

7. Media Trial: Special Reference to the role of print media in Sheena Bora murder case

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Abstract

Violence against women has been increasing day by day and the media reporting of these incidents seems to be flawed and biased. The present study has taken the initiative to look into this issue by studying the media reports on Indrani Mukerjea case alias Pari Bora qualitatively. The aim of the study is to find out whether there is a representation in reporting the news items related to this case in print media. This study analyzed reporting of Indrani Mukerjea case in Four newspapers in month of July 2015 to Nov 2022 period in a comparative manner. The data collected was analyzed using discourse analysis and content analysis. It was found that there are differences in the way of reporting of Indrani Mukerjea case among the newspapers which has been discussed in the paper in a detailed manner.

Keywords: Print Media, Violence against women, Indrani Mukerjee, Sheena Bora,

Introduction

In the year 2012 Indrani Mukerjea was arrested for the murder of Sheena Bora, the shocking news, in this case, was that Sheena was the daughter, not the sister as claimed by Indrani Mukerjea. The media highlighted the case and even after her arrest Indrani never accepted that she had two children and was stuck to her statement claiming Sheena was her sister. The murder also brought into light the murky financial dealings of Indrani Mukerjea and her husband Peter Mukerjea. They successfully manipulated facts hence no trail was initiated against them for three years. The personal life of Indrani Mukerjea had been pierced by the tormenting eyes of the media which paved the way for fresh debate in the murder trial issue of the accused. Indrani's character and personal life, all the aspects which have no ration with the investigation of the murder of Sheena were under the public lens of scrutiny through media. Journalism ethics had been again under controversial debate due to their meddling with the personal

matters of the accused. (*Indrani Foiled Family's Attempts to File Missing Complaint for Sheena, 2015*)

Indrani Mukerjea alias Pari Bora, wife of former Star India CEO Peter Mukerjea, is behind bars for the murder of her daughter (*Dainik Bhaskar, 2019*). This high-profile murder case has been the most discussed in 2014-2015. By making it to the Wall Street Journal's list of 50 women, she has been on par with Indira Nooyi. Indrani, who has been the founder and CEO of INX, is a very ambitious woman. Pari Bora from Assam got married for the first time at the age of 18 after falling in love with a boy named Siddharth Das. Both of them had two children, Sheena and Mikhail. After this Indrani married a man named Sanjeev Khanna and had a daughter named Vidhi. After a few years of marriage, Sanjeev and Indrani separated. Later, Star India HR Indrani started dating Peter Mukerjea, who was 16 years older than her. The news of these two dating started becoming headlines on Page 3. Indrani didn't even tell Peter about her children from the first marriage. For the general public, Sheena was Indrani's sister. Meanwhile, Peter Mukerjea's son from his first wife, Rahul came close with Sheena and both wanted to marry each other. Peter and Indrani were against their relationship. In such a situation, news came that an ambitious mother found it appropriate to kill her own daughter for her better future. This high-profile crime is the rarest example of an honor killing by a woman against a woman. Therefore, this research case was chosen to study the role of media in this matter.

Details About the Case

In May 2012, Mumbai Police found a half-burnt body in the Raigad forest. Since it remained unclaimed for months, police performed the last rights of the body. Later, during the trial of another case, driver named Shyam revealed that the body was of Sheena Bora, who was murdered by her mother Indrani Mukerjea . This case of mother getting her daughter murdered remained in the news after as it got linked to the glamor world. (*Sheena Bora Murder: "Red Tape" Prevented Rahul from Filing FIR, 2015*)

1. Indrani Mukerjea has been one of the popular media personalities of the country. She was the second wife of Peter Mukerjea. The same Peter Mukerjea who played a big role in establishing the Star India channel in the country. Indrani was born in Guwahati,

