CHAPTER V

ANALYSIS OF PERSUASIVENESS IN SOCIAL MOVEMENTS

5.1 GENERAL

Social movements must resort to certain specific functions that are applied to persuade others to follow the aims and objectives of the organization for which such movements are contributing. Among the many activities assigned for the movement, the most important ones are the persuasive functions about which detailed information is given in the following pages.

5.2 PERSUASIVE FUNCTIONS

Persuasive functions are those that are used in a social movement to carry out many activities at the individual level as well as movement level so that protesters, members, opponents are sensitized and asked to support the movement and its programmes, policies and objectives.

These functions are transforming perceptions of social reality, altering self-perceptions, legitimizing the social movement, prescribing courses of action, mobilizing for action and sustaining the social movement.

5.2.1 Transforming Perceptions of Social Reality

In the case of social movements, the first function deals with transforming perceptions of social reality under which there are three broader heads that would consist of perceptions of the past, perceptions of the present and perceptions of future. Since the present scenario of a social movement cannot be fully understood without knowing and realising what had happened in the past in the same movement, it is of
paramount importance that the protestors take pains in gaining knowledge about the past activities including successes and failures of the movement.

The innovations with the awakening of industrial revolution and a rapid rise in populations saw newer developments that took place in meeting with the needs of the society. The present replaced the past with an outlook for a broad future. It is very important to create awareness among the public on the reality of their present living conditions. Action has to be immediately taken if there is any drastic difference in the system today from that of the past, otherwise the current plan of action may run into difficulty that will worsen as days go by. The documentaries chosen for this study question the present conditions of the ecosystem.

Polluted skies, dead rivers, disappearing forests, dried up land masses, dislocation of farmers and public, displacement of birds and tribal and contaminated land masses keep recurring in these documentary films shot after the year 2000.

At this juncture when the current period should be paving way for a brighter future with many modern technologies and manpower, environmental protection seems to be neglected in an urge to meet up with the requirements of a growing population and economical needs. These films dealing with social issues in Tamil Nadu, focus on these concerns and it is a dire necessity especially in the current densely populated world to be aware of the situation and its consequences that would hit the future.

Individuals can be asserted on the reality of their present situation and through such thought provoking films, they can be motivated to come together in reviving a healthy living. Past is usually the guiding force to build the present and help sustain the unseen future. Each of the 12 films chosen for this study displays an array of visuals in the beginning that glorify the past of Tamil Nadu and slowly shows deterioration towards the end of the film. However, the images are so powerful, educative and awareness oriented
that they strive to create a social impact among individuals and mobilize an action to
motivate them to revive the deteriorating ecosystem caused due to various discrepancies in
the ruling system and by several other issues displayed. It is also very important to sustain
this motivation, otherwise which the situation will worsen.

Many rivers in Tamil Nadu met with the livelihood of the majority of the
population. Besides obtaining water, river was associated with trade, culture and religion.
Most of the temple tanks were watered by the rivers. Trading routes were channeled across
rivers hence proclaiming historical significance. With its ever flowing fresh water, rivers in
Tamil Nadu were praised for its full glory.

But these films conclude its present condition where rivers like Thamirabarani,
Palar and Noyyal have not only shrunk but have been interspersed with unwanted shrubs,
garbage and drainage pools. The very title song sung by a tribal in the film ‘Paalar’
exhibits this river in its full glory, but unfortunately the subsequent images where the river
has been converted to a thriving market place shocks the viewer. The film ‘Noyyal-
TholainthaThadangal’ displays its historical significance in the era of the kings. Several
precious stones and spices are a part of its story. The present condition of the Noyyal river
though has no valuables is pathetic.

There were days when floods occurred and the waters overflowed and the people
took it in their stride. But the visuals projected in the films on these rivers create a fear
among citizens as the river in the present carries with it sewage water, chemical effluents,
clogged up drain water, unwanted clothes strewn away after a ritual at the adjoining temple
and decayed river plants. Fear of waterborne diseases will drive and motivate a large group
of people to clean up the rivers. Individuals will also avoid anything that hinders a free
flow. There should not be any littering and awareness on this should be created among the
public with signs indicating warning. Rivers have always been under the threat of water
depletion. Water scarcity problems have cropped in various parts of Tamil Nadu at intervals especially during summers.

The film ‘MuzhgumNathi’ featuring the Thamirabarani river which waters two major densely populated states of Tamil Nadu namely Tuticorin and Tirunelveli are worst affected with various kinds of exploitation. This perennial river is shown thriving during the Chola kingdom featured as file shots in the film with many antique artifacts as evidences in the museum. Such was the rich legacy of this lush flowing river which today stands shrunken exploited by the bottling industry to its maximum.

Several protests and petitions to the government have proved futile as a result of the corporate indifference to the society. The Pepsi and Coca Cola companies not only use up the river water but also spew out the wastage water to the river. But these contaminated waters could be revived if the factory shut down. As an inspiration and hope for a cleaner river the film shows a similar exploitation in Kerala’s Plachimada.

