



Decoding Political Communication in YouTube Podcasts: A Content Analysis of Beer Biceps' Political Episodes (March 2023–February 2024)

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Abstract

With the growing popularity of YouTube as an alternative to traditional broadcast media, political podcasts have emerged as influential platforms for political communication, particularly among younger audiences. This study examines political podcast episodes of *The Ranveer Show* hosted by Ranveer Allahbadia (Beer Biceps) to understand how political narratives are constructed and disseminated on YouTube. Using content analysis, 27 political episodes published between March 2023 and February 2024 were analyzed on parameters such as thematic focus, guest profile, framing strategies, language use, non-verbal cues, and audience engagement. The findings indicate a strong emphasis on geopolitics, governance, nationalism, and leadership-centric narratives, reinforced through selective guest representation and emotionally resonant framing. The study highlights the growing role of YouTube podcasts in shaping political perceptions and democratic discourse during election periods.

Keywords: YouTube podcasts, Political communication, Ranveer Allahbadia, Digital media, Content analysis, Democracy

I. Introduction

YouTube has emerged as a dominant platform in the digital media ecosystem, profoundly transforming how political information is produced, disseminated, and consumed. Traditional broadcast media—such as television, radio, and print—are increasingly losing their primacy among younger audiences, who rely more on online platforms for news and political content (Siegel-Stechler et al., 2025). This shift underscores a broader reconfiguration of political communication in the digital era, where user-generated content, participatory media practices, and algorithmic recommendation systems shape public discourse in ways that differ markedly from conventional news media formats (Ricke, 2025; Cobis & Cangara, 2023).

YouTube is not just a repository for video content; it functions as an interactive space where political ideas are debated, personalities convey viewpoints, and audiences actively engage through comments and shares (Haikal & Pasqa, 2025). The platform's capacity for long-form discussions has made podcasts and talk-style shows especially influential among youth demographics who prefer conversational and narrative-driven content over traditional news bulletins (Fischer et al., 2022). These formats often blur the lines between entertainment, opinion, and information, creating hybrid media environments where political comprehension and persuasion occur simultaneously.

Podcasts on YouTube, in particular, have gained traction as sites of sustained political dialogue. Unlike ephemeral social feeds, podcast episodes enable hosts to explore political themes in a comprehensive manner, offering extended interviews with experts, opinion leaders, and public figures. This dynamic has significant implications for democratic engagement, particularly during election cycles when political messaging intensifies and public interest in political content peaks (Haikal & Pasqa, 2025). Within this context, *The Ranveer Show*, hosted by Ranveer Allahbadia—popularly known as Beer Biceps—has become notable for incorporating politically relevant episodes that attract millions of views. These episodes provide fertile ground for analyzing how political narratives are framed on digital platforms and how these narratives might influence political perceptions and behaviors.

The present study examines 27 political podcast episodes from *The Ranveer Show* released between June 2023 and April 2024—a period characterized by heightened political activity. By employing content analysis, this research investigates verbal and non-verbal communication cues, thematic framing, guest selection, language strategies, and narrative structures to understand how political discourse is constructed on YouTube podcasts. Furthermore, the study explores how these mediated discussions could shape the political perceptions and decision-making processes of viewers, particularly youth.

This research contributes to the expanding scholarship on digital political communication by illuminating the role of YouTube podcasts as influential platforms within contemporary democratic discourse. It highlights how non-traditional media spaces are increasingly central to political information flows and how they might impact electoral engagement and civic participation among digitally engaged audiences.

II. Research Questions

1. How is political communication framed and constructed in the political podcast episodes of *The Ranveer Show*?
2. What dominant political themes emerge from these episodes?
3. How do language, framing, and non-verbal cues contribute to political persuasion?
4. What role does guest selection play in shaping ideological narratives?
5. What are the implications of YouTube political podcasts for democratic discourse and political engagement?

III. Research Methodology

This study employs a mixed-methods content analysis approach. The sample consists of 27 purposively selected political podcast episodes from *The Ranveer Show*, published between March 2023 and February 2024, a period marked by heightened political activity.

All episodes were transcribed using Merlin AI and manually verified for accuracy. Qualitative analysis focused on themes, framing, language, and non-verbal communication, while quantitative indicators such as views and likes were used to assess audience engagement. Keyword frequency analysis was conducted using AntConc, and a structured codebook was developed to systematize findings.