Assam in the year 1972. Indrani's childhood was not very good. After completing her schooling, Indrani went to Shillong where she met Siddharth Gupta, and both of them got married, after which Mikhail and Sheena were born. But their marriage did not last long and they separated. Indrani left her children with her parents and she moved to Kolkata where she met Sanjeev Khanna, and they got married in 1993. After a few years of marriage, Indrani had a daughter, Vidhi, but after some time they also got separated. In the year 2001, she came to Mumbai from Kolkata, after which she started looking for recruitment in Star India. It was here that he met Peter Mukerjea and the two started dating. After dating each other for a long time, Peter Mukerjea prepared Indrani for marriage. Both of them got married in 2002. This was Peter's second marriage, at the time of marriage he was 46 years old while Indrani was 30. Both of them had no idea about each other's past lives. After marriage, Peter Mukerjea also made Indrani Mukerjea his business partner and both of them started a new company INX in 2007. Indrani also secured a place in the list of 50 Powerful Business Women in 2009. On August 21, 2015, suddenly, the police arrested Shyam Rai, the former driver of Indrani Mukerjea, in connection with a case of possessing weapons. After questioning him extensively, he confessed that Indrani Mukerjea was involved in the murder of Sheena Bora. Subsequently, on August 25, 2015, Indrani Mukerjea was arrested in the Sheena Bora murder case. The CBI identified the badly decomposed body as that of Sheena Bora. *(Ex-CEO of TV channel held in murder case. The Hindu. 2015, August 25)*

Each unfolding event in this case appeared like scenes from a thriller film. In the course of the investigation, the police also questioned Indrani's husband, Peter Mukerjea, and their son, Rahul. Later, Peter was also arrested. After the murder, Sheena Bora's body was disposed of by pouring petrol on it and setting it on fire in the jungles of Raigad. On September 2, 2015, when Indrani and Peter were confronted face-to-face for questioning, tears rolled down Indrani's eyes upon seeing Peter, and she became emotional. The next day, several truths emerged in the case when a diary belonging to Sheena was found at Indrani's residence in Guwahati. In that diary, Indrani was referred to as a witch. Sheena also expressed her longing for her father Siddharth Gupta, mentioning that he occasionally visited her. Indrani Mukerjea's new statement created a sensation, as she confessed that Sheena Bora was not her sister but her daughter. *(A Burnt Body and a Tip Off: How the Sheena Bora Murder Case Unfolded, n.d.)*

Sheena Bora Murder Case in Media

News related to women are presented as sensational by news channels, for the sake of fastest breaking news and exclusive coverage, they show no restraint. Instead of delving into the mystery of Sheena's murder, the media seems to be engaged in extracting various angles in a triangular manner. Rather than going into the depth of the truth, news channels ran news trials, openly scrutinizing both the accused and witnesses. Even after several years since the Sheena Bora murder, the case continued to be shrouded in mystery, creating a sensation throughout the country. The CBI has also investigated this high-profile murder case, but many questions related to this case remain unanswered, and the accused have been released on bail. It is a murder mystery where the secrets have not been unveiled to this day, and the veil over the enigma remains untouched. (*Sheena Bora Murder: Police Blow the Lid off Indrani Mukerjea's New Passport Claim, 2016*)

Research Methodology

This is analytical research.

Sample size and duration

The data was collected by analyzing the news reported in the print media for a period from July 2015 to January 2023. The reports of Indrani Mukherjee case were included in the study. The news in two leading Hindi dailies national newspapers and two English Dailies national newspapers were selected.

These Four newspapers were used in this study -

1. Dainik Bhaskar : 4.5 million
2. Dainik Jagran : 3.6 million
3. The Hindu : 1.4 million
4. Indian Express : 1.6 million

Procedure and research design

1. The study was conducted using discourse analysis and content analysis as it is most suitable for the study of media.
2. Content Analysis is used in order to have an objective understanding about the reporting of Sheena bora murder case.

3. Discourse analysis is used in order to have a deeper understanding about the titles of newspaper reports. The paper reports are exhaustively analyzed, verbatim and words that are used to sensationalize the report were identified.

Content Analysis

It is one of the methods used in summarizing any form of content only after having a deep study of the actual content. This enables the researcher to more objectively evaluate and understand the situations. Content analysis, tries to analyze written words. The results of content analysis are in numbers. It starts with the process of selecting content for analysis, and then preparing the content for counting and weighing.

