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Framing the Marginalized: A Study of Bhagwant Mann's Facebook Communication during General Assembly Elections 2024

Dr. Gurmeet Kaur

Research Scholar

Dr Sana Absar

Assistant Professor

Dept. of Mass Communication & Journalism

Guru Nanak Dev University, Amritsar (Punjab)

Email-gurmeetkaurkundal@gmail.com, sana.mass@gndu.ac.in

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Abstract

In the digital age, social media has emerged as a powerful tool for political communication. The interactive features offered by social media platforms have transformed how political leaders engage with citizens and shape public discourse. Despite the increasing role of digital media in electoral campaigns, there remains a significant research gap in understanding how regional political figures engage with marginalized communities through social media platforms. The study seeks to fill this gap by focusing the shift on regional leader CM Bhagwant Mann's use of Facebook as a tool to communicate and frame narratives during General Assembly Elections in 2024. The primary objective is to analyse how issues related to marginalized groups—including Scheduled Castes, women, economically disadvantaged, and youth communities were framed in his digital outreach. For this study, a three-month timeframe, from January to march 2024 has been selected to explore how marginalised communities were represented during the general assembly elections. The study uses content analysis to examine posts from Bhagwant Mann's official Facebook account, focusing on its key objectives. It further assesses how often these communities were mentioned, and framing of these references to understand the messaging strategies used. The research is expected to identify key patterns and narrative frames by Bhagwant Mann to reach and engage with marginalized communities. The significance of this research lies in its contribution to the growing discourse on media framing, digital populism, and the evolving practices of political communication in regional Indian democracies. The study contributes to understanding how regional political leaders use digital media as a tool to build political strategy, and inclusive representation.

Key Words : Media Framing, Marginalized Communities, Facebook Communication, Regional Political Leaders etc.

Introduction

In today's times, a significant number of developed countries have already started taking advantage of social media to amplify the practice of open governments widening transparency and leveraging trust (Chun et al., 2010; Khan, 2015). Here, the research particularly looked into the regional political spectrum where earlier seen that the local governments that endorse engaging, transparent, and responsive communication practices on social media platforms such as Facebook can remarkably enhance citizen interaction and trust. The work advocates that governments should timely refine their online strategies to heighten public engagement. Be it any government whether local or national governments that deliver clear, informative, and interactive posts have a

tendency to contribute to solid connections with their communities. The work focuses on two-way communication in which governments attentively respond to citizen quests, boosting trust and participation. (Hofmann, S., Beverungen, D., Räckers, M., & Becker, J. 2013. Gurung, G. S., & Kollmair, M. (2005) highlighted that the concept of marginality is referred to examine socioeconomic, political, and cultural spheres, in which disadvantaged people struggle to obtain access to resources and complete participation in social life. In that manner marginalized communities might be socially, economically, politically and legally ignored, excluded or neglected and therefore vulnerable in a way. The leaders may use the internet for political purposes in ways that foster political interest, sense of trust and efficacy—factors make an individual likely to participate in campaigns and political processes (Wang, 2007). Moreover, the political campaign has

increasingly moved online, and, as a result, social media has revolutionized the way political leaders communicate with the public. The interactive nature of platforms like Facebook offers political figures a direct and unmediated channel to engage with citizens, shape public discourse, and mobilize support. Social media utilization for political motives was found to have a noteworthy positive influence on political engagement (Kaur, M., & Verma, R. 2018). As a result, these platforms have become essential tools for political communication, particularly in the context of electoral campaigns. Kaur, M., & Verma, R. 2018 study concentrated on the influence of social media usage on political engagement during the 2017 Legislative Assembly Elections in Punjab, India.

Despite the growing attention on digital politics, there remains a considerable research gap in understanding how regional leaders use digital platforms to frame narrative in context to inclusive communities. Digital politics refers to how political processes, communication, and engagement are increasingly shaped and carried out through digital platforms like social media, websites, blogs, and mobile technologies. As Koc-Michalska and Lilleker (2017) explain, digital politics involves both the top-down strategies of political leaders and parties, and the bottom-up engagement of citizens in online public spaces. As John Postill (2012) notes, digital politics is not only about shifting traditional politics into the online space, but also about the creation of entirely new forms of political life—like social media activism, online protests, and digital campaigns.

