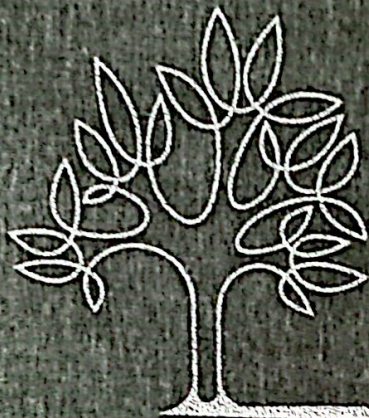


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Education, Health and Social Change

Walking Through The Road Of Transformation



Principal
S.D. College, Hoshiarpur

Paramveer Singh, Harjyot Kaur & Isha

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CHAPTER II

THE CONTRIBUTION OF SOCIAL MEDIA DURING THE FARMER'S AGITATION

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Abstract

In our nation, there are many different media outlets, including print, electronic, outdoor, electronic, etc. Additionally, it could be separated into mainstream and alternative media. The narrative that is demanded by the government is primarily set by mainstream media. Alternative media, as opposed to mainstream mass media, frequently consists of 'non-commercial projects that defend the interests of those excluded from the mainstream', such as the underprivileged, racial and ethnic minorities, and labour unions. It was evident during the farmers' protest that the mainstream media specifically attacked the farmers by defaming them with terms like 'Khalistani' and 'anti-social'. Farmers used social media platforms to defend their reputation during demonstrations whenever the mainstream media failed to do so by allowing them to tell their side of the story to a larger audience. This paper is all about the part played by social media platforms which have also brought the change in perception of people that reversed the war models between government and the farmers.

Keywords: Social Media, Mainstream Media, Change, Farmer's Agitation.


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