

Representation of Anti-land Acquisition Movement in Bengal Post 2000: A Comparative Study of Mainstream Bengali Television News Media

Madhubanti Mitra¹, Assistant Professor,
Maulana Abul Kalam Azad University of Technology,
Doctoral Research Scholar, Aliah University
Suman Banerjee², Doctoral Research Scholar,
St. Xavier's University

Introduction

After the end of cold-war, many countries in the Global South, a term describing the clustering of select countries based on their social, economic and political characteristics, inclined towards adopting the idea of 'transition' through economic reforms introduced by the stricture of global capitalism (Das, 2016). The term 'Global South' majorly identifies the regions of Latin America, Africa, Asia and Oceania. Many countries and states in these continents, despite refusing neoliberal ideologies, have in the past cleared peasant lands as Special Economic Zone, causing unrest among the mass (Steur & Das, 2002). These ventures are most of the times capitalist investments claimed to expand 'industrialization' with the aim of 'employment creation'. However, in many places including West Bengal, peasant land acquisition by the Government has mostly been driven by elite consumption and real estate speculations (Banerjee-Guha, 2008) and was met with vehement resistance.

In the last two decades, there has been a prominent shift in the governance of West Bengal. In the past two decades, both the ruling parties have experienced two major anti-land acquisition movements organized by civil society platforms in Bengal. From 2006 to 2008, the movement against the then Government of West Bengal to protect 997 acres of peasant lands in *Singur* and *Nandigram*, that was being handed over to Tata Motors, has played an important role in shaping the political history of the state (Ghatak et al., 2013). Another anti-land acquisition movement erupted against the current Government of West Bengal in *Bhangar* in the year 2016, participated by the farmers and fish-workers, resisting land acquisition for building a power plant by PGCIL (Power Grid Corporation of India Ltd) (Sanhati, 2017).

Since the British era, land acquisition by the Government has been happening in India and post-independence, after the implementation of the Nehruvian vision of modernization, land acquisition for industrialization and building dams had been encouraged. Such thrust towards modernization have fostered exclusion and have created dilemma and tension surrounding development through the land acquisition (Sayoni Bose, 2015). West Bengal has been the heart of resistance against land acquisition since the British era. In the 60's and 70's, West Bengal was home to one of the most vehement rebellions in the history of independent India- the rise of Naxalism (ibid). The coming decades also led to insurgent consciousness around land whenever there was an attempt made to acquire peasant lands in West Bengal.

The fight against land acquisition has been strong in West Bengal as agriculture is the major contributor of the economy of this state. The attempt of the Communist Party of India (Marxist) led Government at rearranging the property relations strategically under the banner of land reforms was the perfect example of property becoming the 'dense transfer point of power' (Foucault, 1990) (Sayoni Bose, 2015). In 2006, in order to attract a major investor, Tata motors for building a factory for their Nano project, the CPI(M) Government agreed to lend them *Singur*, a village area nearly 90 KMs away from Kolkata, on a long lease and under favourable terms (Ghatak et al., 2013). The Government offered financial compensation in exchange and while some accepted the offer, lion's share of the landowning farmers was unwilling to submit the ownership of their land (Banerjee, 2006). The following year, the Government notified the land owners of *Nandigram*, another fertile land in East Midnapore that the Government will acquire their lands as they want to build a chemical hub in the area. These led to spontaneous protest from the peasants forming *Muktanchal* or 'Liberated Zone' to form resistance against the acquisition (Bose, 2020). Similar resistance could be observed against the All India Trinamool Congress Government in *Bhangar* in the year 2016-17 against the plans of acquisition of 14 acres of land for a power plant project attempted by the Power Grid Corporation of India Ltd (The Wire, 2017).

All these acquisitions were met by vehement protests from the peasants and local community. Each time, the protesters experienced police violence and both in Nandigram and Bhangar, the police fired at the armless protesters. The leaders of these protests were arrested by the police and these movements got coverage by all the forms of media platforms including national and regional televisions. The two leading Bengali news channels that covered these incidents in detail, were Star Ananda (2006-07)/ABP Ananda (2016-17) and 24 Ghanta (2006-07)/Zee 24 Ghanta (2016-17). This research tries to compare the way these protests and protesters have been represented in the contemporary television media (in these two channels) and attempts to analyze Indian mainstream media's outlook towards movements aimed at protecting the sustainability of natural resources (such as anti-fertile land acquisition movements in Bengal).