The study focuses on how Chief Minister Bhagwant Mann used Facebook to address marginalised communities during the 2024 General Assembly Elections. The strong presence of Bhagwant Mann's on social media reflects a wider shift in Indian politics, where regional leaders are increasingly leveraging digital platforms to reach out to marginalised communities and their voices to be heard. The election period was chosen for this study because political communication intensifies during elections. Leaders and parties actively engage with different social groups to maximize public support. During this time, marginalized communities often get special attention as politicians highlight welfare schemes, social justice, and promises of inclusion to appeal to voters. This period thus offers a concentrated and revealing window to closely observe the framing strategies used by political actors.

The research employs how marginalised communities such as Schedules Castes, women, youth, and economically disadvantaged groups are framed in Bhagwant Mann's Facebook network. The research uses Entman's (1993) Framing theory as the main lens to examine how marginalised communities are represented. Framing, as explained by Entman (1993), involves highlighting specific aspects of an issue while omitting others, thereby shaping audience perception. Gamson and Modigliani (1989) add that media often use familiar storylines and symbols that help people understand complex topics. In the realm of political communication, framing theory becomes a powerful tool for shaping the narrative constructs by political leaders about marginalised group through social media communication. Applied to this study, the theory helps examine how Bhagwant Mann's Facebook posts frame underrepresented groups and what those portrayals reveal about his political messaging. Scholars including Chong & Druckman (2007) suggest, framing is not just about representation but about influence—

allowing leaders to elevate certain issues while sidelining others, especially issues related to marginalised groups during sensitive times like elections.

These issues can greatly influence public opinion and the political discourse surrounding them. In the Indian context, Rajagopal (2007) highlighted that regional parties strategically use media to craft localised narratives that reflect the socio-political realities of the constituencies. To connect with the people, regional political actors often emphasize caste, class, regional affiliation and identity as key elements in their political messaging.

Framing theory when applied, in the context of marginalized communities, holds significant implications for their representation and visibility in political discourse. Scheufele (2000) noted that framing has a profound impact on public opinion by shaping how issues are perceived and prioritized. In the context of marginalised groups, the framing of their struggles may either reinforce their exclusion and invisibility or help promote narrative of inclusion and empowerment. Lipmann (1922) argued that media representations are important in shaping public perception of who is 'important' in the public sphere. This idea continues to hold strong relevance today, particularly in understanding how political communication either amplifies or overlooks marginalised voices.

Alongside framing theory, this study draws from the concept of digital populism. It refers to the ways how political leaders use social media to build direct connection with the citizens. As Moffitt and Tormey (2014) explain, digital populism often involves leaders presenting oneself as an authentic representative of the "common people" against political elites. According to Bennett and Segerberg (2013) describe how digital platforms facilitate tailored communication, allowing leaders to craft personalised messages that resonate strongly with marginalized communities. This perspective portrays political leaders as supporters and advocates of inclusion and social justice, positioning them as allies of marginalised group.

The research aims to contribute to the ongoing research in the field of digital politics, digital politics, regional political communication, and the media framing of marginalized communities. By analyzing Bhagwant Mann's Facebook posts, this study seeks to offer meaningful insights into how regional political leaders in India use digital media to engage with marginalized communities, construct inclusive narratives, and mobilize political support. By incorporating Framing analysis this study investigates how CM Bhagwant Mann addresses marginalised communities in his Facebook communication during 2024 General Assembly Elections. By doing so, it seeks to fill a significant gap in the existing literature on digital political communication by regional leaders in India.

Review of Literature (ROL)

The recent rise in the relevance of social media in the field of political communication reflects a growing body of literature focusing on how political leaders associate with voters in the digital age. Social media platforms like Facebook, Twitter, and Instagram provide political figures with a direct way to reach voters, resulting in a greater personalized and prompt form of political communication. Research shows that finding has important implications for politics in the era of digital connectivity as Facebook strengthens weak ties among people. By doing so, Facebook expands the network over which political news can travel and reach other communities which are not directly connected (Tufekci, Z. 2017). These social media platforms have transformed

political communication, allowing regional leaders to overcome traditional media and communicate directly with their potential voters, including marginalized communities (Bennett & Segerberg, 2013).

