international arena has been a matter of pride for the Indians living in foreign countries. It is believed that the popularity of Narendra Modi and his friendly ties with the foreign country will further provide greater recognition and respect to the Indian residents of that country. Thus, it is seen that the personality, dresses, body language, eye-contact, facial expression- everything is minutely observed by media and public to understand the position, power and hegemony of India in the foreign land. The youth seem more excited in understanding the prospect of employment for Indian in foreign land. They closely try to understand the foreign relations of our country and thus they follow the foreign visits of their leaders and their acceptance and popularity in that country.

The research proposes that Narendra Modi has been able to make a mark in the short duration of press conferences with his body language, dressing sense, eye-contact, facial expression etc. **The research aims to do the analysis of the non-verbal messages communicated through Prime Minister Narendra Modi.**

### **Non-verbal Communication**

Non-verbal communication can be communicated through gestures and touch, by body language or posture, by facial expression and eye contact. In the present research paper following factors of non-verbal communication will be kept in consideration.

- a. Proxemics- study of how people use and perceive the physical space around them
- b. Gestures- it may be articulated with the hands, arms or body and movements of head, face and eyes, such as winking, nodding or rolling one's eyes.
- c. Facial expression- expressions of anger, disgust, fear, joy, sadness and surprise are universal.
- d. Eye contact- eye contact needs to be neither too little nor too much.

### **Methodology**

The present research aims the analysis of images of Narendra Modi during his international visits. America is the most powerful country nowadays. The president of America always behave like the big brother. During the meetings with Narendra Modi with President Trump, Modi has made a mark with his personality. The event of the visit of Narendra Modi to America (21-29 Sep 2019) and Donald Trump visit to India (24-28 Feb 2020) are selected for the analysis. The images of the event of Howdy Modi and Namaste Trump published in the media will be analysed on the parameters of proxemics, gestures, facial expression and eye contact.

## Data Analysis



The body language of prime minister Narendra Modi has been captured by Indian as well as international media. The event of Howdy Modi took place on Sep 22, 2019 at NRG stadium, Houston, Texas where about 50,000 people from Indian origin greeted Narendra Modi and President Trump. In the first image published by The Hindu both prime minister Modi and president Trump are seen comfortably talking to each other. Prime Minister with his wide-open hands seem to be explaining something to President Trump who seems paying proper attention to Modi. Both the leaders are comfortably walking side by side closely just like two best friends. In the next image published by The Times of India both the

leaders are seen patting their hands. Narendra Modi and Trump are seen smiling with Modi's eye on their hands. The image shows that both the leaders are comfortable with each other and President Trump giving due credit to Narendra Modi.

The images selected by foreign media to cover the Howdy Modi event also project both the leaders in a position of equality. The three images show the proximity and friendship of both the leaders. New York Times shows both the leaders raising their hands joint with each other greeting the crowd. The image projected by BBC News show both the leaders hand in hand posing at the camera and looking towards the audience. Similarly, The



Washington Post selected the image that show both the leaders sharing their smiles and with friendly eye-contact and patting each-other's hands.

In the event of Namaste Trump on Feb 24, 2020 both the political leaders again jointly addressed a crowd of almost one lakh. The event took place in the world's largest cricket stadium named Motera Stadium at Ahmedabad in Gujarat. In an article published on the website of Times of India says "Trump's India visit: 4 hour, at least half a dozen hugs"<sup>1</sup>. Even Times of India newspaper was published with the headline "Modi-Trump Hug Gets Tighter". The newspaper published two images- one focusing on the huge crowd with Narendra Modi leading the way towards the stage and President Trump and first lady Melania Trump following the Indian Prime Minister. In the next picture both the leaders are seen hugging each-other while Melania Trump showing a wide smile at their union. In the next image published by The Indian Express both the leaders are seen shaking hand and sharing an eye contact with full assurance and confidence on each other. The complete faith and sense of assurance can be seen as Narendra Modi puts his left hand on their handshake position, while Trump has assured of their friendship and loyalty by putting his left hand on Modi's shoulders.



Here we find images selected of two events by The New York Times group. First image is of Namaste Trump where prime minister Narendra Modi is leading the way of President Trump and Madam Melina. The selection of the image is done to show the huge crowd that has been cheering for both the leaders. In the next image that was published during Howdy Modi event both the leaders are seen waving hands to the crowd. The leaders are seen walking firmly holding each-other's hand.

### Conclusion:

Thus, the images rightly show the closeness and friendship of both the leaders and moreover, in all the images Narendra Modi is treated as an equal to the American President. The confidence of the prime minister Modi can be seen by his body language and leading steps towards the stage to address the huge crowd. Even the foreign media had remarked "At Rally for India's Modi, Trump plays Second Fiddle but a familiar tune" (The New York Times). The Washington Post said "Trump plays unusual role of warm-up act at massive Modi rally in Houston". Thus, even the foreign media accepted that it was not in the nature of Trump to be second fiddle or do the warm-up act. America is the most powerful nation in our times and thus its President is the most influential leader on the Earth. Thus, in the images published by media of both the events, Indian prime minister Narendra Modi is

shown proudly standing tall with confidence and dignity. The handshakes, number of hugs, eye-contact and proximity between the two leaders denoted their friendship and confidence over each-other. It has rightly strengthened the position of India in the eyes of international media. Thus, the non-verbal communication of prime minister Narendra Modi has left a deep impact on the national and international media. It has made Indians proud of their country and their own political leaders.

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