The content analysis therefore serves two basic purposes:

1. It helps in removing much of the subjectivity from summaries. It also helps in the detection of trends in an easier and simpler manner.
2. Intra-media Analyses- This type of study analyses the content within individual newspapers. It is primarily focused on initial exploratory studies on the four individual newspapers selected for this research. For intra- media analysis, exhaustive study of all the four Newspapers during the period of July 2015 to January 2023 was analyzed. The study is focused on four different aspects of the News.

Analysis and Interpretation

Analysis of News Articles published in Dainik Bhaskar Newspaper related to Sheena Bora case

TABLE NO. – 1

S. NO	DATE	PAG E NO.	NUMB ER OF NEWS ARTIC LES	TYPE OF NEWS	IF PHOT OGRA PH PRES ENT	HEADLINE	NAME OF THE PAGE
1.	15 JULY 2015	01	01	NEWS	1		FRONT
2.	27 AUGUST 2015	01	01	NEWS	1	<i>Maria Ne Sheena Bora Hatyakand Ki Jaanch Main Dakhal Dekar Galat Kiya : CM</i>	FRONT
3.	29 AUGUST 2015	01	01	NEWS	1	<i>Sheena Bora Murder Case – Beti Ki Hatya Ke Arop Main Indrani Samet 4 Girافتار</i>	FRONT

4.	24 DECEMBER 2015	01	01	NEWS	1	<i>Paanch Shaadiyon Se lekar arbonn ki sampatti banana tak ,asa hai Indrani ka jaal</i>	FRONT
5.	13 JULY 2018	01	01	NEWS	1	<i>Sheena Bora murder case ki mukhy aropi Indrani Mukerjea ki tabiyat bigdi</i>	FRONT
6.	04 NOVEMBER 2018	01	01	NEWS	1	<i>Driver Sheena bora case main sabse bada turn – hatya ki aropi maa Indrani ka dava – meri beti zinda hai, CBI Kashmir jakar uski talashi kare</i>	FRONT
7.	03 APRIL 2019	01	01	NEWS	1	<i>Driver Shyamvar ki gawahi – Indrani ne Sheena ki laash ko lipstick lagaya fir jala diya</i>	FRONT
8.	11 MAY 2019	01	01	NEWS	1	<i>Luxury life jeene wali Indrani ka aisa ho gya haal, safed hog ye saare baal</i>	FRONT
9.	01 SEPTEMBER 2019	01	01	NEWS	1	<i>Sheena Bora Hatyakand – 7 baar jamanat arzi kharij hone ke baad Indrani Mukerjea ko SC se mili jamant, 6 saal se hain jail main</i>	FRONT
10.	07 FEBRUARY 2020	01	01	NEWS	1	<i>Is Expert ne khaas techniq se khola tha Sheena Bora murder mistry ka raaz 7 saal pahle</i>	FRONT
11.	20 MARCH 2020	01	01	NEWS	1	<i>CBI court main Indrani Ka khulasa – murder Ki tarikh ke 6 mahine baad tak zinda thi Sheena, boyfriend Rahul se baatchit hoti thi</i>	FRONT
12.	06 MARCH 2022	01	01	NEWS	1	<i>CBI court ne Guwahati airport Ka cctv footej maanga. Indrani Mukerjea ki poorv vakil ne dawa kia tha - Sheena bora Zinda hai</i>	FRONT
13.	21 MAY 2022	01	01	NEWS	1	<i>Sheena Bora Hatyakand – Indrani Mukerjea Ne vishesh CBI adalat main arji dakhil ki</i>	FRONT

Researcher analyzed the news coverage of the Dainik Bhaskar's Bhopal edition from a research perspective. Thirteen news articles were published, prominently featured on the main page with accompanying photos. All the news articles were highlighted on the main page, and none of them included editorial or headline coverage. A detailed description of these articles is provided in Crime Table 1.

Content

Dainik Bhaskar did not run any campaign to seek justice for the victim; however, news related to the incident was covered on the main page with photos. Alongside publishing news, Dainik Bhaskar also gave adequate follow-up coverage to this incident. Some news articles were published in a way that went beyond the case, delving into the accused's personal life and the world of glamour.

