

Analysis of Bhagavad Gita in the Context of Indian Knowledge Systems: Towards Value Education for Students in the Present Scenario

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ABSTRACT

The study delves into the examination of the Bhagavad Gita within the framework of Indian knowledge systems, particularly focusing on its relevance in providing value-oriented education for students in the contemporary scenario. The lessons from Bhagavad-Gita serve as a catalyst for enhancing education, which holds significant importance. Agricultural nations like India have been addressing the deficiency of value in education. In addressing this issue, the teachings of Bhagavad-Gita play a pivotal role in imparting ethical education to students and assuming a more significant role in setting standards for institutional leaders. Ethical-based education is crucial for a multitude of factors encompassing genuine values, spiritual values, virtue, discipline, profundity, societal norms, political perspectives, practicality, didactics, global considerations, aesthetics, morality, functionality, religious beliefs, reverence, psychomotor skills, and more. This study concludes that integrating contextual education with the teachings of Bhagavad-Gita suggests a correlation between educational theory and practice for the betterment of society as a whole. Bhagavad-Gita elucidates the path to nurturing students in a righteous manner, fostering a transformative outlook, and equipping them for success in their careers and offering insights into fostering holistic development and ethical conduct among students in the present era.

Nonetheless, the current review suggests that the teachings of Bhagavad-Gita hold promise for both educators and students in fostering respect among them to enhance society at large.

KEYWORDS: Bhagavad-Gita, Teaching, Value Education, Student development

INTRODUCTION

The Bhagavad-Gita, a segment of the Mahabharata authored by Ved Vyasa, comprises 700 verses divided into 18 chapters. It encompasses profound philosophical concepts and practical guidance, commencing with a dialogue between Arjuna, representing humanity, and Lord Krishna, the supreme deity. Serving as both a conversation between Arjuna and Sri Krishna and a source of moral instruction from Lord Krishna to Arjuna, the Bhagavad-Gita addresses Arjuna's dilemmas and offers teachings on various aspects of life. These teachings include strategies for managing Arjuna's distress, insights into the paths of knowledge and action, discussions on modes of behavior, intellect, and the renunciation of action, as well as guidance on achieving inner peace and spiritual fulfillment. Topics covered range from the joy derived from self-discipline to the importance of self-awareness, the pursuit of wisdom, recognition of divine essence, ethical conduct, and the distinction between body and soul. The Bhagavad-Gita also explores concepts such as the three attributes of nature, the nature of the supreme spirit, the attributes of the afterlife, the significance of faith and knowledge, and the principles of action, happiness, and duty.

The Bhagavad-Gita is structured into three sections. The initial six sections, comprising 280 verses, elucidate the path of action known as Karma Yoga. Following this, sections 7 through 12, consisting of 209 verses, expound upon the path of devotion or Bhakti Yoga. Lastly, sections 13 to 18, containing 211 verses, highlight the path of knowledge or Jnana Yoga, which emphasizes the spiritual significance of individual soulhood and the teachings of spiritual value. Many social scientists, psychologists, philosophers, innovators, educators, and advocates for education emphasize the importance of nurturing and cherishing the mind for the acquisition of knowledge. However, the future destiny of a nation lies in the hands of its youth, who represent the leaders of tomorrow.

Many social scientists, psychologists, philosophers, thinkers, educators, educationists and educational concerns believe that intelligence is based on mind that is ability to develop mind and values mind; but the future of the nation depends on the present day children who are the leaders of tomorrow. Therefore, efforts should be made to provide the children a pleasant present and bright future which is only possible through value-oriented education, but it is generally seen that most of the children who are enrolled in schools do not attend the schools and suffers from value-oriented education.

As a result, efforts should be directed towards providing children with a meaningful present and a promising future, which can only be achieved through value-oriented education. However, it is often observed that a significant portion of children enrolled in schools and colleges do not attend classes and miss out on value-oriented education. Consequently, despite the necessity for aligning education with respect and ensuring school attendance, it remains a common occurrence for many enrolled children to be absent from school. Efforts must be intensified to ensure that young people receive the benefits of value-oriented education, thereby paving the way for a brighter future.

This review can be deemed critical from the standpoint that value education can be significantly influenced by the Bhagavad-Gita and its teachings. Consequently, it sheds light on a community whose existence may be relatively unknown to date. Through this review, it becomes apparent that there exists a collective of individuals who are impacted by the teachings of the Bhagavad-Gita and are invested in incorporating its principles into value education.