With various protests the motivated group of individuals fought until the factory pulled down shutters. Such important motivational clippings not only bring hope to the citizens in and around the Thamirabarani river but also trigger them to act immediately when any such issue arises.

The beginning part of the film ‘Solaikkaadugalai Kaapom’ tours us deep into the green thick forests with a biodiversity unmatched with some other forests in other parts of the country. Visuals in ‘Point Calimere’ attract the viewer with different species of birds which finds home here during the monsoons. A major tourist attractive spot both the places face the threat of disappearing species, due to exploitation by the corporate companies and human vandalism. The Shola forests is masked by the tea gardens a thriving activity displayed on the screen in the film ‘Solaikkaadugalai Kaapom’. Unnatural forest fire by the
floating tourists to pave way to gain entry into the lush forest displays the negligence of the forest department and the carelessness of the public.

A bustling chemical factory almost inside the sanctuary at Point Calimere drives away unknown species of birds in search of countries with cleaner environment. Conservation of the zoological and botanical diversity of the state is the immediate need of the hour. Many environmentalists and nature lovers will be motivated to work towards recovering the forests and reviving a clean environment adaptable to the species.

Kerala’s silent valley and Karnataka’s Kudramukh Hills are stories neatly narrated in the film ‘Save our Sholas.’ Both the incidents are successful stories of social movements where the film shows agitated protestors work towards their goal. The film also shows protestors who don’t even live anywhere near the place but is yet motivated to fight for their state. These visuals are a sure inspiration for the people of Tamil Nadu to seek a gathering to pull down any such unforeseen projects that would hinder the environment.

The Sholas are shown converted to tea estates, manmade pathways and a sand mining quarry. Serene fertile lands, once home and occupation of the farmer have been occupied by noisy thunderous machines, a part of the industries new innovation. Tamil Nadu once home to agriculturists is now consuming chemical food grains. The story of the farmer is a never ending debate with several protests and petitions conducted by the farmers themselves while the unconcerned public life moved on. With greed to quickly boost the economy and to meet the needs of a technology based lifestyle, governments seek newer projects day by day neglecting a section of the public who are solely dependent on the farmers’ produce.

‘Methane’ project and the nuclear power plants at ‘Koodankulam and Kalpakkam’ have occupied large land and water masses dislocating farmers, public and fishing community predominantly causing health hazards, killing aquatic life and discarding the
homes of the fishing community. Outcry through several protests and petitions from the affected community to the government has been of no use. The journalistic stories still adopt this unanswered topic. Strong compelling visuals in the relevant films on methane and ‘Kathirveechu Kathaigal Pagam 2 Kalpakkam’ dealing with areas Kalpakkam and Kudankullam are unforgettable threatening grieving stories. These documentaries explicitly develop different strategies to highlight these social issues, by portraying themselves in journalistic roles through interviews and powerful usage of photo journalism.

The film content is a composition of interviews, spot shots and affected public. Environmentally, disastrous locations shown in the film together act as a catalyst for a social action. Some strategies adopted reveals truth about human rights issue as seen in the films where the stakeholders are agitated and pose different questions about the violated rights. This calls the attention of a wide spectrum of public.

Each of these films displays a different atmosphere and reasons, but mostly identify a similar concern and issue. It influences individual attitudes and behaviours and moves towards collective action that leads to a change and contribute to a shift in the public opinion. These individuals are agitated and by word of mouth spreading awareness in its course will gather more like-minded individuals disturbed by a social cause. Heritage sites are an important tourist attraction especially in Tamil Nadu. These include temples and other historical buildings. Tamil Nadu is known for its ancient temple structures which have to be preserved with care. Several rules and regulations imposed by the government have to be followed to keep the sites intact without causing any harm to the structures housing sculptures of deities.

But as a shocking revelation, the government themselves have sanctioned enormous hazardous projects to crop up very close to these sites. The methane project not
only occupies a major portion of the Cauvery delta with its huge constructions and machineries occupying large masses of the farmers green fields, but it is also very close to temple towns like Kumbakonam and Thanjavur. With various important temples constructed during the then Chola period dotting these sites these new projects poses enormous threats.

The films directs towards an audience who will definitely want to contribute for the betterment of their nation. The issue crosses the periphery of an individual’s capacity, seeking a larger audience. Every country houses exclusive tourist spots, educative, historically significant, and sometimes situated atop hill tops away from the maddening crowds and pollution of the urban locality. With fewer residential spaces most of these areas like Kodaikanal with cooler climates are home to different species of birds, animals and plants which adapt to this temperature.

Such cool tourist spots are a boon to a drought hit area like Tamil Nadu with hot summers and scanty rainfalls. The film ‘Mercury in the Mist’ with its exclusive interviews from affected inmates reveals shocking disturbances in the environment. Such is the impact left after the closure of Unilevers Mercury factory in the year 2001. The visuals show shocking heaps of broken mercury containers glass pieces and the metal itself strewn across and amidst the flora and fauna, reducing not only the biodiversity but also diverting tourists to other locations.