Language Used

In the published news articles of Dainik Bhaskar related to the Sheena Bora case, there was no in-depth investigation into the reasons behind the murder. Balanced language wasn't used, and content had lack of sensitivity. The language used resembled the sensational language of television channels in reporting on a woman's crime usually used to increase TRP.

Figures

Analysing the news articles related to the Sheena Bora case published in Dainik Bhaskar, the researcher found that 13 news articles were prominently featured on the main page, each accompanied by a photo. All the news articles were published on the main page. Editorial and headline coverage was missing in these articles.

Role in Creating Public Awareness

By analysing all the news articles of Dainik Bhaskar, it seems that at the time of publication, an attempt was made to give momentum to the victim's voice. In the initial days of the case, the news publication did not give any special attention to the case, but after the discovery of the victim's body, media coverage took a more responsible approach to seek justice.

Analysis of News Articles published in Dainik Jagran newspaper related to Sheena Bora case

TABLE NO. – 2

S. NO	DATE	PAGE NO.	NUMBER OF NEWS ARTICLES	TYPE OF NEWS	IF PHOTO GRAPH PRESENT	HEADLINE	NAME OF THE PAGE
1.	20 NOVEMBER 2015	01	01	NEWS	1	<i>Sheena bora Murder Case – media ke business main wapas aana chahti thi Indrani</i>	FRONT PAGE
2.	24 NOVEMBER 2017	01	01	NEWS	1	<i>Khud ko bachane ka pryas hai Indrani ka arop : Peter</i>	FRONT PAGE
3.	18 MAY 2022	01	01	NEWS	1	<i>6 saal baad jail se bahar niklegi Indrani Mukerjea SC se mili jamant : jaane pura ghatnakram</i>	FRONT PAGE
4.	20 MAY 2022	01	01	NEWS	1	<i>Sheena Bora Hatyakand – main 6 saal baad jail se bahar aai Indrani Mukerjea, kaha main bahut khush hoon</i>	FRONT PAGE
5.	17 NOVEMBER 2022	01	01	NEWS	1	<i>Peter Mukerjea ke bete Rahul ne court se kaha mere pita nirdosh</i>	FRONT PAGE
6.	22 DECEMBER 2022	01	01	NEWS	1	<i>Jail se bahar aa sakega sarkari gawaah Shyamvar Rai, Arms act mamle main mili jamanat</i>	FRONT PAGE
7.	07 JANUARY 2023	01	01	NEWS	1	<i>Indrani Mukerjea ne adalat main dayar ki yachika, kaha – Vakil ne Sheena bora ko flight mein dekha</i>	FRONT PAGE

Researcher conducted an analysis of the news coverage of Dainik Jagran from the research perspective. Seven news articles were published, all prominently featured on the main page with accompanying photos. None of these articles included editorial or headline coverage. A detailed description of these articles is provided in Table 2.

Content

Dainik Jagran did not run any campaign to seek justice for the victim, but news related to the incident was covered on the main page with photos. Alongside publishing news, Dainik Jagran also gave adequate follow-up coverage to this incident.

Language Used

In the published news articles of Dainik Jagran related to the Sheena Bora case, there was an in-depth investigation into the reasons behind the murder. However, there was a lack of sensitivity in the language.

Figures

Analyzing the news articles related to the Sheena Bora case published in Dainik Jagran, the researcher found that seven news articles were prominently featured on the main page, each accompanied by a photo. None of the articles included editorial or headline coverage.

Role in Creating Public Awareness

By analysing the news articles of Dainik Jagran, it seems that at the time of publication, an attempt was made to provide information and updates on this incident to the public. After the discovery of the victim's body, media coverage took a more responsible attitude to seek justice.