Literature Review

The creation of Special Economic Zone (SEZ) in India through the practice of land acquisition by the Government has unfolded and accelerated throughout the country since 2005 (Sayoni Bose, 2015). Past research argues that large-scale land acquisition has a possibility of reshaping the agrarian landscape of the world and imparting a significant impact on rural livelihood (Dell'Angelo, D'Odorico, & Rulli, 2017). The researchers in this study have argued through review of past literature that the negative impacts of land acquisitions could affect the Sustainable Development Goals (SDGs), making the rural population's ultimate sustainability uncertain.

It is no wonder that in the world, whenever a country has urbanized and land acquisition has been adopted by the government and the private players, it turned out to be a contentious event and there were anti-land acquisition protests among the rural population. In China, Wukan protest in Guangdong was a large scale protest against land acquisition while in West Bengal, India, people in Singur resisted land acquisition vehemently. Studies show that the features of anti-land acquisition protest vary between China and West Bengal in terms of approach and how the protesters engage with different levels of the state in the process (Ren, 2016).

Another research argues that, while there was a failed protest against the implementation of India's SEZ policy in Orissa as well, opposing the POSCO iron-and-steel, the sole reason why the movement in Nandigram succeeded against the land acquisition for establishing a chemical plant, could be attributed to developmental differences and the relativity in the contributions of the civil society in both these states (Banerjee P. S., 2014). The researcher also argues that the responsiveness of their respective states to protest movements might have impacted the difference in outcome (ibid).

A commentary published in the Economic and Political Weekly specifies that following the petition of a nongovernmental organization, a set of query were specified under the Right to Information Act. The then Government of West Bengal failed to answer questions related to sustainable development issues (for example, people under the below-the-poverty line getting affected, employment loss, possibility of new employment etc.) (Banerjee P. , 2006).

Research Objective

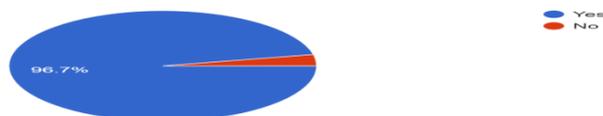
This research attempts to explain how anti-land acquisition movements in Bengal, that has happened in the last two decades (i.e. post 2000), have been represented in Mainstream Bangla television news media. The researchers have also attempted to find out whether this kind of representation attempts at portraying the protesters in a certain way. The research has also tried to conclude whether such representation impacts the outcome of a protest which tries to positively impact sustainable development.

Methodology

The researchers have used survey method to measure the impact of two leading Bangla news channel, ABP Ananda and 24 Ghanta, on the regular Bangla news consumer. The researchers have attempted to do a comparative analysis of the impact of these two channels on a sample size of 150.

Findings and Analysis

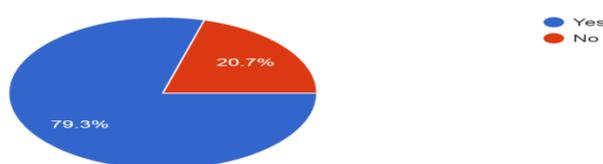
Are you a resident of West Bengal?
150 responses



Pie Chart 1

Q1. The first question enquired about which place the respondents belong to. By referring to the pie chart 1 given we can understand that the most 96.7% of the respondents are from West Bengal and most of the respondents seemed to be from Kolkata and surroundings.

Are you a consumer of Bengali Television News Media?
150 responses



Pie Chart 2

Q2. The second question was asked to know whether the respondents were a consumer of Bengali Television News Media or not. Referring to the given Pie Chart 2, we can remark that out of 150 respondents, 79.3% are the consumers of Bengali television news media and 20.7% of the respondents are not the consumers of Bengali television news media. Considering the

phenomena, it can be stated that although the majority of the Participants are from West Bengal and based in Kolkata, a large number of consumer is also there who don't follow the contents of regional or Bengali television news media.

If yes, are you aware of the Mass Protest Movement in Singur-Nandigram and the Protest Movement in Bhangar?
148 responses



Pie Chart 3

Q3. This question was connected to the second question and was only for the consumers of Bengali television news media enquiring whether those respondents were aware about the two major protest movements of West Bengal in the last two decades; the mass protest movement in Singur-Nandigram and the protest movement in Bhangar. Referring to the Pie Chart 3, it can be stated that the 66.2% of the respondents were aware about these two movements. 18.9% stated about their lack of awareness regarding the same. Apart from that, 14.9% of the respondents stated that they were only aware of the names of the two movements. Hence, it can be stated that in spite of being the consumer of regional television news media of the state, a large number of people are having very less awareness regarding these two major mass protest movements of West Bengal. Since these two movements were directly related to land acquisition and land acquisition hampers the achievement of sustainability goals; hence, lack of awareness regarding anti land acquisition movements is a matter of concern because these two major movements are not too old and played a significant role in the same ground connecting to the political scenario of the state. The data also indicates much awareness on the same issues must be promoted among people.