Tourists are also left with a threat of contacting skin diseases. Similar threat of health hazards are also pronounced in the film on methane. Though the government does not discuss about the consequences of extracting this gas, the leakage in the process affects a large community, and sometimes it’s fatal. The film shows clippings of the aftermath of a similar incident in America where the victims are badly affected with skin diseases besides
harm done to the internal organs in the human body. Besides this the threat is also to the fields of the farmers especially since this project occupies large areas in the Cauvery delta. The crops are either killed and the lands become infertile or the existing crops become inedible. This results in food scarcity issues besides dislocating and making the farmers poor. Such reality has never been portrayed with such clarity as in these films. The Pallikarnai marshlands rare in its kind once occupied 5000 hectares of space. The film, however, stands justified to its title ‘Pallikaranai iyarkaiyin Maranam.’ The visuals show shrunken spaces along with horrendous images of land encroachments with huge constructions of corporate and government buildings almost discarding the place as wastelands.

Besides that the pathetic scenes of the dump yard occupying major portions of these marshlands in one of the important junctions of the city are thought provoking and call for immediate action. This intolerable sight calls for an awareness towards the misuse of this space.

It reminds people of their ugly unhygienic surrounding. This shocking image of the encroachments along with extra acres of land used for dumping without segregation, the illegal pathway created by the corporate to gain entry have to be questioned and the marshlands have to be revived immediately. Some documentaries especially like the film ‘Ovvuru Sottum’ and ‘Niranthara Velanmai’ show that the effect is on individual level attitude and behavioural change. On the other hand, Permaculture, a newer pattern in the redesigning of agriculture farms builds confidence and hope in reviving the farming systems. A larger group of youth will be motivated through G. Nammalvar as seen in the film ‘Permaculture’.

Vast spaces of barren lands have been converted into green lands. The chosen documentaries attract critical attention and bring together a wide range of audiences. The
documentaries hence promises to create a social change especially amongst the issue interest groups, students, researchers, the youth, funders, NGOs and, above all, the local public and stakeholders. These documentary films favour the realistic aesthetic and reliance on interviews interspersed with voiceover narration.

5.2.2 Altering Self-Perceptions

Perception of an individual on any issue is the only factor that is responsible for effective decision making in a social movement. Such perceptions can be altered and used for organizational efforts including its social movement. In that sense social movements are capable of making its protestors to be used to take on powerful institutions like government, industrialists and corporate companies.

Effective changes through their self-directed or other-directed ego function can be brought about by such altering of self-perceptions of individuals. Individuals are environmental sensitive and fall victim to environmental disasters. Those who embrace nature cannot tolerate its deteriorating conditions. Many affected individuals consider themselves helpless as they are unable to fight against the dominating institutions .and as they are alone they also become a part of society that degrade the environment. Unsegregated garbage is dumped in areas like the Pallikaranai marshlands which have heaps of garbage dumped illegally and occupying a large space of the marshlands.

Unaware of bringing about a solution the victim is also part of this act and becomes part of this society which lacks any confidence in bringing about a change. In some other instances, nature lovers are also behaving irresponsibly and do not have the courage to approach any officials or organisations to bring about any change. The print media also does not support their causes and hence these documentary films with a strong visual
content come to the rescue. The documentary films clearly help in identifying the reason, causes and above all, portraying large groups of motivated like-minded supporters.

Strong visuals of affected victims raising their voices to fight against injustice inspire and influence the onlooker. Several agitated public are seen gathered to fight against the nuclear power plant project at Kudankulam. The film ‘Kathirveechu Kathaigal Pagam 2 Kalpakkam’ discussing these projects focuses on the affected people. These people voice out with such anger that their appeal is so strong.

When protestors gathered to protest against the Kudankulam Nuclear Power Plant project, police deployed uses tear gas, and hit people with batons, and made several arrests as people continued fighting for their human rights. In fact, police and the government accused the public. In spite of all the struggles the people continue to protest. The documentary film ‘Kathirveechu Kathaigal Pagam 2 Kalpakkam’ not only motivates public protestors living nearby but also from other parts of the state as the consequences shown in the film as a result of inhaling toxic chemicals is hazardous. The victims will become restless and will be motivated to join the others to fight for justice. Environmentally damaging activities always receives scarce attention. Individual victims have largely been overlooked, generations of past present and future is affected by the consequences of changes to the environment and the general public is unable to voice their concern.

A diverse range of individuals wants to bring about changes as they fall victim to several destructions. On the other hand, there are others who are not even aware of the injustices done to them or they realise it later. Some of them want to fight for themselves but are unaware whom to approach. And if they do not claim justice, injustice can prevail in different areas. Sometimes the environmental issues are not prominent and the victim
becomes part of the situation. The unequal distribution of water mentioned loud and clear in the film ‘En Peyar Palaru’ is actually unaware of the fact. Poor people are usually not allowed to voice out or are too afraid to approach and become powerless.