SIGNIFICANCE OF THE STUDY

The Bhagavad Gita serves as a repository of our rich cultural heritage and traditions, offering practical solutions to various everyday challenges. It serves as a guiding light, illuminating the darkness in our lives and instilling confidence by providing answers to our questions. Among its many virtues, the Gita dispels the uncertainties of life and awakens students to their true potential. It epitomizes all customs and philosophies, offering unparalleled wisdom and fostering self-awareness.

Teaching the Bhagavad Gita to undergraduates and helping them grasp the significance of its divine message is essential, as students are shaping their intellect and future aspirations in pursuit of career excellence. A thorough understanding of the Gita's teachings can unleash their potential and equip them with the skills necessary for success, contributing to their academic and professional achievements.

This paper aims to identify, analyze, and evaluate the key elements that reinforce value-based education and its impact on Indian culture today and in the future. By addressing these aspects, it seeks to assist students in addressing educational challenges more effectively and flourishing within our society.

Recognizing the significant gaps in the study of Vedic scriptures and epics in the current educational context, as well as the prevailing social issues among students and young people, this study aims to explore specific components of the Bhagavad Gita that can aid in their personal and professional development.

The Role of AI in Transforming Content Creation & Distribution in India's Media Sector for Viksit Bharat

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ABSTRACT

This study delves into the significant influence of Artificial Intelligence (AI) on the creation and dissemination of content within India's media sector for a Viksit Bharat. With the swift progression of AI technologies, media entities are harnessing automation, machine learning, and natural language processing to transform their content creation methods and enhance distribution tactics. The research investigates how AI algorithms are restructuring journalism, entertainment, and marketing realms in India, resulting in more tailored, precise, and captivating content interactions for audiences. Employing both qualitative and quantitative methodologies, the study analyzes the opportunities, hurdles, and future ramifications associated with AI integration in India's media landscape. Insights garnered from interviews with industry professionals and case studies of AI-powered media ventures offer valuable insights into the transformative potential of AI in shaping the trajectory of content creation and distribution in India.

Keywords: Artificial Intelligence, Content Creation, Content Distribution, Indian Media Industry, Automation, Machine Learning, Natural Language Processing.

INTRODUCTION

The Indian media industry has experienced significant changes due to technological advancements and evolving consumer behaviors. Artificial Intelligence (AI) stands out as a major innovation reshaping this sector. AI's capacity to process large datasets, automate tasks, and provide insights has empowered media firms to refine their content creation and distribution strategies. This study focuses on analyzing how AI influences content creation and distribution within India's media landscape. As AI continues to advance, media companies are increasingly incorporating AI-driven solutions into their workflows to streamline processes, boost efficiency, and offer more compelling content to audiences.

The surge in digital platforms and online media consumption has brought both challenges and opportunities for Indian media firms. AI presents promising solutions to address key challenges like personalizing content, segmenting audiences, and optimizing distribution channels. By utilizing AI algorithms, media organizations can analyze audience behavior, preferences, and trends to customize content and enhance user experiences. Moreover, AI-powered tools for content generation are transforming how media firms produce news articles, videos, and other multimedia content. Natural Language Processing (NLP) algorithms enable automated content creation, summarization, and

translation, enabling media companies to expand their content production efforts and reach wider audiences.

In addition to content creation, AI plays a vital role in optimizing content distribution strategies in India's media landscape. Through predictive analytics and recommendation systems, media organizations can pinpoint the most effective channels and timing for content dissemination, maximizing audience reach and engagement. Despite the potential benefits of AI in the Indian media industry, there are also ethical concerns to address, such as data privacy, algorithmic bias, and potential job displacement. It's crucial for media firms and policymakers to address these issues proactively to ensure responsible and ethical AI deployment. This study aims to provide a comprehensive analysis of AI's impact on content creation and distribution in the Indian media industry. By examining case studies, industry trends, and expert insights, it seeks to shed light on the opportunities, challenges, and future implications of AI adoption for media organizations in India.

Through an interdisciplinary approach that draws from media studies, technology, and business, this research aims to deepen understanding of AI's role in shaping the future of the Indian media landscape. By highlighting best practices, emerging trends, and potential challenges, it aims to inform strategic decision-making and promote the responsible and sustainable integration of AI technologies in the Indian media sector.