Facebook has proven to be a powerful instrument for election campaigning and voter engagement. The platform's ability to foster interaction between political parties and users underscores its importance in modern political communication. However, the nature of the content and cultural differences between countries plays a crucial role in shaping user responses and engagement levels (Stetka, V., Surowiec, P., & Mazák, J. 2019).

Framing Theory in Political Communication

Framing theory as explained by Entman (1993) is the process of selecting and emphasizing certain aspects of an issue while excluding others. In the context of political communication, Scheufele (2000) argued that framing can influence not only how people think about issues but also their attitudes toward policies and political figures. Framing theory has been widely applied in political communication studies to analyze how political figures present issues related to marginalized communities. Iyengar (1991) and Nelson, Clawson, & Oxley (1997) demonstrated that framing plays a vital role in shaping public opinion about social issues like poverty, race, and gender. Through their communication strategies, political leaders have the power to portray marginalized communities either as victims or as empowered groups advocating for their rights.

The way issues are framed plays an important role in shaping public opinion and influencing policy decisions, making framing as a powerful strategy in election campaigns (Chong & Druckman, 2007). In India, researchers have applied framing theory to examine how political figures address issues related to different aspects including caste, gender, and class. Rajagopal (2007) highlights that regional political parties in India often use framing to build narratives that resonate with local communities, around themes like issues of identity, inclusion, and empowerment. This research has provided valuable insights into how regional political leaders tailor their communication messages to engage marginalized groups and address their specific concerns.

Social Media and Regional Political Leaders

As per Datts, M., & Schultze, M. (2022) analyses the majority of local party organizations have a notable presence on Facebook. Interestingly, they use Facebook more rigorously during election campaigns than in non-election times. Study highlights that social media has become a modern form of a party newspaper. The study results strongly indicate an election effect in connection with the social media usage of political parties on the local level. Moreover, the party has formed a huge number of social media users who share the messages of the party purposely and generate a non-stop flow of the party's political messages on social media platform Facebook. According to Farisi, M. I. (2019) study people's voices of criticism of their participation through social media has played an important role for the emergence of new people's participatory cultures in the political and democracy process up to the level of marginalized people. Social media also played a significant part in sovereignty and rights to elect the regional leaders more open and freer. People's criticism

participation, previously was extremely limited only through parties and votes, now people themselves through their voices can influence the forces and policies of the party or government.

Communities in Political Communication

Van Duyn, E. (2020) study suggests that secret groups on social media, here particularly Facebook have distinctive forms and functions. Primarily, they quietly support public political action while also fulfilling a larger social and communal emptiness for supporters who feel marginalized in their community. The group function on Facebook offered a community of solidarity, in which persons who earlier felt politically isolated or outnumbered are finding understanding and support, which is similar to online communities of solidarity generally formed by other marginalized groups. In Nemer, D. (2017) they have employed a survey for marginalized communities to investigate a set of research questions that showed that online content creation, digital freedom, and access to the mobile Internet may have a positive impact on political engagement. The growth of these factors may not only enhance the inclusion of marginalized populations in future political scenarios, but also help to strengthen a more equal society where everyone's voice including marginalized has a chance to be heard.

Regional Politics and the Role of Facebook

Sree (2017) pointed out that Facebook enables political leaders to craft messages that are personal and tailored to local audiences, making it powerful in the context of regional elections. Leaders like Bhagwant Mann effectively used Facebook to connect and engage with marginalized groups. As this study explores, Mann's Facebook posts reflect a clear effort to highlight issues of underrepresented communities in a way that speaks deeply to his supporters.

Aim of the study

The aim of this study is to examine how Punjab CM Bhagwant Mann utilized Facebook during 2024 General Assembly Elections to address issues related to marginalised communities. It focuses on examining the narrative strategies, frequency of mentions, and representational patterns of underrepresented groups in his digital outreach.

Objectives: The objectives of the study are to;

- identify the key issues related to marginalised communities framed in Bhagwant Mann's digital communication; and
- assess the frequency and prominence of reference to marginalised groups in Bhagwant Mann's Facebook outreach.