Did you follow the telecast of the two issues by Star Ananda/ABP Ananda and 24 Ghanta/Zee 24 Ghanta?
150 responses

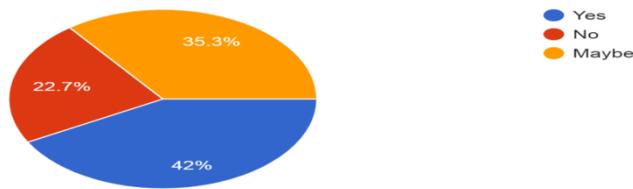


Pie Chart 4

Q4. This question enquired about whether the respondents followed the media contents of the two discussed movements provided by the two major contemporary news media channels, Star Ananda /ABP Ananda and 24 Ghanta /Zee 24 Ghanta. According to the Pie Chart 4, only 25.3% of the total respondents intensively followed the same and 20% did not even follow. Additionally, 54.7% of the respondents just casually followed the same. The data clearly depicts that the literate urban consumers of the Bengali news media are interested in the news of land acquisition. However, how deeply they are concerned with the issue or whether they actually understand the importance of sustainable development or not, that is pretty unsure as majority of the respondents just followed those contents casually. The entire world at present is in dire need of protecting land and environment and attempting to meet the sustainable development goals. The people around the world are seen to be inclined towards knowing about land acquisition and anti land acquisition protest movements and how they are connected to sustainable development. However, at the same time, such lack of awareness or the casual approach of the majority of the respondents is clearly concerning.

If yes, can you identify the major leaders or the faces of such movements as covered in the two aforementioned television channels?

150 responses



Pie Chart 5

Q5. This question was connected with the fourth question and enquired only to those who agreed to follow the telecast on anti land acquisition movements in Singur-Nandigram and in Bhangar in Star Ananda/ ABP Ananda and 24 Ghanta/ Zee 24 Ghanta in the fourth question. It enquired about whether those respondents could identify the major leaders or the faces of such movements as covered in the two aforementioned television channels or not. Surprisingly, according to Pie Chart 5, even those who marked that they did not follow the same, also willingly answered this question. Out of 150 respondents, 42% respondents have confirmed that they can recognise the major leaders. 22.7% of the respondents stated their inability to identify them. However, 35.3% of these respondents were in dilemma about recognising the faces or the leaders of these two movements. The scenario clearly depicts that the number of people who were confident about recognising the leaders or the faces and the people who were not confident enough, were so close that it indicates a matter of concern. Although, the majority was confident about recognising, but how much impactful this majority is, that clearly raises question. The role of media in terms of generating awareness regarding anti land acquisition movement among consumers is lacking somewhere. It has also failed somewhere to establish the fact among its consumers that anti land acquisition movement is directly connected to sustainable development.

How do you feel about these personalities as per the representation in Star Ananda in respect to the 'Singur-Nandigram Movement' ?