The documentary will awaken them as it clearly describes the indifference shown to them. They will then be motivated to act as the area affected belongs to them. Some documentary teaches moral lessons. The file shots of Plachimada in Kerala where the victims fight until the bottling industry closes down is very similar to incidents that are shown in Mulukum Nadhi. Pepsi and Cola companies not only exploit waters but also dump the pollutants in the river.

The film further shows the outcry of the affected victims and, in turn, inspires the viewers to save their rivers. These shots build confidence and hope in the viewers. The farmers’ grieving over dry barren unused lands is a repeated story. Films like ‘Niranathara Velanmai’ will create a drive among individuals to start something on their own and join into groups to revive infertile lands. The film depicts Vanagam an organization used to bring life to barren lands. This reformation is shown step by step influencing the viewers to start a small project on their own. Helpless and hopeless notions can now be diverted towards a brighter greener future. Therefore, this particular documentary can also overcome fears of food scarcity. This integrated system of agriculture also builds hope in unemployed, uneducated youth.

People concerned and sympathetic towards biodiversity are plenty. They are unaware of the deteriorating condition of plants and various kinds of species. The documentary film on Sholas gives a complete picture through comparative file shots of Kerala’s silent valley. Kerala housed a similar location but was soon adopted by the government Plans for a hydroelectric project.
This threatened the park's rich wildlife and created agitation among individuals, educationists and environmentalists. This created a big stir and thus the environmentalist social movement in the 1970s, known as the Save Silent Valley movement was born. This resulted in cancellation of the project and creation of the park in 1980. Such shots are parts of the film ‘Solaikkaadugalai Kaapom’ and enrich the individuals and trigger them to act identically like the people involved in the silent valley.

Such documentaries bring lots of hope for nature lovers and environmentalists and motivate them to group under a movement to bring back the beauty of their environment. Water scarcity is a major problem for the Tamil Nadu people. Many buy water, other seek through other measures. But many really do not know the reasons behind this issue as they think that lack of rainfall results in dry ponds and wells.

The three documentary films on rivers namely ‘En Peyar Palaru,’ ‘Noyyal-Tholaintha Thadangal,’ and ‘Muzhgum Nathi’ give a totally different picture of the flowing river. The lush rivers of the glorious past are now reduced to small ponds, streams and barren lands. And the rivers left with water are completely polluted with contaminated affluent making it unfit to consume. The films carry proof of industrial wastage waters sent to the rivers. The rivers carry with it chemicals, dye water and other solid wastes.

Such disturbing visuals call the attention of the public and the film shows several individuals voicing their concern over the issue through interviews and through narration. Ex-employees and local residents exposed to mercury in Kodaikanal dumped by Unilever narrate their stories through the documentary ‘Mercury in the Mist’. Toxic mercury is dumped close to the human settlements polluting the Kodaikanal hilly areas, lake and forests and harming the workers. The film shows the workers still fighting for their claim towards medical expenses and blames the company for their present health conditions and
unemployment. Such continued struggle for a cause will bring sympathy among the viewer and will be influenced to join the group for this cause.

5.2.3 Legitimizing the Social Movement

Legitimizing the social movement is the next persuasive function that is going to be discussed. Any movement worth its salt should have an acceptable voice among its members. But such an approval does not come so easily. Its programmes, policies and methods of implementation should influence the public, protesters and the policymakers of the government. With successful protests, effective propaganda and day to day activities the protesters of social movement can work towards the attainment of proper sanctity and legitimacy from the public. Social movements thrive when the cause is valid and reasonable.

The members disappear when the movement does not have sufficient proof to prove their act. Therefore, anything spread through word of mouth does not have potentiality to spread awareness. Change can be sought only when there is a valid reason. Therefore, there should be some methods to make the concerned believe.

The documentary is a boon to identify and justify such verbal dialogues and hearsay. It becomes more effective when the viewer focus on issues that sends strong message. With an unsettled social and political position constantly recurring in States like Tamil Nadu, the various visual and real life interviews of the affected public in these documentaries act like endorsements. Journalistic stories restrict social issues like the farmers never ending plead to regain the agricultural lands, public outcry to stop threatening projects on the nuclear power plant and methane gas to the periphery of timely news.
Though these stories throw powerful messages across, they are dissolved and a new story crops in. Therefore, these powerful documentaries assure the need for gathering protesters. Almost all the documentaries post real Life interviews, not only of the educationists and environmentalists but also that of the affected public. These voices establish the root cause of the issues like government indifference, corporate encroachments, and unequal distribution of resources to unhygienic situations.

There are also some official endorsements from higher officials besides voiceover narration. These voices motivate a larger group to take up the responsibility for protecting and enhancing their surroundings. Such statements concrete the issues further and anybody viewing will take precautionary steps. A tension prevails between the viewers and the political parties who are involved in any discrepancies. The documentary like ‘Niranthara Velanmai’ provides an opportunity to explore the legitimacy of the farmers outcry and petitions to the government. The challenges and problems solved by the Indian Green Crusader G. Nammalvarby converting 45 acres of barren lands to 45 acres of green fields is proof enough. Given an opportunity the farmers are sure to convert the other barren lands unattended to by the government.