Methodology

Research Design

The approach of this research is a mix of both quantitative and qualitative methods, as this combination best suited for quantitative content analysis and qualitative framing analysis. This method is well-suited for examining political communication on digital platforms like Facebook. It allows the researcher to assess not only the frequency of mentions of marginalized communities in Facebook posts but also how these communities are presented and framed. To understand how Bhagwant Mann framed issues related to marginalized communities, the study combines thematic analysis, framing analysis, and quantitative data to understand the narrative strategies, frequency of mentions, and how prominently underrepresented groups were featured in his posts. The researcher used a mix of thematic analysis, framing analysis, and quantitative content analysis. By noted down key details like the date, type of

post (text, image, video, live), and whether it mentioned any group like Farmers, Scheduled Castes (SCs), women, youth, economically weaker sections and noticed how often the group was mentioned. The researcher identifies recurring topics—like education, empowerment, welfare schemes, protests, employment, and justice for the thematic analysis. These themes helped the researcher understand what kind of issues were being highlighted in relation to marginalized groups.

CM Bhagwant Mann was selected for this study because of his prominent role in Punjab politics as the current CM of the state. As a key face of the Aam Aadmi Party (AAP) in the state and a political leader with strong presence on social media, serves as a good example to study how regional politicians use social media to engage inclusive communities. His leadership style reflects a mix of grassroots appeal making his digital strategies significant in the context of online political communication. The period from January to March 2024 was selected for this study because it covered the pre-election period, during which the political dataset reflects intentional political messaging. Political leaders actively intensify their communication especially when reaching out to marginalised communities. During this period messages and political campaigns are carefully crafted to gain public support and reach key audiences. The social media platform Facebook is chosen for data collection. Facebook is one of the most popular and widely used platforms for political outreach in India, especially among regional leaders. It allows for sharing and uploading of multimedia content (text, audio, video, live streaming) thus making it ideal for usage and public engagement. All posts from Bhagwant Mann's official Facebook page during January to March 2024 are collected and organised using Excel sheets. In addition to Excel, python software is used for complete data analysis (keyword extraction, and frequency analysis).

For the first objective, which is to identify core issues related to marginalised communities in Bhagwant Mann's Facebook posts the study used thematic and framing analysis. All Facebook posts from official account of CM Mann between January and March 2024 is carefully collected and examined. The content is analysed to identify common themes such as education, empowerment, social justice, and women safety. To understand how these issues were presented, the study applied Entman's framing theory (1993) emphasizing whether the uploaded content highlighted problems, inclusion, empowerment or victimhood, and stories of development of these groups. A coding sheet is created in the form of a table using Excel to systematically record and categorise the issues being discussed in each post. The coding sheet helped in organising and simplifying the data, making it easier to analyse patterns, recurring themes, and framing strategies represented in Bhagwant Mann's digital communication.

For the second objective, which is to measure the frequency and prominence of marginalised groups in the posts, the study selects quantitative content analysis. The coding sheet is made to check how often and how clearly marginalised groups were mentioned in the Facebook posts. The sheet includes details like the date of the post, type of content (text, image, audio, video, live), and which group was mentioned in context to marginalised groups. The sheet also noted where the group is mentioned— headline, body, caption, hashtag, or image. Each post is assigned a three-point prominence level—high, medium, or low based on how strongly and visibly the group is

mentioned within the same post. For high prominence, the group is the main topic of the post (headline, image). In medium prominence, the group is clearly mentioned but not the main focus of the post. For low prominence, the group is only briefly mentioned (hashtags). This systematic analysis helped in identifying the visibility, placement, and overall importance of references to marginalised groups in Bhagwant Mann's Facebook posts.

Findings of the study:

This section presents the results of the analysis conducted to address the two objectives: Identifying key issues related to marginalised communities framed in Bhagwant Mann's digital communication and assessing the frequency and prominence of references to marginalised groups in his Facebook outreach. For this study the findings are drawn from a content analysis of 318 Facebook posts. The marginalized groups identified are SCs (Scheduled Castes), Women, EWS (Economically Weaker Sections), Widows, PWD (Persons with Disabilities), Farmers, and Youth. Though the farmers and youth can not be explicitly label as 'marginalized', prevailing socio-economic conditions such as high rates of unemployment and underemployment among youth, and persistent agrarian distress such as—poor access to resources, financial support, fair crop prices—position them as vulnerable section within the broader concept of marginalized communities. The analysis focused on identifying patterns of representation, issue framing, and prominence while referring to marginalized groups.