150 responses

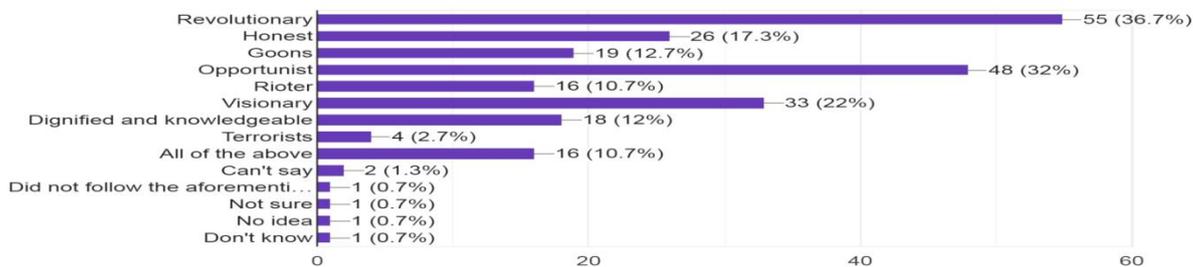


Chart 6

Q6. This question enquired about how the respondents considered these leaders as per the representation in Star Ananda in respect to Singur-Nandigram Movement. According to the Chart 6, 36.7% of the respondents identified them as 'Revolutionary' and 32% found them as 'Opportunist'. The scenario clearly depicts the fact that although majority of the viewers of Star Ananda consider the faces or the leaders associated with anti land acquisition movement in Singur Nandigram as revolutionary; the number of people considering them as opportunist is not very less too. In fact a large number of people are also there considering them as 'rioters' (10.7%) and goons (12.7%) as well. A few respondents (2.7%) even marked them as terrorists. Now, it can be safely stated that the leaders who are leading the anti land acquisition movement and struggling to proceed one step ahead to achieve the goals of sustainability, are being considered as rioters, goons or opportunist by a large number of consumers because media has represented these figures to the mass in that way only. Hence, the role of media to make people aware about the importance of anti land acquisition movement can be questioned. However, on a positive note 17.3% of the respondents marked them as 'Honest', 22% spotted them as 'Visionary', 12% identified them as 'Dignified and knowledgeable' but this percentage is very less comparing the people believing the negative representation of media. Apart from them, 10.7% stated their acknowledgement with all the given options. 1.3% stated their inability to comment on the same. Among the rest of the respondents 0.7% did not follow the aforementioned channels, 0.7% did not have any idea on the same, 0.7% was not sure what to comment and the rest 0.7% did not know about this.

How do you feel about these personalities as per the representation in Star Ananda in respect to the 'Bhangar Protest Movement' ?

150 responses

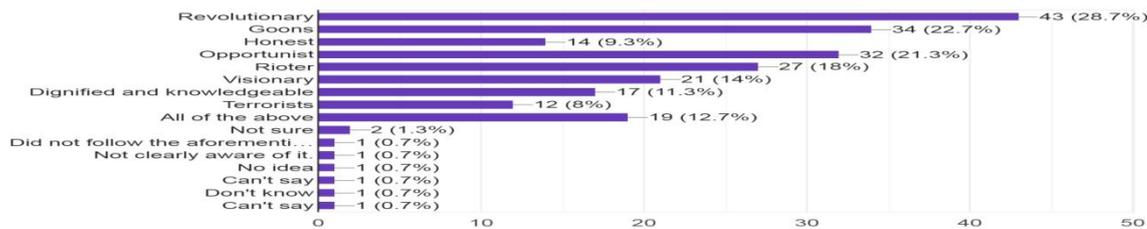


Chart 7

Q7. This question enquired about how the respondents considered these leaders as per the representation in Star Ananda in respect to Bhangar Protest Movement. According to the Chart 7, 28.7% of the respondents identified them as 'Revolutionary', 9.3% went for 'Honest', 22.7% marked them as 'Goons', 21.3% Identified them as 'Opportunist', 18% chose to mark 'Rioter', 14% spotted them as 'Visionary', 11.3% identified them as 'Dignified and knowledgeable', 8% marked them as 'Terrorists', and 12.7% stated their acknowledgement with all the given options. 0.7% stated their inability to comment on the same. Among the rest of the respondents 0.7% did not follow the aforementioned channels, 0.7% did not have any idea on the same, 0.7% was not clearly aware of this, 1.3% was not sure what to comment and the rest 0.7% did not know about this. The scenario clearly reflects that although majority of the viewers of Star Ananda consider the faces or the leaders of anti land acquisition movement in Bhangar as revolutionary; the number of people considering them as goons and opportunist is not very less too. Additionally a group of media consumer is also there who consider them as terrorists and rioter as well. Hence, the role of media to make people aware about the impact of land acquisition and importance of anti land acquisition movement is failing somewhere. It can be safely stated now, that a great number of people are accepting the manipulated reality as represented through media. The real scenario is always found to be remained unknown to them. In fact, a large number of people are staying far behind from understanding the actual importance of such protest movements.

How do you feel about these personalities as per the representation in 24 Ghanta in respect to the 'Singur-Nandigram Movement' ?