The successful methods of redesigning and converting lands to fruitful areas clearly pictured in the documentary provides confidence not only to the farmer but also to the viewer who then will understand the farmer’s plight. The film also shows chemical fertilizers sprayed on green fields which also kills and makes the soil infertile. The industrial projects like the chemical factories and the methane gas project that occupy farmers land shown in the film with a huge pipeline cutting into the green fields , and the contaminated rivers failing to water the farmers’ land pictured in the films featuring rivers are all proofs of the farmers’ plight. Such visuals legitimize their outcry.
Ina hope to consuming healthy food through simple integrated form of agriculture as stated by G. Nammalvar and receiving abundant rainfall, many protesters can be gathered. Public protests against the corporatization of agriculture and agricultural lands and exploitation of rivers have been dealt with in the films on Methane, Palar, Noyyal and Mulukum Nathi. These protests reflected a wide array of issues like environmental risks, health hazards, farmers’ rights, food security, and biodiversity and trade agreements.

Public consultations by the interviewer in the films also endorse the real issues. More and more protestors and groups can come together when they understand the actual hazards of a nuclear power plant and methane gas project. ‘Kathirveechu Kathaigal Pagam 2 Kalpakkam’ is a display of real situations, real agitated protestors, and real meetings almost to the point that it looks as if shot through a hidden camera.

The viewer who has already heard of these stories may not have been affected. But these documentaries are so powerful it makes sense of uncharted realities one could identify its graduating impact from the locals, state, country to the global level.

A wider community can be gathered to fight for this global cause as the films with suitable examples of moral stories of health hazards clearly frightens the viewer. The films portray pathetic public affected by skin rashes, swollen legs and mutated body parts. They also carry stories narrated on the screen of women who speak about their affected womb, people mentally stressed and the dislocated public. When such scenes are very openly displayed, the general public is convinced and the social moment gathers momentum for the future.

The usual stories of disappearing biodiversity do not affect the general public who are busy developing their lifestyles. Neither are they convinced of the reasons. However
these films ‘Point Calimere’ and ‘Solaikkaadugalai Kaapom’ on the flora and fauna show a gradual deterioration of the green cover and the rare species of birds, animals and flowers. The beginning and end part of the film show such differences in the number of survived species.

The government’s indifference is proven here. A chemical factory at Point Calimere poses threat to the delicate birds by contaminating and polluting the air, earth and waters. Conversion of shola forests to tea gardens reduce the green cover required for some very rare species of reptiles. To convince the viewer, the film in its initial shots shows a variety of thriving creatures, but the horrendous images of exploitation towards the end part of the film reduces hope in the viewer. Hence an immediate action is required to revive the same. Though there are testimonials fixed by the government and doctors that no radiation or inhalation of any toxic chemicals can affect people in the long run, films like ‘Mercury in the Mist,’ ‘Paalaivanamagum Kaveri Delta Methane’ and ‘Kathirveechu Kathaigal Pagam 2 Kalpakkam’ prove them wrong.

This hazardous exposure can ruin somebody’s life starting with the utero until death. Portrayal of such affected victims should be morals to protestors who should aim at a continued unity until they achieve their goal of not allowing any such projects on the earth’s surface. The close-up visuals of people affected after a considerable exposure to mercury and innumerable children affected through the radiation at Kalpakkam are moral lessons.

These visuals and stories endorse and prove the government’s ignorance. Though a range of actions have been taken to protect the health of people living in and around such projects, the affect is beyond this periphery. Since these projects are anchored near water bodies, the water in its course of flow carries with it contaminated fish. When consumed,
the human beings are affected to the effect of impacting a mother’s foetus and also pronouncing fatal results. This awareness strongly portrayed through these documentaries threaten the general public living outside this periphery.

5.2.4 Prescribing Courses of Action

The function of prescribing courses of action comes after obtaining legitimacy for the movement’s goals and objectives. This deals with the creation of a set of beliefs based on the movement’s ideology. Allocation of responsibilities to the members is another area of concern as to segregate what must be done, by whom and how it must be done.

The mechanism for resolution of internal conflicts must be created. The prescription is expanded into the role of the leaders, creation of strategies and coordination of different ideas for the common cause of the movement. When water is polluted especially through chemical discharges, the fishes die and birds who prey on these aquatic beings move away in search of fresh water and fish. Such chemical factories should not be allowed to function. Immediate measures have to be taken to approach the government and if not heeded to nature lovers can be motivated to address the issues through protests.

Above all there should be an awareness created on the diverse birds that fly down from various countries to places like Point Calimere. This could attract tourists but when they hear stories of these birds migrating away they will join in the protests. Though human beings appreciate nature there is no major step taken towards preserving it.