RELEVANCE OF STUDY AND JUSTIFICATION

The significance of this study lies in its potential to impact industry practices, influence policy initiatives, and contribute to academic research in the fields of media studies and technology. By examining the influence of AI on content creation and distribution in the Indian media industry, this research addresses the needs of media professionals, policymakers, and other stakeholders, providing valuable insights and recommendations to navigate the evolving media landscape.

- 1. Industry Innovation and Competitiveness:** As the Indian media landscape adapts to technological advancements, understanding AI's impact on content creation and distribution is crucial for media organizations to innovate and maintain competitiveness.
- 2. Audience Experience and Engagement:** This study illuminates how media organizations can better serve diverse audience segments by understanding AI's influence on content recommendation algorithms, personalization strategies, and user engagement metrics, enabling them to create more relevant and engaging content experiences.
- 3. Policy Development and Regulation:** Policymakers can use the study's findings to develop informed policies and guidelines regarding AI adoption in the media industry, addressing ethical concerns and ensuring data privacy while promoting responsible AI usage.
- 4. Academic Advancement and Knowledge Creation:** The research contributes to the academic understanding of AI and media in the Indian context, enriching scholarly discourse with empirical data, industry analysis, and theoretical frameworks.
- 5. Socio-Economic Implications and Workforce Development:** The study provides insights into how AI adoption may impact job roles, skill requirements, and employment opportunities in the Indian media sector. By identifying areas for upskilling and talent development, it helps stakeholders navigate the transition to an AI-enabled media landscape, ensuring equitable distribution of AI's benefits across society.

SOCIAL MEDIA AS A TOOL FOR CRISIS COMMUNICATION

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ABSTRACT

In today's world, characterized by rapid connectivity, social media platforms have drastically reshaped the landscape of crisis communication. They have shifted the paradigm from traditional one-way communication to more interactive, multi-directional dialogues. This study explores the role of platforms such as Twitter, Facebook, Instagram, and WhatsApp as vital tools during various crises, including natural disasters (e.g., earthquakes, floods), public health emergencies (e.g., pandemics), political unrest, and corporate reputation crises. Adopting a mixed-methods approach, the research involved a survey of 200 participants, including the general public, media professionals, and crisis communication experts, along with in-depth interviews with 15 communication specialists. Additionally, a content analysis of 1,000 crisis-related social media posts was conducted to identify dominant themes, information dissemination patterns, and instances of misinformation.

The quantitative results indicate that 60% of respondents turn to social media for real-time updates, while only 30% place high trust in the accuracy of the information they encounter. Qualitative findings highlight effective strategies to enhance credibility, such as utilizing official verified accounts, deploying rapid response teams, and fostering community engagement to prevent the spread of rumors. The study confirms that social media significantly accelerates the speed of information flow ($p < 0.01$) and increases stakeholder engagement, but also exacerbates the risk of misinformation ($p < 0.05$). Based on these findings, the research proposes a crisis communication framework combining Situational Crisis Communication Theory (SCCT) and Uses and Gratifications Theory to help practitioners develop timely, accurate, and audience-focused messages. Recommendations for practical application include the creation of dedicated crisis social media teams, the use of real-time monitoring tools, and collaboration with trusted influencers. This study contributes to both theoretical knowledge and practical insights on effectively utilizing social media in crisis situations, striking a balance between rapid response and information reliability to safeguard public safety and protect organizational reputations.

Keywords: Social Media, Crisis Communication, Digital Platforms, Misinformation, Stakeholder Engagement, Communication Strategy.

I. INTRODUCTION

Crisis communication involves the strategic management and distribution of information before, during, and after an unexpected event that jeopardizes the safety of stakeholders, the reputation of organizations, or societal stability. Traditional crisis communication channels, such as television, radio, and press releases, typically operate on a one-to-many broadcast model. These methods often lead to delays, bottlenecks in information flow, and limited opportunities for audience feedback. In contrast, social media platforms (e.g., Twitter, Facebook, Instagram, WhatsApp) enable instantaneous, multi-directional exchanges between organizations, authorities, media outlets, and the public.