150 responses

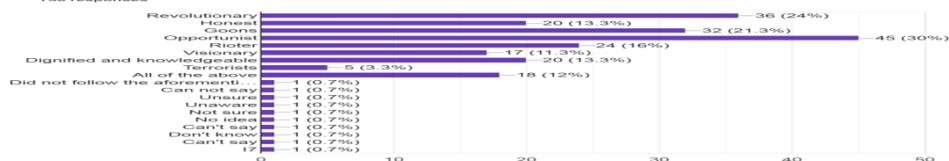


Chart 8

Q8. This question enquired about how the respondents identified these leaders as per the representation in 24 Ghanta in respect to Singur Nandigram Movement. As per the data shown in Chart 8, 24% of the respondents identified them as 'Revolutionary', 13.3% went for 'Honest', 21.3% marked them as 'Goons', 30% Identified them as 'Opportunist', 16% chose to mark 'Rioter', 11.3% spotted them as 'Visionary', 13.3% identified them as 'Dignified and knowledgeable', 3.3% marked them as 'Terrorists', and 12% stated their acknowledgement with all the given options. 0.7% stated their inability to comment on the same. Among the rest of the respondents 0.7% did not follow the aforementioned channels, 0.7% did not have any idea on the same, 0.7% was not clearly aware of this, 0.7% was not sure what to comment and the rest 0.7% did not know about this. Here also the data depicts the similar image like the previous ones. The leaders battling to achieve the goals of sustainability are being constantly represented in media through some negative point of view. Hence, a very large number of consumers are identifying them as opportunists only. Although, here it is observed that some people are also there who identify them as revolutionary, visionary, honest as well as dignified and knowledgeable; but additionally, the people considering them as rioters, goons and even terrorists are not very less at all. Hence, the role of media to make people aware about the impact of land acquisition and importance of anti land acquisition movement even in today's world is failing somewhere. The number of media consumers who are being provided with manipulated manifestation of the reality of these movements is huge and the facts are always being remained distorted or unknown to them.

How do you feel about these personalities as per the representation in 24 Ghanta in respect to the 'Bhangar Protest Movement' ?
150 responses

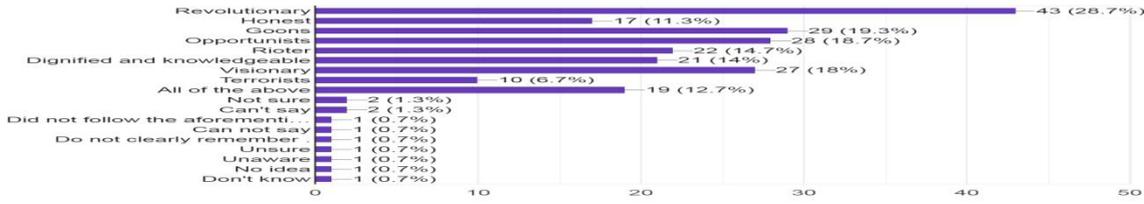


Chart 9

Q9. This question enquired about how the respondents marked these leaders as per the representation in 24 Ghanta in respect to Bhangar Protest Movement. According to the data shown in Chart 9, 28.7% of the respondents identified them as 'Revolutionary', 11.3% went for 'Honest', 19.3% marked them as 'Goons', 18.7% Identified them as 'Opportunist', 14.7% chose to mark 'Rioter', 18% spotted them as 'Visionary', 14% identified them as 'Dignified and knowledgeable', 6.7% marked them as 'Terrorists', and 12.7% stated their acknowledgement with all the given options. 1.3% stated their inability to comment on the same. Here the data reflects at least something positive in respect to the movements to establish sustainability. Here the number of media consumers identifying the leaders as revolutionary are pretty high if compared with the people providing negative responses. This can be attributed to the coverage of Bhangar Protest Movement in 24 Ghanta particularly. However, the number of people considering them as honest, visionary or dignified and knowledgeable are pretty less if compared with the congregated responses of the people considering them as rioters, terrorists or goons are not less at all. Again there raises a question on the biasness media followed during covering such issues which is directly connected to the achievement of sustainability. It can be stated that the role of media to make people aware about the impact of land acquisition and importance of anti land acquisition movement even in today's world is failing somewhere. Among the rest of the respondents 0.7% did not follow the aforementioned channels, 0.7% did not have any idea on the same, 0.7% was not clearly aware of this, 1.3% was not sure what to comment, 0.7% did not clearly remember the representation and the rest 0.7% did not know about this.

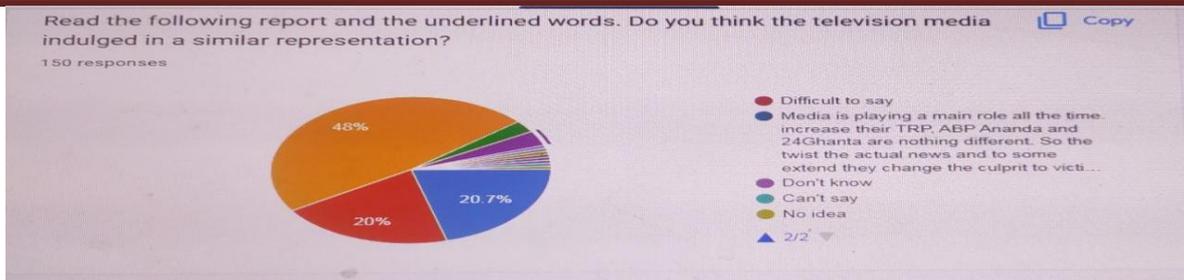
Q9. This question was provided with a snapshot taken from a media report based on the land acquisition and protest movement in West Bengal. The report was published in 'The Eisamay' e paper, a popular Bengali newspaper on 30th January, 2017. The same snapshot is given below;