Analysis of News Articles published in The Hindu Newspaper related to Sheena Bora case

TABLE NO. – 3

S. NO.	DATE	PAGE NO.	NUMBER OF NEWS ARTICLES	TYPE OF NEWS	IF PHOTOGRAPH PRESENT	HEADLINE	NAME OF THE PAGE
1	03 JULY 2018	8	1	NEWS	1	Sheena Bora: top officer appears before CBI court	Cities
2	24 JULY 2018	8	1	NEWS	1	Indrani wanted to prove I'm insane, says Mekhail Bora	Cities
3	25 JULY 2018	8	1	NEWS	1	'Indrani pressurised me to tell Sheena to leave Rahul'	Cities
4	26 JULY 2018	8	1	NEWS	1	Mekhail Bora: would have died if I had stayed back in city	Cities
5	08 SEPTEMBER 2018	8	1	NEWS	1	CBI court rejects Indrani's bail plea	Cities
6	08 JANUARY 2019	8	1	NEWS	1	'Peter Mukerjea played no role in plotting Sheena Bora's murder'	Cities
7	17 MARCH 2019	8	1	NEWS	1	Peter Mukerjea admitted to JJ Hospital	Cities
8	23 MARCH 2019	8	1	NEWS	1	Peter Mukerjea files for medical bail to undergo bypass surgery	Cities

9	05 APRIL 2019	8	1	NEWS	1	Sheena Bora case: CBI court denies medical bail to Peter Mukerjea	Cities
10	01 MAY 2019	8	1	NEWS	1	HC grants CBI time to reply to Peter Mukerjea's bail plea	Cities
11	22 NOVEMBER 2019	8	1	NEWS	1	Court rejects Peter Mukerjea's plea for transfer to special cell	Cities
12	30 NOVEMBER 2019	4	1	NEWS	1	Court to pass order on Indrani's bail plea on Dec 10	states
13	07 FEBRUARY 2020	4	1	NEWS	1	Sheena Bora murder case: Indrani Mukerjea says Rai demanded ₹50 lakh for not testifying against her	states
14	20 FERUARY 2020	4	1	NEWS	1	Sheena Bora murder case: CBI opposes Indrani Mukerjea's bail plea	States
15	20 MARCH 2020	8	1	NEWS	1	Peter Mukerjea released on bail	Cities
16	26 JUNE 2020	4	1	NEWS	1	No coronavirus risk for Indrani Mukerjea, says CBI opposing bail plea	states
17	16 JULY 2020	8	1	NEWS	1	Sheena Bora murder: CBI court rejects Indrani Mukerjea's bail plea	Cities
18	06 AUGUST 2020	8	1	NEWS	1	Sheena Bora murder case: CBI court rejects bail for Indrani Mukerjea	Cities
19	18 MAY 2022	3	1	NEWS	1	Sheena Bora murder case: Supreme Court grants bail to Indrani Mukerjea	India
20	19 MAY 2022	8	1	NEWS	1	Indrani Mukerjea gets bail in Sheena Bora murder case	Cities
21	30 MAY 2022	4	1	NEWS	1	Indrani Mukerjea moves HC to quash 2017 prison rioting FIR	States
22	20 AUGUST 2022	8	1	NEWS	1	Sheena Bora murder case: HC grants bail to accused-turned-approver Shyamvar Rai	Cities
23	12 JANUARY 2023	3	1	NEWS	1	Indrani's plea on person resembling Sheena Bora: Submit CCTV footage, court tells Guwahati airport	India

Researcher analysed The Hindu's news coverage from a research perspective. In the published 23 news articles, all were prominently featured within different pages with 23 photos related to the incident, published in all editions in Madhya Pradesh. None of these articles included editorial or headline coverage. A detailed description of these articles is provided in Table -3.

Content

The Hindu did not run any campaign to seek justice for the victim, but news related to the incident was covered on the main page along with India and cities pages with photos. The Hindu also provided sufficient follow-up coverage to this incident.

Language Used

In the published news articles of The Hindu related to the Sheena Bora case, there was no in-depth investigation into the reasons behind the murder. Balanced language was used, and language was sensitive in the articles.

Figures

Analysing the news articles related to the Sheena Bora case published in The Hindu, the researcher found that 23 news articles were prominently featured on different pages including main page, each accompanied by a photo. None of the articles included editorial or headline coverage.

Role in Creating Public Awareness

Through the analysis of all the news articles of The Hindu, it seems that at the time of publication, an attempt was made to provide information and updates on this incident to the public. The Hindu played a significant role in advocating for justice for the victim in the reporting of the entire incident.