Objective 1: Identify Key Issues Related to Marginalized Communities Framed in Mann's Digital Communication

The analysis of 318 Facebook posts (80 in January, 111 in February, 127 in March) from Bhagwant Mann's official page, spanning January to March 2024, highlights five central themes of marginalization— SCs (Scheduled Castes), Women, EWS (Economically Weaker Sections), Widows, PWD (Persons with Disabilities), Farmers, and Youth around which digital communication was structured. Framing is assessed through the context (e.g., welfare, justice, employment), tone (e.g., empowerment, sympathy), and policy focus (e.g., specific schemes or broader governance). Posts are categorized by marginalized groups and thematic content, with qualitative insights drawn from the "Which group?" and "Is the group the focus of the post?" fields. These themes were identified based on the frequency, visibility, and framing patterns observed in the dataset. Given below is the detailed analysis of the datasets:

(a) Framing of SCs, Widows, PWD

The data shows that the context related to SCs (1 post, January), Widows (1 post, January), and PWD (1 post, February) where key issues are minimally addressed and only issues tied to welfare (SCs: ration; Widows: welfare; PWD: inclusion with Women). The tone of framing of SCs, Widows, PWD is sympathetic, framing these groups as deserving but peripheral beneficiaries. Single posts limit depth, with visuals or brief mentions (e.g., 2–4 mentions) emphasizing inclusion without policy detail. There was no separate exclusive policy focus as such on SCs, Widows, and PWD.

(b) Framing of Women

The context in case of Women is framed around empowerment (education, health), safety, and justice, with 16 posts across all months (5 in January, 6 in February, 5 in March). The emphasis during January is education and health (e.g., ration schemes), February focuses on safety and health, and March highlights

“justice to women” (likely tied to Women’s Day or legal reforms). March’s justice framing uses legal and advocacy language, suggesting a campaign-driven approach. Posts often feature visuals of women or policy announcements to reinforce commitment. The policy focus for Women are justice initiatives and ration schemes.

(c) Framing of EWS (Economically Weaker Sections)

The context in case of EWS is framed around welfare, particularly ration and zero-bill schemes, in 12 posts (3 in January, 9 in February). The emphasis is on economic upliftment through accessible resources. Posts highlight tangible benefits (e.g., ration distribution) with visuals of beneficiaries, reinforcing policy impact. February’s increased focus (9 posts) suggests intensified welfare messaging. The policy schemes are based on economic support such as ration schemes, focusing on short-term economic reliefs.

(d) Framing of Farmers

The context in this case is support for farmers, particularly in response to protests, is a central theme in February (16 posts). Posts frame farmers as key stakeholders in Punjab’s agrarian economy, emphasizing government solidarity and policy interventions (e.g., farmer support, meetings). The narrative style is supportive and reactive, positioning Mann as a champion of farmers’ rights amid protests. Posts highlight government actions (e.g., press briefings, support schemes) to address agrarian distress, often using visuals of farmer gatherings to amplify urgency. The policy focus is more toward aiming to support farmers and organizing meetings for smooth governance.

(e) Framing of Youth

The context in Youth is framed around employment opportunities in 12 posts (3 in January, 5 in February, 4 in March), focusing on job recruitment (e.g., police posts) and economic inclusion. The narration style is aspirational, positioning youth as drivers of Punjab’s future. However, mentions are often incidental (e.g., visuals of job fairs), especially in March (0% focus), suggesting secondary priority. January and February posts (e.g., 1–6 mentions) highlight specific job schemes. The policy focus is related to recruitments and schemes for youth however with not that sustained focus.

Objective 2: assessing the frequency and prominence of reference to marginalised groups in Bhagwant Mann’s Facebook outreach.

The analysis quantifies how marginalised communities are represented in Bhagwant Mann’s Facebook outreach, this section examines both the frequency (number of posts mentioning marginalized groups) and prominence (focus of the post medium/low prominence) of references across 318 posts from January to March 2024. The analyses offer how often these groups are mentioned, which group, number of mentions and how important they are to the communication. Frequency is expressed as a percentage of total posts, which captures the quantitative data, and prominence is analysed by assessing the central focus of the post gives qualitative weight to the data.