জমি নিয়ে অসন্তোষ রাজ্যে ফের নকশালপন্থীদের সুযোগ এনে দিয়েছে। যেখানেই জমি নিয়ে বিবাদ তৈরি হচ্ছে, সেখানেই জুড়ে বসছে কোনও না-কোন নকশাল গোষ্ঠী। ভাঙড়ের পর এ বার বর্ধমানের অভালেও জমি আন্দোলন উস্কে তুলতে চাইছে অতি বামপন্থীরা। এর আগে নন্দীগ্রাম-সিসুরের জমি আন্দোলনের আঁতুড় ঘরে ঢুকে পড়েছিল তারা। সে সময় অনেক ক্ষেত্রে তৃণমূলের সঙ্গে হাত মিলিয়ে তারা লড়াই করেছিল। এখন সেই তৃণমূল পরিচালিত রাজ্য সরকারের বিরুদ্ধে জেহাদে উস্কানি দিচ্ছে তারা। হাতিয়ার সেই জমি আন্দোলন। ভাঙড়ে তাদের উপস্থিতি এখন আর গোপন নেই। সেখানে মাটি কামড়ে থেকে আন্দোলনের নেতৃত্ব

Read the following report and the underlined words. Do you think the television media indulged in a similar representation?
150 responses

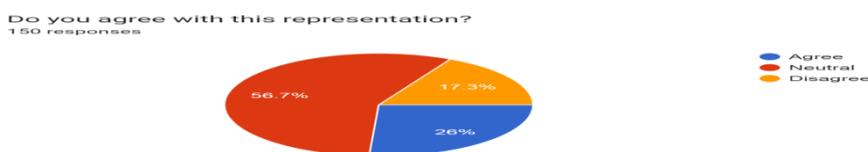


Pie Chart 10 (a)



Pie Chart 10(b)

Respondents were enquired about after reading the part of the report and the underlined words; whether they agreed that they have observed the similar representation in the television media as well or not. According to Pie Chart 10 (a) and Pie Chart 10(b), 48% of the respondents opted that the television media was involved in ‘Somewhat Close’ kind of representation and 20.7% clearly agreed with the point that the television media was involved in such representation. It can be safely stated that media has constantly represented these movements to the mass as very much politically influenced. The images of the leaders of anti land acquisition movements are primarily represented from negative aspects. Ideally, these movements are solely connected with the achievements of sustainability and a multiple non political platforms have also been formed at the sites of these movements. However, without focusing that aspect, media is always seen to highlight a single political party and their followers (Naxalites) using all sort of negative angles. They are always seen to be putting some political colour on it and unfortunately the actual importance behind such movement is not reaching their consumers which results in the lack of awareness or misled interpretation by the mass regarding these movements. Additionally, the use of words by the media to point out the activity of the protesters also creates a negative image among people. The coinage of words used to depict them is like; “জুড়ে বসছে” (unnecessarily getting involved) , “উক্ষে তুলতে চাইছে” (willingly encouraging the turmoil to create disruption) , “টুকে পড়েছিল”(intruded) “তৃণমূলের সাথে হাত মিলিয়ে” (establishing truce with TMC,the ruling political party of the state) , “হাতিয়ার জমি আন্দোলন” (using anti land acquisition movement as harmful weapon), “উপস্থিতি এখন আর গোপন নেই” (their presence is no more undiscovered) etc. always generates a negative impact among the readers and media consumers. In reality, the protestors of the anti land acquisition movements are struggling to march one step ahead to achieve the goals of sustainability on one hand, but the media is constantly representing them as if they are trying doing nothing but creating turmoil and affecting the societal harmony staying inside their hideouts. The leaders, in place of getting honoured for fighting for sustainability, are being marked as ‘Jihadis’ creating unrest. It is already marked that how a large number of media consumers have marked them terrorists as well. So, the media representation of the same is genuinely a matter of concern over here. However, 20% of the respondents disagreed with the same as well. 2.7% of the respondents noted that only Star Ananda / ABP Ananda was involved in such representation and 3.3% agreed with the point that only 24 Ghanta / Zee 24 Ghanta was involved in such representation. 0.7% opted for this issue as controversial, 0.7% could not remember the facts, 0.7% was unaware about the same and another 0.7% found it difficult to comment on. The rest either did not know or could not comment or had no idea on such.



Pie Chart 11

Q10. Respondents were enquired about after reading the given report whether the respondents agreed with such representation or not. According to the Pie Chart 11, the majority of 56.7% opted to be neutral while commenting on such issues. Only 26% agreed with the same. Only the rest 17.3 % of the respondents disagreed. As a matter of concern, that even though the majority can't state their agreement, they can't discard the idea that this sort of representation depicts the reality. It can be stated safely that a large number of people are actually confused about the reality of anti land acquisition movement and here the role of media representation and creating public awareness regarding these movements needs to be questioned.