Analysis of News articles Published in The Hindu Newspaper related to Sheena Bora case

TABLE NO. – 4

S. NO.	DATE	PAGE NO.	NUMBER OF NEWS ARTICLES	TYPE OF NEWS	IF PHOTO GRAPH PRESENT	HEADLINE	NAME OF THE PAGE
1	15 JULY 2015	4	1	NEWS	NO	Sheena murder case: DNA samples establish Indrani Mukerjea link, claim police	India-others
2	27 AUGUST 2015	4	1	NEWS	NO	Husband No. 2: Familiar face in Kolkata's top circles, now a murder suspect	India-others

3	29 AUGUST 2015	4	1	NEWS	NO	Sheena Bora murder: I have pictures which show why she was killed, says Indrani's son Mikhail	India-others
4	24 DECEMBER 2015	4	1	NEWS	NO	Sheena Bora murder case-Peter, Indrani siphoned off funds from INX deal: CBI	इंडिया
5	13 JULY 2018	4	1	NEWS	NO	Sheena Bora case: 'Witness who saw accused had lied at behest of police'	India
6	04 NOVEMBER 2018	5	1	NEWS	01	Sheena Bora case: Special CBI court rejects bail pleas of Indrani, Rai	Cities
7	03 APRIL 2019	4	1	NEWS	NO	Sheena Bora murder case: Sending Peter back to jail like sentencing him to death without trial, court told	India
8	11 MAY 2019	4	1	NEWS	NO	Indrani Mukerjea to appear in Delhi court on May 23 in INX Media case	India
9	01 SEPTEMBER 2019	4	1	NEWS	NO	Sheena Bora case: Skeleton exhumed from Raigad of woman aged 21 to 25 years, claims expert	India
10	07 FEBRUARY 2020	5	1	NEWS	01	Bombay HC grants Peter bail in Sheena Bora murder case: No prima facie evidence to show involvement	Cities
11	20 MARCH 2020	4	1	NEWS	NO	Sheena Bora murder: Peter Mukerjea released from Mumbai jail	India
12	06 MARCH 2022	5	1	NEWS	01	Sheena Bora case: CBI 'afraid' to record statement of suspended policewoman, says Indrani Mukerjea	Cities
13	21 MAY 2022	5	1	NEWS	01	Indrani Mukerjea walks out of Byculla prison	Cities
14	06 OCTOBER 2022	5	1	NEWS	01	Sheena Bora case: Used fabricated marriage deed to find 'decent' house on rent, says Rahul Mukerjea	Cities
14	25 NOVEMBER 2022	5	1	NEWS	01	Indrani completes cross-examination of Rahul Mukerjea in Sheena Bora case	Cities

Researcher analyzed The Indian Express's news coverage from a research perspective. Of the published 15 news articles, 6 were featured on the city page with photos related to the incident. The remaining articles were published on other pages, including the main page. None of these articles included editorial or headline coverage. A detailed description of these articles is provided in Table 4.

Content

The Indian Express didn't ran any campaign to seek justice for the victim, but news related to the incident was covered in its articles with photos. However, The Indian Express did not give sufficient prominence to the follow-up coverage of this incident.

Language Used

In the published news articles of The Indian Express related to the Sheena Bora case, there was an in-depth investigation into the reasons behind the murder. Articles used a balanced language, and there was a display of sensitivity in tone used for writing the articles.

Figures

Analyzing the news articles related to the Sheena Bora case published in The Indian Express, researcher found that 6 news articles were featured on the city page, each accompanied by a photo. The other articles were published on other pages, including the main page. None of the articles included editorial or headline coverage.

Role in Creating Public Awareness

Through the analysis of all the news articles of The Indian Express, it seems that at the time of publication, an attempt was made to provide information and updates on this incident to the public. The Indian Express played a significant role in advocating for justice for the victim in reporting the entire incident.