In fact the film ‘Solaikkaadugalai Kaapom’ show illegal pathway made by tourists by burning shrubs and trees to gain entry to the forests. Such vandalism should be punished. Also, the shola forests will soon succumb to tea gardens. Such tea plantations should not be allowed and the green forest cover should be maintained. As the nuclear
power plants is a major threat to the universe appeal could be made the world over to close the project and as other countries have faced similar problems through the nuclear power plant, posters with their affected pictures of their consequences can be put forth as posters in the state. This will instill fear among citizens in Tamil Nadu and they will be motivated towards taking precautionary measures. This way more and more people can be gathered, and that could regularly host protest in different methods.

More innovative campaigns can be adopted. If this is not address to the internet can be of help. With growing technology, there are several social media sites frequented by all age groups. Very educative strong messages can be circulated in this method. If immediate action is not taken, the government will involve in more and more such projects. But only when awareness on the severity of the issue is addressed, awareness can be created.

Any movement gathers momentum when the course of action is prescribed. Volunteers are gathered, individuals joins hands, and likeminded onlookers join in as they become aware of the intensity of the problem. First of all saving the physical environment and biological life forms must be the main motive to sustain the group. Once the group is sustained more and more motivators will join in. Individuals and the environment affect each other. The basic resources have to be conserved, preserved and reformed. Water is a basic necessity.

The film ‘Ovvuru Sottum’ though a common subject instills in us various ways to save this precious resource. Preserving this resource is the greatest contribution to the globe. With a growing population, and scanty rainfall water is being misused through unturned taps, overflowing rivers caused due to soil erosion, watering plants with drinking water etc. Storm water drains need to be installed at every junction and government could take initiatives. The rain water harvesting system should be the norm of every household
and even people in and around villages can be educated with this concept. Individuals should not be allowed to litter inside the water. Water pollution is an appalling problem. Dyeing industries near Vellore and Ambur shown in the film ‘En Peyar Palaru’ discharge their industrial waste water thus contaminating the water resulting in waterborne diseases. People paying respects at the temple also discard their clothes through the temple tank to the river. At occasions even painted idols are immersed in clean sea water.

The government should step up and fine people who pollute the water bodies. Municipal governments have to monitor cleaning up of streets, roads and cities. When garbage is disposed it has to be segregated into organic and inorganic. If this separation is not done at the residence level, it will be carried over to dumping sites polluting cities. Every household could also convert the organic waste to compost. Compost can then be utilized for gardening.

In fact every household can be encouraged to set up a small garden predominantly vegetables. This is a safer method of consuming. The government should also monitor garbage dumping in important localities. The film on Pallikaranai shows garbage dumped on the marshlands creating severe damage to the ecosystem, polluting waters and air.

The documentary film will affect and urge nature lovers to indulge in clearing garbage and reviving the marshlands. Since farming is the crucial need of the hour to feed the over growing population certain agricultural methods as shown in the film ‘Niranthara Velanmai’ can be adopted.

This integrated methods which make use of domestic animals and Indian seeds can attract a huge crowd. The government should avoid procuring seeds from abroad. In fact, even the spraying of chemical fertilizers should be stopped immediately. This destroys the
farmers’ produce making him unemployed. The motivators can request barren lands from the government.

5.2.5 Mobilizing for Action

Mobilizing capacity is a must for any organization or organizational effort to succeed in its objective. Having implemented the previous functions effectively, it is utmost importance that mobilizing the people or members or protesters for action must be carried out without any further delay. The strong mobilizational strategy that can be adopted will include discourses of organizing for support and interests towards a common goal of social change.

It can be done through the bringing together of all discontented groups, energizing them for newer protests, making them to pressurizing the opposition, gaining sympathy of the opponents and finally obtaining legitimacy from them for our goals and activities. Social movement gathers likeminded people very easily to fight for a cause that concerns this group. And it is also easy to sustain this group until they find successful results but to integrate a discontented group is a difficult task. People who do not favour a particular cause do not seek reasons to join a group. Hence mobilizing a large crowd is a must.

These documentary films, therefore, helps bring together even the discontented groups thus adding a large number to the already existing groups. Particular visuals in the film awaken this group. Public who considered the story of mercury contamination a closed chapter could be made aware of the real situation through films like ‘Mercury in the Mist’. The film opens with factory workers narrating stories of their unemployment and aftermaths of contacting with mercury. Inhaling mercury has injured them for a lifetime. The small children, employees and older men associated with the factory have been
affected with rashes and disfigurement. Such strong visuals will not only help mobilize the discontented groups but will also seek sympathy from the institutions. This will also help in achieving them a job, will trigger action among NGOs and funders to help these victims.

Even after years of pulling down the shutters in 2001, the victims are seen suffering. This suffering will energize more and more people and also individuals in particular who have been affected by a similar situation. Such a group can be immediately mobilized when such issues are spread across the social media in the internet the message become stronger and with the spreading awareness created among the general public of all age groups. Several shots of real interviews posted in the film along with the affected victims’ scenes can also be posted in these sites and the internet can be accessed from any part of the world.

