

**Ankit Kumar Jha, Indian School of Democracy, “Uncivil Campaigns: Rhetoric, Polarization, and Digital Media in Indian Parliamentary Elections 2024”**

The 2024 Indian Parliamentary Elections highlighted a critical shift in the nature of political discourse in India, marked by increasing incivility, divisive language, and its detrimental impact on democratic values. This study explores the intensification of communal, abusive, misogynist and exclusionary rhetoric, primarily driven by the key leaders of major political parties across states, and its implications for women, Dalits, and Muslim communities. By examining this phenomenon, the study sheds light on the deepening societal divisions and the continuous erosion of constitutional principles such as justice, equality, and fraternity.