IV. Data Presentation

Table 1: Overview of the Sample

Variable	Description
Platform	YouTube
Channel	Beer Biceps
Program	The Ranveer Show
Content Type	Political Interviews
Time Period	March 2023 – February 2024
Total Episodes	27

Table 2: Thematic Distribution of Political Podcasts

Theme Category	Representative Topics	Frequency
Geopolitics & Foreign Policy	India–China, India–Pakistan, G20, Maldives	High
Governance & Leadership	Modi government, policy making	High
National Security & Military	RAW, Armed Forces, War narratives	Moderate
Political History	1971 war, Modern Indian history	Moderate
Journalism & Media	Digital journalism, political reporting	Low

Table 3: Guest Profile Classification

Guest Category	Examples	Representation
Politicians	S. Jaishankar, Smriti Irani, Piyush Goyal	High
Government Advisors/Bureaucrats	Sanjeev Sanyal, Amitabh Kant	High
Strategic & Security Experts	Vikram Sood, Tilak Devasher	Moderate
Journalists & Commentators	Palki Sharma, Smita Prakash	Moderate
Opposition Voices	Limited	Low

V. Data Analysis and Interpretation

The analysis reveals that *The Ranveer Show* predominantly frames political discourse through nationalistic, leadership-centric, and geopolitically focused narratives. Episodes dealing with foreign policy and national security recorded the highest audience engagement, suggesting a strong public appetite for strategic and global political discussions.

Guest selection shows a clear inclination toward establishment and ideologically aligned voices, resulting in limited ideological diversity. This selective representation contributes to narrative reinforcement rather than critical deliberation. Framing strategies frequently rely on binary constructions—such as national interest versus external threats—which simplify complex political issues and guide audience interpretation.

The use of Hinglish, storytelling techniques, and informal conversational tone enhances accessibility and emotional connection, particularly among younger viewers. Non-verbal cues such as nodding, affirmations, and close camera framing further reinforce trust and credibility, amplifying persuasive impact.

VI. Discussion

The findings align with existing literature on digital political communication, which suggests that alternative media platforms increasingly shape political narratives and public opinion. YouTube podcasts blur the boundaries between journalism, commentary, and entertainment, offering personalized political communication that may be perceived as more authentic than traditional media. However, the lack of sustained counter-narratives raises concerns about polarization and echo-chamber effects within democratic discourse.

VII. Conclusion

This study set out to examine how political communication is constructed and disseminated through YouTube podcasts by analyzing selected political episodes of *The Ranveer Show* (Beer Biceps) published between March 2023 and February 2024. Guided by the research questions, the findings provide important insights into the nature, framing, and implications of political discourse on digital podcast platforms.

In response to **RQ1**, the study finds that political communication in *The Ranveer Show* is constructed through a combination of long-form conversational interviews, narrative storytelling, and strategic framing. Political issues are not presented in a detached or purely informational manner; instead, they are embedded within broader narratives of nationalism, leadership, and global positioning. The informal podcast format allows political messages to be conveyed in a personalized and persuasive manner, enhancing audience engagement and emotional resonance.

Addressing **RQ2**, the analysis reveals that geopolitics, foreign policy, national security, and governance dominate the thematic structure of the podcasts. Discussions frequently revolve around India's role in global politics, border conflicts, economic growth, and strong political leadership. Historical references are often employed to legitimize contemporary political arguments, creating continuity between past events and present governance. This thematic consistency contributes to the reinforcement of specific political narratives across episodes.

With regard to **RQ3**, the study demonstrates that language and framing play a central role in shaping political meaning. The use of Hinglish, simplified political terminology, emotionally charged vocabulary, and anecdotal explanations makes complex political issues accessible to a broader audience, particularly youth. Framing strategies frequently rely on binary oppositions—such as national interest versus external threat—which limit interpretive flexibility and guide audience understanding toward preferred viewpoints.

In relation to **RQ4**, the analysis highlights the significance of non-verbal communication in reinforcing political messages. Visual cues such as sustained eye contact, nodding, affirmative gestures, and close camera framing contribute to the construction of trust and credibility. These non-verbal elements complement verbal discourse, enhancing the persuasive impact of the podcast and distinguishing it from conventional broadcast interviews.

Responding to **RQ5**, the findings indicate that guest selection strongly influences the ideological orientation of the podcast. The predominance of establishment figures, policymakers, strategic experts, and ideologically aligned commentators results in limited representation of dissenting or oppositional perspectives. This selective inclusion shapes the overall narrative environment and contributes to ideological reinforcement rather than pluralistic debate.

Finally, in addressing **RQ6**, the study suggests that *The Ranveer Show* has the potential to influence viewers' political perceptions and decision-making processes, particularly during election periods. High viewership and engagement levels indicate that these podcasts function as influential opinion-forming spaces. While they contribute to political awareness and engagement, they also raise concerns about echo chambers, selective exposure, and the narrowing of democratic discourse.

In conclusion, this research establishes that YouTube podcasts have emerged as significant actors in contemporary political communication. *The Ranveer Show* exemplifies how digital platforms can shape political

narratives, set agendas, and influence democratic engagement. As traditional media continues to lose relevance among younger audiences, understanding the communicative power and democratic implications of podcast-based political discourse becomes increasingly important for scholars, policymakers, and media practitioners alike.

VIII. Limitations and Future Scope

The study is limited to content analysis and does not examine audience reception or behavioral outcomes. Future research may include viewer surveys, sentiment analysis of comments, comparative studies with other political podcasts, and longitudinal analysis across election cycles.

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