This is the best method to gather all kinds of people. People generally not affected by social issues will also sympathize towards the cause. With such widespread awareness, the government will also act fearing that India may be seen as a powerless country before the international community. ‘Kathirveechu Kathaigal Pagam 2 Kalpakam’ is also a composition of real situations. Several agitated victims march past in protest leaving behind the daily household chores. Many are found fasting, crying, shouting slogans and silently protesting accusing the government of its indifferent act towards suffering residents.

These films on the Kudankulam and Kalpakkam projects will teach moral lessons to the public. Already a huge crowd is mobilized as seen in the films, more and more people will be motivated to join them seeing these people suffer. When such a huge mass gathers, the government will fear the loss of votes as they play a major role in such projects. Such strong movements are easily legitimized.
The government is sure to lose support in the Cauvery Delta area where the Methane Gas Project occupies a large portion of the farmers’ land. Several environmentalists are seen strongly accusing the government of allowing such a project in a state which is dependent so much on the natural resources. Various visuals sends a sense of fear among people who are likely to be affected as the methane gas or the nuclear power plants wastage can contaminate soil and water to several kilometres.

Various people are shown succumbing to its radiation through various health conditions. Many shots of affected people will create sympathy not only amongst people of Tamil Nadu but the world across. Such documentaries will also trigger sympathy among the corporate companies who are part of this project. Several other government and opposition will also be part of the stir created. It is easy to gather together nature lovers through films like ‘Point Calimere’ and ‘Solaikaadugalai Kaapom’. Those in close contact with biodiversity will be shocked to see the condition of the flora and fauna in these places.

The diminishing green cover disappearing birds and lack of rainfall will trigger the discontented to immediately act and join the group. If a stir is created among the nature lovers the impact will be heard louder outside the periphery of this landscape. The rivers need extra attention as they are life givers for a large part of the society. Crowd can be mobilized to stop encroachments, sand mining and dumping of industrial wastages. The river contamination scenes can instill anger among the villages especially the farmers whose lands have already been taken away for several projects. Through such mobilizing actions the government will finally yield grounds to the social movements.
5.2.6. Sustaining the Social Movements

After mobilizing people for action, the next important persuasive function is to look for ways and means to sustain the movement. Having travelled thus far with carrying out the functions of transforming perceptions of social reality, altering self-perceptions, legitimizing the social movement and prescribing courses of action, the task of sustaining the movement becomes very difficult and the organizers of social movements should take steps to further these movement activities to higher levels.

It is very important to follow the tradition of grouping to fight for a cause. For otherwise if a group of people are split the root cause of their struggle will soon be forgotten and social issue will keep mounting beyond the capacity of the individuals’ struggle and soon they will make it part of their lifestyle to be affected by any hazard. Rules and regulations should also be maintained for an undisturbed environment.

The outcome of following a system has been the successful story of many developed countries. When an environment is not improvised along with the pace at which the world is improving or is totally broken, the whole system sees a setback. To maintain a country’s ecosystem a kind of maintenance has to be set at the grass roots levels. Starting from a local area, to the town, to the district and state if a standard norm is followed by every individual to make their surroundings clean, everything sets in place and makes it easy for the youth and the future generation.

The rich glory of the Indian rivers is now relegated to the past. The present pathetic condition of the Tamil Nadu rivers needs immediate attention or rather an incessant outcry. Some of the river sites with dried up land masses are beyond recognition. To revive the same a continuous effort in struggles is required. A large group can be motivated to clean
up the river through several campaigns and then it should not stop with just the cleaning process. They should also see to it that the cleaned up rivers are maintained then on. The horrifying images of the deteriorated condition of the rivers displayed through films like ‘En Peyar Palaru’, ‘Noyyal-Tholaintha Thadangal,’ and ‘Muzhgum Nathi’ should trigger them to sustain their clean river. The images are to be considered as a lesson, awakening them to the reality through the good and bad side of these rivers projected on the screen.

The good side will motivate them to revive the rivers, the bad side will definitely threaten them to the extent that they are afraid of losing their cleaning efforts. Hence certain laws and policies have to be imposed and followed strictly. If the violations are broken proper action should be taken and if necessary action does not come into effect then the protestors have to fight until they attain clean rivers. And since these rivers are part of their glorious past with rich religious and cultural backgrounds it is a prestige for each one to maintain the river water and the surrounding. Besides, the fact those rivers are life givers have to be constantly asserted. This message has to be so strong that it should be imbibed in the education system. The pros and cons of this precious resource has to be spelt out in every part of the state not only around the Periphery of the river. It is very important that the motivated group stick on to their ideals and principles and forward it to their group of followers and set examples that if the group is disintegrated the motive behind their action will soon be forgotten leaving the rivers to die.

The outcome of films like ‘Ovurru Sottum’ where the precious resource water is not hygienically maintained is the basis of all problems. It is very important to provide this basic necessity to all the citizens. Several save water campaign have been popular and many have been following but yet the pronunciation has to be stronger and the caption sustained and made evident in all nook and corners so much so that everybody should
understand the deeper meaning of this short caption and also follow. This could be written in all languages and made visually clear through posters hoardings, transit ads etc. The film focuses on various ways in which every individual wastewater with left open taps and precious drinking water sprayed on corporate lawns.