If agreed, do you think the television news were responsible in shaping your viewpoint?
134 responses



Pie Chart 12

Q11. This question was connected with question no.10 and enquired only to those respondents who agreed with the fact that the television news was responsible for shaping their viewpoint on this issue. Surprisingly, as per the Pie Chart 12, out of 134 respondents, even after opting for being neutral or showing disagreement in question no.10, many respondents answered this question. The majority of 44% somewhat agreed with the point that the television news was responsible for shaping their viewpoint. Only 25.4% clearly agreed with this. However, 30.6% also disagreed as well with the same. As a matter of concern, that even though the majority can't state their agreement, they can't discard the idea that television news was responsible for shaping their viewpoint. It can be stated safely that a large number of people are actually confused about the reality of anti land acquisition movement and here the role of television news media to create public awareness and strongly shaping their viewpoint regarding these movements needs to be questioned.

Q12. This question was provided with a snapshot of headline from a media report based on the land acquisition and protest movement in West Bengal. The report was published in 'The Anandabazar' e paper, a very popular Bengali newspaper on 30th December, 2020. The same snapshot is given below;

আন্দোলনের হুমকি, জমি কমিটির সঙ্গে বৈঠক প্রশাসনের

জমি কমিটির দাবি, প্রতিশ্রুতি অনুযায়ী সরকারিভাবে সব দাবি পূরণ করা হয়নি।

নিজস্ব সংবাদদাতা

ভাঙড় ৩০ ডিসেম্বর ২০২০ ০২:৪৬



ফাইল চিত্র।

Read the following headline and the underlined words. Do you think the television media indulged in a similar headlines?

150 responses

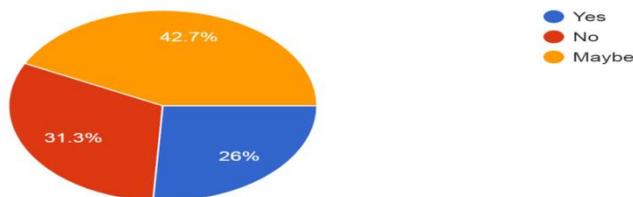


Pie Chart 13

Respondents were enquired after reading the given headline and the underlined words; whether they agreed that they had observed the similar headline in the television media as well or not. According to figures represented in Pie Chart 13, 44.7% of the respondents had observed a somewhat close kind of headline in the television media as well. 26% stated that they had found similar representation in the television media. The data again states that the images of the leaders of anti land acquisition movements are primarily represented in media with negative aspects. The use of word like 'ভয়কি' (threat) in the headline generates negative impact about the protesters among the readers, even before they start reading it. Although, on a positive note 18.7% stated that they found no such similar headline in television media but that number is very less if compared with the people showing agreement to the fact. Again the role of media is questioned in terms of generating real awareness among people regarding these movements. Additionally, 6% respondents agreed with the fact that only Star Ananda / ABP Ananda had shown similar headlines whereas, 2% opted that only 24 Ghanta / Zee 24 Ghanta indulged in similar representation of headline. 0.7% was unaware of the fact, 0.7 had no idea on the same topic, 0.7% could not say anything on the same and the rest 0.7% found it difficult to comment on.

Do you think television headlines shape your first view about these protests?

150 responses

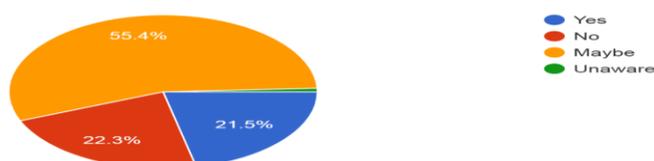


Pie Chart 14

Q13. This question enquired about whether the television headlines shaped the first view of the respondents about these movements or not. As per the data shown in Pie Chart 14, 42.7% of the respondents have claimed that they are not sure about it and opted that it may have shaped the same for them. It depicts that, the majority has opted that are not sure about this but they are also in dilemma and unable to boldly declare their denial on this. It can be assumed that the influence of television headlines for the issues like anti land acquisition movements over their mind can't be ignored easily. Additionally, 26% agreed to this point and the rest 31.3% disagreed with the same.

If yes, do you think you can better associate the use of certain words to your perception regarding these issues?