The rise of social media has dramatically transformed the crisis communication environment in multiple ways:

- **Speed of Dissemination:** Social media facilitates real-time sharing of information, reducing the delay between an event's occurrence and the public's awareness.
- **Broad Reach:** These platforms allow for simultaneous communication with millions of users from various geographical and demographic backgrounds.
- **Interactivity:** Social media encourages a two-way conversation, enabling stakeholders to ask questions, share updates, and provide on-the-ground reports, which fosters a participatory communication atmosphere.

- **Cost Efficiency:** Many social media platforms are free to use, providing an affordable means for smaller organizations and community groups to engage in crisis communication.

However, these advantages are coupled with notable challenges. The unregulated nature of social media can accelerate the spread of rumors and misinformation, complicating efforts to maintain message accuracy and public trust. Additionally, the vast amount of user-generated content can overwhelm official communication channels and monitoring systems.

This study aims to explore how social media serves as a tool for crisis communication by investigating: (1) the patterns and speed at which information is disseminated, (2) the dynamics of stakeholder engagement and trust, (3) the strategies employed by organizations to verify information and combat misinformation, and (4) the integration of theoretical frameworks—Situational Crisis Communication Theory (SCCT) and Uses and Gratifications Theory—to optimize message creation. By integrating quantitative survey data, qualitative expert interviews, and content analysis of crisis-related posts, this research provides a comprehensive understanding of the dual role of social media as both a valuable asset and a potential liability in crisis situations.

II. RELEVANCE OF THE STUDY AND JUSTIFICATION

In the digital age, social media has become a vital tool in crisis communication, offering rapid information dissemination and global engagement. Platforms like Twitter, Facebook, Instagram, and WhatsApp are now integral to managing crises, including natural disasters, political unrest, health emergencies, and corporate crises. Despite its widespread use, there is limited academic research on its effectiveness in crisis communication, particularly regarding managing misinformation, ensuring message credibility, and engaging stakeholders.

This study is relevant for several reasons:

1. **Timeliness in Crisis Management:** Social media provides immediate updates, unlike traditional media, which often operates on delayed schedules. Understanding how to leverage this speed while avoiding misinformation is essential for effective crisis management.
2. **Increased Use of Social Media:** Social media has become the primary tool for sharing critical information during major crises like COVID-19 and natural disasters. Understanding its role in crisis communication is crucial.
3. **Risk of Misinformation:** Social media's unfiltered nature can rapidly spread misinformation, complicating crisis management. This study examines how organizations can counteract misinformation and maintain message credibility.
4. **Stakeholder Engagement and Trust:** Social media enables direct interaction with various stakeholders, but maintaining trust is challenging, especially amid misinformation. The study explores how to build and sustain trust in crisis communication.

Justification for the Study:

- **Practical Implications:** The study offers actionable insights for crisis communication practitioners, including the creation of dedicated social media teams, real-time monitoring, and collaboration with trusted influencers.
- **Enhancing Public Safety and Reputation:** The study examines how to effectively manage information flow to improve crisis communication, helping protect public safety and organizational reputation.
- **Academic Contribution:** By integrating frameworks like Situational Crisis Communication Theory (SCCT) and Uses and Gratifications Theory, this study enhances the academic understanding of crisis communication in the digital age.

This study provides valuable insights into optimizing social media for crisis communication, addressing challenges, and offering practical strategies for organizations to enhance their communication efforts in the digital age.

IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH AMONG ADOLESCENTS

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ABSTRACT

The rising usage of social media among adolescents has raised significant concerns about its potential effects on mental health. This research aims to examine the relationship between social media engagement and various psychological factors such as anxiety, depression, self-esteem, and loneliness in adolescents aged 13 to 19. A mixed-methods approach was employed, gathering data from 300 adolescents in urban Delhi-NCR using standardized psychological assessments and semi-structured interviews. The results indicate a strong positive association between extensive social media use and increased anxiety and depression levels, along with a negative impact on self-esteem. These findings highlight the need for initiatives focusing on digital literacy, parental involvement, and mental health support for adolescent social media users. This study adds to the growing body of research that underscores the complex influence of social media on adolescent mental health.

Keywords: Adolescents, Social Media, Mental Health, Anxiety, Depression, Self-Esteem, Digital Behaviour, Screen Time, Psychological Well-Being, Social Networking.

I. INTRODUCTION

In today's digital era, social media has become an essential part of adolescent life. Platforms such as Instagram, