

LET'S BOIL AND FRY PINARAYI VIJAYAN: THE CONSTRUCTION OF PINARAYI VIJAYAN'S POLITICAL IDENTITY, CONFLICT AND IDOLATRY TO USE MEDIA PLATFORMS IN INDIA

Jiffin George

Department of Printing Technology, Carmel College of Arts and Science, Mala, Thrissur

Abstract: Pinarayi vijayan is the Indian left politician who is the current chief minister of Kerala in office 25 may 2016., 'The undefeatable CPIM politburo veteran of the party ,is an odd man out among the legendary leader of communist movement in Kerala ,having lead the party for 17 years Pinarayi views differently by the people depending on where they stand .For CPIM workers and followers, he is the most respected and admired leader- but from a distance, Those who being to the right wing see him as a pragmatic leftist, who wants to concentrate on governance rather than on commitment. Among significant sections of middle class who have a radical orientation, he is despised as a villain who compromised communist values by aligning with corporates and class enemies. but despite being branded as rightist and corrupt by his adversaries within the party and outside'[1] . Here we observed how media presented Pinarayi Vijayan and construct his political identity ,idolatry, conflict with media and how media present him with various type of identities. The anti-democratic and un biased elements of media reporting discuss and share the major observations about it.

Introduction: Vijayan emerged as the most powerful force in CPM's Kerala unit, this period also saw both him and his supporters being accused by political opponents within the party—mainly by a faction led by CPM's one-term chief minister V.S. Achuthanandan—for “deviant tendencies”, such as their alleged support to Fourth World theorists and their affluent lifestyle.The Fourth World theory is an alternative to Marxism, and propounds class cooperation as opposed to class conflict. Vijayan's image was further dented when he was booked by the Central Bureau of Investigation (CBI) “for political corruption” during his term as minister. The charge was that he managed to secure funding for a cancer hospital in north Kerala while awarding a power contract to Canadian company SNC-Lavalin, which CBI said amounted to political gains. A CBI court acquitted him of the charges 2013, which set the ball rolling for his comeback to electoral politics . In Vijayan's case, the brutal 2012 murder of T. P. Chandrasekharan, a former colleague-turned-rival party politician, had people wondering how such an event could have taken place without the knowledge of senior party leaders. Vijayan hired public relations (PR) agencies that came up with slogans to communicate just enough hope to their respective voter bases to bring them to power. Vijayan's Ellam Sheriyaakum (Malayalam for “everything will be okay”), in the words of a top executive at a PR agency, was a tool to soften “the hard man leading the party” image that had gotten them this far.

Positive and Negative Identity Making: The left medias and outside kerala medias have provided a heroic and idolatry image to Pinarayi Vijayan Live mint one time compared Pinarayi Vijayan is same like Narendra Modi and pointed his religion and caste.,his childhood experience and other ones. They Never express Pinarayi vijayans politics and how its work in Kerala. NDTV conducted an Interview with Pinarayi Vijayan after RSS murders in Kerala. BJP bring campaign against him to kill him and not allow him to enter their state. National medias projected his punch dialogues and mass replays against the government.Tamil medias praised him with actors as great leader and hero of Indian politics.They have created a super star identity to Pinarayi Vijayan.

The second attempt of media was to criticize Pinarayi Vijayan and presents him as a antihero and corrupted one. The mainstream television medias of kerala like Asianet, Mathrubhumi, Manorama etc. have produced the news need to middle class society. Their arguments are commonly criticise Pinarayis policies and boosted his mistake and They praised V.S.Achuthanandhan is a good leader and follower of communist parties glorious past. The movies in Mollywood one is Arabikkatha and Left Right Left presented the cult image of Pinarayi Vijayan as villain character. these type of elements helped to make anti Pinarayi movement in kerala and complicated the ideological stand of party workers and publics.