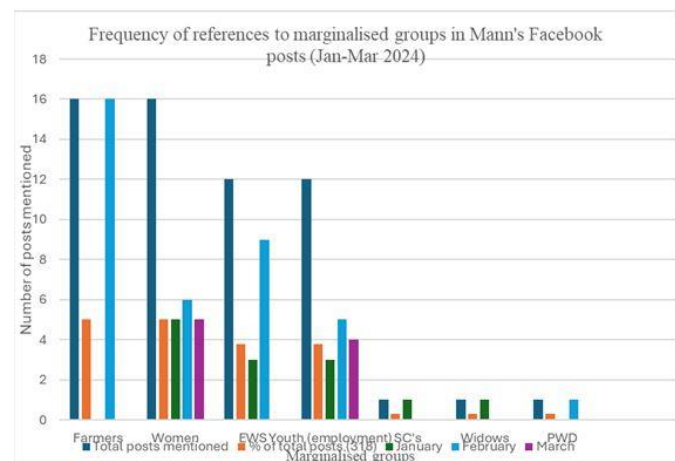
(a) Frequency of Reference to Marginalized Groups

The frequency analysis looks at how often marginalized communities were referenced in Bhagwant Mann’s Facebook

posts during the period from January to March 2024. In total overall frequency is low 22.96% 318 posts were analyzed and 73 posts included at least one reference to a marginalized group. The frequency is analyzed month-wise and group-wise to understand the patterns of inclusion. In monthly analysis, February showed the highest frequency of references with 33.33% (37 out of 111). March had the lowest at 13.39% (17 out of 127) while data for January fell in between with 23.75% (19 out of 80) mentioning marginalised groups.

Table 1 Frequency of Reference to marginalized groups in Bhagwant Mann’s Facebook posts (Jan-mar 2024)

Group	Total Posts Mentioned	% of Total Posts (318)	January	February	March
Farmers	16	5.03%	0	16	0
Women	16	5.03%	5	6	5
EWS	12	3.77%	3	9	0
Youth (Employment)	12	3.77%	3	5	4
SCs	1	0.31%	1	0	0
Widows	1	0.31%	1	0	0
PWD	1	0.31%	0	1	0
Total (All Groups)	73	22.96%	19	37	17



In Group-wise analysis, references were distributed as follows: Farmers and Women were the most frequently mentioned, with 16 posts each (5.03%). Youth and Economically Weaker Sections (EWS) followed with 12 posts each (3.77%). In contrast, Scheduled Castes (SCs), Widows, and Persons with Disabilities (PWD) were mentioned only once each (0.31%), indicating significant underrepresentation (see detailed analysis in the table below). These findings clearly delineate selective and event-driven engagement patterns where certain groups are highlighted under specific contexts.

The data indicates fluctuation in attention and limited prioritization of marginalised groups, with peak driven by external events (farmers protest in february; Kejriwal’s arrest in march and upcoming assembly elections).

(b) Prominence of Reference to Marginalised Groups

The Prominence analysis looks into the degree of emphasis placed on marginalized groups within posts. A three-point scale is used for the analysis and posts were categorized based on whether the group was the main focus which is High Prominence, mentioned in a supporting role considered as Medium Prominence, or referenced briefly or peripherally as the Low Prominence. As of 73 posts that mentioned marginalized groups, 45 posts (61.64%) gave High

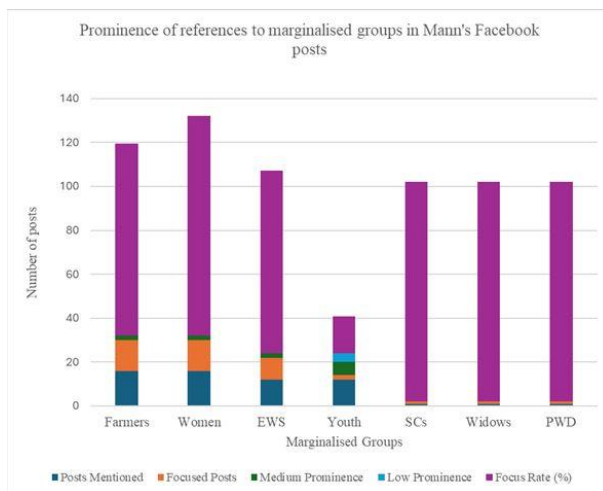
Prominence to the group, making them the central focus, while 20 posts (27.40%) accorded them medium prominence, and 8 posts (10.96%) demonstrated low prominence.