This displays indifference on the part of individuals. Therefore such acts puts forth such strong messages that it has to be so powerful that every individual should show concern towards each other and limit to the water consumption as in the case of drinking water. Certain units of water alone can be permitted to each household. If this order is maintained it will be useful for the future generation to follow it, otherwise it will soon be forgotten and water will be consumed by only a section of the society.

Therefore, it should be a constant pressure from the part of the protesters to regularly monitor the equal distribution of water, otherwise the citizens will move away to other regions and the state will suffer an imbalance in its system. It should also be the norm to distribute water equally among villages, cities and States. The film ‘En Peyar Palaru’ shows horrifying visuals of evident selfishness on the part of the Bureaucracy of the states Karnataka and Andhra who failed to given equal share of water to Tamil Nadu.

Several dams and heightening of the existing dam walls have blocked the flow of water to this part of the state. At such instances individuals should gather and fight for the cause, otherwise this would be the case for every other resource. Films like ‘Kadir Veechu Kathaigal Pagam 2 Kalpakkam’ where the Kudankulam and Kalpakkam projects are discussed several agitated protesters are seen shouting slogans posing abusive remarks and being chased away by the police force. Governments development motives never paid heed to their words in spite of receiving several positions and strikes from the affected community.
The film also shows a large group of protesters attending meetings awaiting a positive note from the government side to stop the nuclear power plant project. Though the voices were heard alarmingly through the various print and visual media with horrendous images of protesters been beaten falsely accused and dislocated stories it slowly subsided as days went by. A new irrelevant story then takes over. Therefore only if the danger of such projects is spelt out will a public be alerted. Protestors holding on to catch phrases in placards during the rallies also aid us in understanding the issues. Many such rallies and aggressive protestors are found in Kudankulam where the individuals strongly object to having an atomic power plant.

Some protests are made nonverbally with the powerful visuals itself. This awareness should be created all over the country and everybody should work towards the closure of such projects. This is a very crucial setback since there won't be any severe action taken and if at all will delay from the government side. Only if there is constant struggle portrayed through a common cause and by the same group of people can a movement be sustained.

Otherwise, the group will wither and the real cause will be soon forgotten. Therefore, it is very important to convince the group that nothing should hinder or separate them and that their rights have to be fought for the benefits of themselves and the future citizens. Films like ‘Solaikkaadugalai Kaapom’ and ‘Muzhgum Nathi’ focus on the protests done for a similar cause in other parts of the country. Until they achieved answers for their cause the people fought through resorting to silent methods of protest like blocking roadways, fasting etc. Confidence and hope are showcased through such films where the director show file shots of such protests.
Similarly, if protests are not continued to stop the tea plantations in parts of the Shola forest, the entire tea plantations will soon fill the forest area killing the rich exclusive species of flora and fauna. In the film, the aftermath of inhaling methane gas sees severe health hazards and it is proved through scenes of people suffering in America. Brilliant shots of various disfiguring images of these human beings sending horrifying message to the protesters watching this documentary about the similar project that has found routes in the Indian soil.

If protests are not continued, the situation in Tamil Nadu especially with a huge population would soon match the conditions seen amongst the American citizens different strategies can be adopted like this place posters of the affected American citizens. Different strategies can be displayed like display of posters of the affected Americans.

The farmer's story is a crime not answered for a very long time. After unsuccessful constant pleading to the government to take care of their survival, the farmer relocated from their farming lands. Their land has been taken by the government for the government projects and the corporate industries. Soon their fields are also sprayed with chemical fertilizers thus killing the crops abundantly. Scarcity of food, polluted areas, and dry barren lands without any farmers’ plants are left behind. If no protests are made to retain or revive the Indian farmers’ land India will face a predominant food crisis in the future. At par with the water scarcity crisis, the food crisis is threatening and has to be looked into. Constant protests have to be made to give the farmers an equal share of their land. And since farmers are not very educated to divert their field of occupation, the results have to be quicker, otherwise the farmers might turn into rag pickers as seen in the film Pallikarnai.

Therefore, the movement should be so strong that a constant protest is the need of the hour. Converting barren lands to fruitful farmers produce is the main focus of the
Indian green crusader G. Nammalvar. Such aspects can attract followers seeing such commitment towards their own land. An important personality like G. Nammalvar has opted to revive the fields with the help of a few active supporters as seen in films like ‘Niranthara Velanmai.’

The leadership qualities and their keen interest in the betterment of our living instigate more followers to initiate and become tomorrow’s leaders for a noble cause unadulterated by the government or any other interference. If this interest is sustained and the activity continued without any hindrance there will be more and more supporters. Besides, the public can be shown such fruitful results so that they can be motivated and even the school textbooks can carry such successful stories along with the danger of consuming chemical foods.