TABLE NO. – 5

S. NO.	NEWSPAPER	NO.OF NEWS ARTICLES PUBLISHED	NO. OF PHOTOS	TYPE OF ARTICLE	ROLE IN CREATING PUBLIC AWARENESS	LANGUAGE SENSITIVITY
1	DAINIK BHASKAR	13	13	REPORT- 13 EDITORIAL-00	AVERAGE	SENSITIVE
2	DAINIK JAGRAN	03	02	REPORT - 03 EDITORIAL -00	AVERAGE	SENSITIVE
3	THE HINDU	03	02	REPORT - 03 EDITORIAL -00	AVERAGE	BALANCED AND SENSITIVE
4	INDIAN EXPRESS	10	05	REPORT - 10 EDITORIAL -00	AVERAGE	BALANCED AND SENSITIVE

Content

Upon examining the subject matter of this case, the researcher found that whether in Hindi or English newspapers, no organization raised any serious questions about this case in its initial days. The case drew the attention of the media only when prominent names started getting involved. Therefore, the researcher concluded that the media stakeholder were more interested in taking Indrani behind bars rather than actually getting justice for the victim.

Language Used

The language level in this case remained average. While the language in some news articles of Dainik Bhaskar appeared sensitive in Hindi, in some instances, it resembled Bollywood sensational news. On the other hand, English newspapers, particularly The Hindu, demonstrated a more sensitive language. Both newspapers provided a balanced presentation of language in their respective coverage.

Figures

Analyzing the news published in Dainik Bhaskar, the researcher found that out of the 13 published news articles, all were featured on the main page as news, along with accompanying photos. Similarly, Jagran published 7 news articles, all on the main page, in the form of news, accompanied by photos. In English newspapers, The Hindu published 26 news articles, most on its front page, in the form of news, accompanied by 26 photos, which were published in all editions in Madhya Pradesh. In comparison, Indian Express published 15 news articles, of which 6 were published on the city page as news, accompanied by photos. The remaining articles were published with prominence on other pages in India and other sections.

Role in Creating Public Awareness

No newspaper played a significant role in creating a public protest in this case. The main reason for this is that in its initial days, this incident was not even a news item for the media. This is the primary reason that no public movement took place to seek justice for the victim in this case.

Role of Media Stakeholder with respect to other stakeholders in Sheena bora case

Stakeholder	Brief account of their role in this case
Role of family	The most interesting thing in this case is that, the family members are the accused in this case. While in general it is the family who fights for the justice to victim, this case represents vice versa. Here family members tried their best to suppress the case.
Role of women’s right commission	Neither the state women right’s commission nor the central women right’s commission took any interest in this case to seek justice for the victim.
Role of police	The role of the police in this case is highly questionable. The F.I.R. for the victim's disappearance was filed two years before the police took any action to find her. The case gained attention only when the police found the victim in the forest. However, after identification of the body, the police acted swiftly in their investigation, apprehending the culprits and ensuring their responsibility in a commendable manner. Yet the role of police in this case remains suspicious.
Role of Judiciary	The court, despite acknowledging the power of the accused and her family in this case, has set an example of impartiality in its neutral role. Surprisingly, the court did not show any leniency in delivering the punishment for the crimes committed by the accused, demonstrating a fair and just approach in the face of the accused's influence in the country.

Conclusion

Researcher here concludes the research using following points:-

Sensitivity in Language- Media coverage in this case only gained traction two years after the victim went missing, primarily because prominent names became associated with the case following the discovery of the victim's body. There is skepticism about whether the media would have covered the Sheena Bora murder case if the accused were not wealthy and famous. Consequently, the language used by the media in this case was not driven by a sense of empathy or a commitment to justice for the victim. Instead, it appeared to be more of a sensationalized news story, given the involvement of a notable personality in a crime.

Role of media stakeholders in creating a public movement- The media in the initial days of case didn't give the attention case needed. However, after the names of riches came along media gave subsequent attention to the case, however that attention was not enough to create a public movement seeking justice to victim.

Role of media in seeking justice- The media in the initial days of case didn't give the attention case needed. However, after the names of riches came along media gave subsequent attention to the case which in turn created pressure on police and they worked hard to dig deep into the case to provide justice to the victim.

Effect of case- This case may not have a significant impact on Indian criminal law or the functioning of the judiciary. But, it had a profound impact on Indian society at a social level. The shocking nature of the crime, involving a mother's involvement in her daughter's murder, challenged preconceived notions within Indian society. It shattered traditional beliefs, as such heinous acts were not previously thought possible within familial structures.

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