Table no. 2 Prominence of Reference to marginalized group in Bhagwant Mann's Facebook Posts (Jan-Mar 2024)

Created by author

Group	Posts Mentioned	Focused	Medium Prominence	Low Prominence	Focus Rate (%)
Total					
Farmers	16	14	2	0	87.5
Women	16	14	2	0	100 (per month)
EWS	12	10	2	0	83.3
Youth	12	2	6	4	16.7
SCs	1	1	0	0	100
Widows	1	1	0	0	100
PWD	1	1	0	0	100
Total	73	45	12	8	61.6 (overall)

The monthly analysis indicates that February was the peak for focused communication, with 28 out of 37 posts (75.68%) centered on marginalised groups. January showed moderate level of focus, with 63.16% posts, while March experienced a sharp decline, with only 29.41% of relevant posts being focused on marginalised groups.



In terms of group-specific focus rates, Women consistently received focused attention in every post across all months, showing sustained visibility. In February, Farmers (87.5%) and EWS (83.3%) also received high focus. In contrast, Youth were in focus in only 2 out of 12 posts being mentioned 12 times—were the main focus in only two posts (16.7%), suggesting symbolic rather than substantive inclusion. SCs, Widows, and PWD were each mentioned only once pointing to selective representation. Overall, the prominence analysis suggests that not all mentions are equal—some groups receive consistent emphasis, while others are either underemphasized or spotlighted in reaction to specific incidents or events.

Analysis and Discussions

The Key issues in Mann's digital communication frames marginalized communities around agrarian support (Farmers), empowerment and justice (Women), welfare (EWS), employment (Youth), and tokenistic inclusion (SCs, Widows, PWD). Farmers dominate in February due to protests, while Women are consistently framed across contexts (education, safety, justice). EWS and Youth are tied to welfare and jobs, respectively, but lack sustained focus. SCs, Widows, and PWD are marginally visible, indicating selective prioritization. Framing Dynamics states that the tone varies from supportive/reactive (Farmers) to empowering (Women) and paternalistic (EWS), with visuals and policy announcements reinforcing governance legitimacy. Event-driven framing (e.g., protests, Women's Day) suggests responsiveness to socio-political contexts, but the absence of intersectional or long-term policy focus limits inclusivity.

Implications of Mann's communication aligns with populist governance, prioritizing politically salient groups (Farmers, Women) to maximize electoral appeal. However, the neglect of SCs, Widows, and PWD, and inconsistent focus on EWS and Youth, highlight a gap in comprehensive marginalized community engagement, potentially undermining social equity goals.

In terms of assessing the frequency and prominence of reference to marginalised groups in Bhagwant Mann's Facebook outreach. Frequency shows Marginalized groups are referenced in only 22.96% of posts (73/318), with significant variation (February: 33.33%, March: 13.39%). Women and Farmers are the most frequent (5.03% each), followed by EWS and Youth (3.77%), while SCs, Widows, and PWD are nearly absent (0.31% each).

This low frequency suggests limited prioritization of marginalized communities, with peaks driven by external events (e.g., protests). The Prominence states that 61.64% of mentions are focused (45/73), with Women (100%), Farmers (87.5%), and EWS (83.3%) leading. February shows the highest prominence (75.68%), while March's low focus (29.41%) reflects political distractions. Youth and secondary categories (Budget, Public Welfare) are often medium/low prominence, indicating opportunistic inclusion. Rare groups (SCs, Widows, PWD) are focused but lack frequency, limiting impact.

Mann's outreach selectively prioritizes Women and Farmers, leveraging their political salience, while neglecting SCs, Widows, and PWD. The event-driven nature of mentions (e.g., protests, Women's Day) and fluctuating prominence suggest a reactive strategy, potentially undermining consistent advocacy for marginalized groups. The reliance on video-centric posts (80.82% of mentions) maximizes engagement but limits depth for less visible groups.

Future Recommendations

Studies can be conducted by using Framing analysis based on events (farmers protest vs. Kejriwal arrest)

Comparative studies may be conducted across other social media platforms to assess messaging consistency.

Future researchers may examine engagement patterns by analysing data from March 2024.

Longitudinal studies may be conducted over the post-election period.

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