

Social Media: An Emerging Social Activist Space

Social Media as a space has been known for social interactions, meetings, and conversations. For a long time, it has been assumed that social media is a place where youngsters waste their timings by engaging in activities that do not bear any fruit for future life. However, in recent times, a change has occurred where social media has emerged as a space of enlightenment for the masses to encounter those issues which are ignored by the people.

To better understand, let's take a look at the most prominent movement of this year BlackLivesMatter. A hashtag made famous by the social media accounts to witness and confront the oppression being faced by the blacks. While Indian media did focus on the riots, they side-tracked the parallel oppression working here in the form of a caste system. However, challenging the press, youngsters took their phones and fingers and launched a [#DalitLivesMatter](#) on Instagram, Facebook, and Twitter. This contributed as a factor to witness the disparities which exist in India but is overlooked by the press.

Another example to show what social media has done in bringing in the limelight the case of police brutality in Tamil Nadu. Jayaraj, 59, and his son Bennix, 31, were allegedly brutalized by the Sathankulam police for reportedly keeping their mobile shop open for a few minutes after the permitted time. Their death had sparked public outrage and two sub-inspectors have been suspended so far. [#JusticeForJayarajAndFenix](#) has also become a top trend on Twitter. While the media hadn't been much active on these issues, social media made it from a state to national issue with various petitions, emails, and post being encountered every other minute to ensure justice to them. This made ensure that mainstream media was forced to telecast it and ensure justice for the victims.

Furthermore, apart from taking place of news channels, Social Media has started coming forward as a place that deals with mental illness and body image issues to help people during the Covid-19 pandemic. Also, one cannot forget while news channels are busy with Coronavirus news, Social Media is emerging as a place to bring into light the various rape cases and women's oppression into the global surface to encounter the reality which is being left out.

Apart from humanitarian rights, social media has catered in banning the sale of dog meat in Nagaland after facing outrage from social media. Temjen Toy, Chief Secretary of Nagaland on Friday, 3 July, said that the state government has decided to 'ban commercial import and trading of dog markets' along with the 'sale of cooked and uncooked dog meat.' The move has come amid outrage over a widely-shared picture on social media showing the animals at a market in Dimapur city. Quite recently, social media users and animal welfare organizations had expressed anger over the picture of the dogs which were tied in sacks with their mouths shut with a rope. "These dogs were being taken from West Bengal to Nagaland on the 26 of last month (June) to be sold for meat for meat," a Twitter user had posted on Wednesday. Politician and animal rights activist Maneka Gandhi had also called for a protest against the heinous treatment of the dogs and urged the police to stop the smuggling of the animals.

Thus, it transforms how social media perception and engagement has been changed to a more aware and socially active space.

[#socialmedia](#) [#makeachange](#) [#policebrutality](#) [#newschannels](#) [#justice](#) [#change](#)
[#womenempowerment](#) [#role](#) [#government](#) [#PFA](#)