The third part of media was party agenda oriented newspapers of each political party. They have taken a diplomatic stands in the issues of Pinarayi Vijayan but never be take a reliance to him. The media are pluralistic and collect the opinion of the public in democracy. The medias are not see Pinarayi Vijayan with fact and figure data. They don't measure his political identity. If media praised him as the leader of oppressed one and Kerala is an independent space to live peacefully. They don't see the dalith murders of Vinayan, a dalith guy dead in police custody, Police assaulted a dalit guy in Thodupuzha to love a higher caste Nair girl. Two dalit children abused in dharmadom .Its Pinarayi Vijayans own constituency .Media does not covered these facts and praised him. Pinarayi is responsible to these cases as a chief and home minister of the state and police stations have become anti dalith centers in kerala. Most of the time media have lot of studies about Kannur politics in Kerala. The serial attacks of RSS and CPIM was a common that place. Pinarayi expressed his political background and tradition of left in those areas. Most of the people have known that there are no parties allow the freedom to work their party villages. Party have planned number of bomb attacks and murders under party sponsored rowdies. Media never briefly asked their feudal roles in party village.

The media treats Mr. Vijayan in a stereotypic character as Hero or Villain. Most of the news about him are not news. Its create as views only. He is supporting fourth world theory and align with corporates. Media have an un biased stand to Vijayan and they tries to entertain the role of Pinarayi Vijayan. Here Indian media needs a strong criticizing power to understand their political leaders and communicates their policies.

The Intolerance of Pinarayi Vijayan against Media: "Those who wanted to destroy the party in the state gave maximum publicity to this through the media. Tendentious and baseless reports were published, and continue to be published even today. In my view, the party has successfully countered this negative projection. We have never been out of sync with our support base, and that is reflected in the manner in which we have faced the crises. The state unit has been truly overwhelmed by the support it received from the central leadership."^[21] Pinarayi have told to Mathew Samuel, The editor of Tehelka at an interview in 2015. There have Media syndicate have worked against CPIM was his argument early. After he released from SNC Lavlin corruption, Pinarayi repeated that he hunted from major media to tabloids.

Medias are commonly watch dogs of a democratic country and Its their duty to inform political updates to the people. Early communist leaders were ideal and systematic persons and they deal with media. Pinarayi feared media and freedom of expression every time like Narendra Modi. There have two incident happened that Pinarayi Vijayan shouted and get out media persons The episode comes three months after the chief minister, in a similar fashion, had rudely asked cameramen and reporters to 'get out' of a room in which he was slated to have a discussion with RSS leaders to solve the festering tensions between workers of the CPM and BJP-RSS. "Kadakku purathu (Get out)," Vijayan shouted at the media following which reporters silently went out of the room. Vijayan showed his angry side yet again when he was confronted by reporters outside the party office in Kochi. When a television news reporter asked him about the CPM-CPI conflict in the backdrop of Transport Minister Thomas Chandy's resignation, the chief minister at first did not say anything and then admonished the reporter by saying, 'move aside' in Malayalam when the microphone was reached out to him^[12].

His approach of intolerance spread as culture in Keralas media background. The other leaders like M.M.Mani also imitate these insulting culture. The culture of Cyber comrades in Keralas social media platform jointly attacked if we post any criticism against Pinarayi Vijayan or post any video against him. His autocratic approach was more concentrated how to use PR techniques that how to brand LDF was successful campaign in election time. LDF varum ellam Shariyakum(LDF Will come to clear all) but in the same time in the issue of Jishnu Pranoy's suicide in Kerala Pinarayi tried to justify by PRD advertisement of Kerala government on this issue. In a democratic country, The medias are the fourth pillars of democracy and they are not the flatters of a government. The autocratic approaches of Pinarayi is an anti-democratic one and it affect the media sense of a society. The reason behind the conflict between Pinarayi and media is ultimately the intolerance of freedom of expression and democracy.

Idoltry and Ethics in Media: The idoltry of left politics in Russia, Their leaders entered the Muesuem of their country. According to the case of Indian communist parties. They have proposed the way of communism by democratic way and policies. Democratic system survive the left parties and medias contributes major role in it. The idoltry of Indian media also a dangerous move against democracy. Corporate medias may have no commitment to our country but In a democratic system media have keep their freedom of expression ,power to

criticize and collect public opinions etc. In the case of Pinarayi Vijayan ,Media and him also lose democratic commitment simultaneously.

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