

**PRO-Media Coordinator's Office  
Jamia Millia Islamia**

November 18, 2019

Press Release

**JMI Professor's book *The Game of Votes* released by Kerala Governor**

***The Game of Votes: Visual Media Politics and Elections in the Digital Era*** by JMI faculty Prof. **Farhat Basir Khan** was released by Hon'ble Governor of Kerala **Shri Arif Mohammed Khan** at a function on 16<sup>th</sup> November 2019 in New Delhi.

The book was unveiled in the presence of Prof. Najma Akhtar (VC, Jamia Millia Islamia), **Shri A. Surya Prakash** (Chairman, Prasar Bharati), Dr Anurag Batra (Chairman & Editor-in-Chief, Business World & Exchange4Media), Prof. Biswajit Das (Director, Centre for Media & Governance, JMI).

Speaking on the occasion Shri Arif Mohammed Khan said, "My heartiest congratulations to the author for this very contextual book, a book truly needed in the present times. *The Game of Votes* is an important primer on Indian politics and elections, and I echo what our former president Shri Pranab Mukherjee has said about the book. I feel it is a must read for all those who are interested in Indian politics, elections and the how the importance of media cannot be underestimated. He was especially delighted that the book underscores the importance of both a free press and a vibrant democracy, which is the only system that can bring about equitable development."

**Prof. Najma Akhtar** remarked, "Prof Khan's book, *The Game of Votes*, is extremely significant and I'm enthused that Jamia Millia Islamia is taking leadership in scientific research and producing great content, and also leading in meaningful work on interdisciplinary studies. The book pushes the boundaries of research, builds on actual knowledge and enhances the quality of the discipline by creating meaningful work which will remain useful not just for politicians, but also for practitioners, academicians, students and Indophiles."

Author Farhat Basir Khan **said**, "It's a great day to be launching this book as the Press Council of India was established today in 1966. I wrote this book as today both elections and democracy are no longer merely a representative, they have become truly participatory. I have penned the book because election strategies and political campaigns have become very complex, political parties have evolved beyond imagination. I would call it a book for Indian masses as it unravels how the two main political parties in India made their strategies, contested elections, the thought behind slogans, their campaign expenditure, use of social media platforms, the charisma of their leaders and the reaction of the electorate".

**Ahmad Azeem**  
PRO-Media Coordinator

SAGE SELECT

RELEASE AND DISCUSSION OF  
**THE GAME OF VOTES**

*Visual Media Politics and Elections in the Digital Era*

FARHAT BASIR KHAN

by

SHRI ARIF MOHAMMAD KHAN, Honourable Governor of Kerala

CONSTITUTION CLUB



constitution club of india

Independent Chair  
Prof. Binayak Das

Author & Faculty  
Prof. Farhat Basir Khan

Chairman  
Shri Arif Mohd. Khan  
Governor Kerala

Member of National Council  
Prof. Najma Miliyat  
Nov. 2016-2018

Independent Chair  
Shri Anand Bhat

Visual Media Politics and Elections in the Digital

# FARHAT BASIR KHAN

by

**SHRI ARIF MOHAMMAD KHAN**, Honourable Govern



Distinguished Guest  
**Prof. Biswajit Das**

Author & Faculty  
**Prof. Farhat Basir Khan**



RELEASE AND DISCUSSION OF  
**THE GAME OF VOTES**

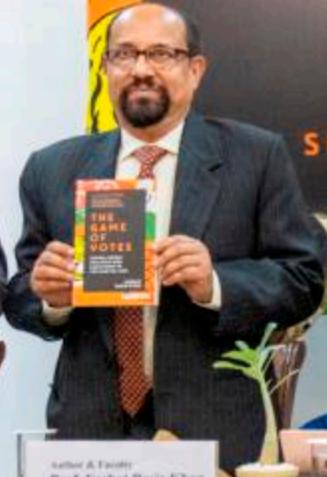
*Visual Media Politics and Elections in the Digital Era*

FARHAT BASIR KHAN

SHR... MMA... Honour



Distinguished Guest  
**Prof. Biswajit Das**



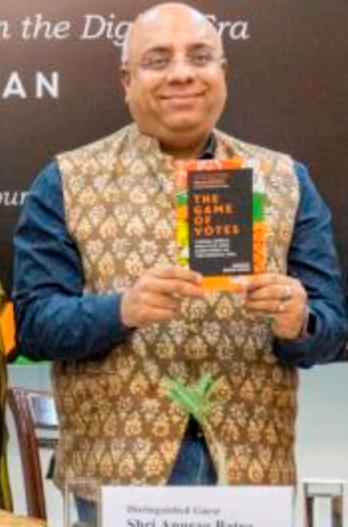
Author & Faculty  
**Prof. Farhat Basir Khan**



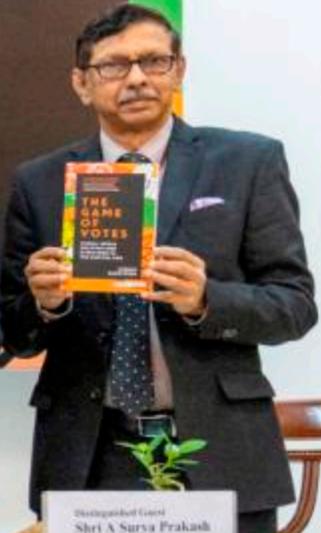
Chief Guest  
**Shri Arif Mohd. Khan**  
Governor, Kerala



Guest of Honor & Keynote Speaker  
**Prof. Najma Akhtar**  
Vice-Chancellor, IIM



Distinguished Guest  
**Shri Anrag Batra**



Distinguished Guest  
**Shri A Surya Prakash**  
Chairman, Panchajanya