130 responses



Pie Chart 15

Q14. This question was connected with question no.13 and asked only to those who agreed that television media shaped their views about these protests. It enquired whether the respondents think that they can better associate the use of certain words to their perception regarding these issues or not. Surprisingly, according to the data shown in Pie Chart 15, 130 respondents willingly answered this question. It means that even after opting 'Maybe' or showing disagreement in question no.13, many respondents answered this question. Among them 55.4% have claimed that they are not sure about it and opted that they may

associate the use of certain words better. It means, the majority has opted that they may not be sure about this but they are also in dilemma and unable to boldly declare their denial on this. It depicts that there may generate the scope for better association of words among majority of the mass. Additionally, 21.5% even agreed to this point and the rest 22.3% disagreed with the same. The rest 0.8% was unaware about it.

Have you physically been to these protest sites and assessed the situation yourself?
150 responses



Pie Chart 16

Q15. This question enquired about whether any of the respondents had physically been to any of these protest sites and assessed the situation or not. According to the Pie Chart 16, the majority of 86.7% of the respondents were not present in any of the protest sites. Only 8% of the respondents were present at the spot of both the protest movements. 3.3% of the respondents were present on spot during the Singur Nandigram Protest Movement and 2% were present on spot during the Bhangar Protest Movement. The data clearly depicts the fact that the majority of the respondents were not present physically at the spot of these two mass movements. However, in spite of not being present on the spot, a large number of people actually carry certain views and opinions regarding these two major movements related to land acquisition and sustainability. Now, it can be safely assumed that it is only because of the media representation which has played a significant role in shaping observations and views regarding these anti land acquisition movements among the mass. Based on that only, the majority of the respondents have shared their views. The way media content has shown their inclination to certain faces or any major turns of these movements, the consumers have accepted them, perfectly owing the Magic Bullet Theory and have shared their opinion based on that manipulated conception or created ideas as well.

References :

- N. K. (2022, May 15). *How to Write an Article/Research Paper of Social Science for Publication in an Indexed Journal*. How to Write an Article/Research Paper of Social Science for Publication in an Indexed Journal. <http://dx.doi.org/10.13140/RG.2.2.27844.71049>
- Sharma (2021, December 31). *Easy Way to Determine the Sample Size*. Easy Way to Determine the Sample Size. <http://dx.doi.org/10.13140/RG.2.2.35758.84808>
- Pandey, R. N.(2018, February 28). *Management of Stress Life* . Management of Stress Life . <http://dx.doi.org/10.13140/RG.2.2.20795.03361>
- Sharma (2015, November 4). *Industry Initiatives for Green Marketing in India*. Industry Initiatives for Green Marketing in India. <http://dx.doi.org/10.4172/2151-6219.1000192>
- Kumar (2016, February 28). *Penetration Of E-Commerce And Its Acceptance : An Exploratory Study Of Sme's In India*. Penetration Of E-Commerce And Its Acceptance : An Exploratory Study Of Sme's In India. <http://dx.doi.org/10.13140/RG.2.2.24150.47689>
- Kumar (2016, February 28). *Corporate Social Responsibility Is Not a Charity but a Responsibility in India*. Corporate Social Responsibility Is Not a Charity but a Responsibility in India. <http://dx.doi.org/10.13140/RG.2.2.22472.75520>
- Shukla, A. K., Ramesh, R. (2018, February 18). *An Overview of Corporate Social Responsibility in India*. An Overview of Corporate Social Responsibility in India. <http://dx.doi.org/10.13140/RG.2.2.21633.89446>
- Sharma (2022, March 31). *Post-Pandemic Human Resource Management: Challenges and Opportunities*. Post-Pandemic Human Resource Management: Challenges and Opportunities. <http://dx.doi.org/10.13140/RG.2.2.31311.56484>
- Sharma (2022, May 31). *Instruments Used in the Collection of Data in Research*. Instruments Used in the Collection of Data in Research. <http://dx.doi.org/10.2139/ssrn.4138751>
- Rachna, S. R., (2022, July 31). *How Garbage Dumps affect Urban Environment : A Case Study of Prayagraj District*. How Garbage Dumps Affect Urban Environment : A Case Study of Prayagraj District. <http://dx.doi.org/10.13140/RG.2.2.23364.09603>
- Kumar , P. (2022, April 30). *NGO Impact On India's Development Process*. NGO Impact On India's Development Process. <http://dx.doi.org/10.13140/RG.2.2.31972.24963>
- Yadav, G. P., & Sharma, N. K. (2022, March 31). *Marketing in India is adapting to shifting consumer attitudes and behaviours*. Marketing in India Is Adapting to Shifting Consumer Attitudes and Behaviours. <http://dx.doi.org/10.13140/RG.2.2.24422.50241>
- Yadav, U. S., Singh, S., Bhardwaj, S., & Sharma, N. K. (2022, July 31). *The Art of Choosing a Research Sample*. PARF. <http://doi.org/10.13140/RG.2.2.10030.79682>

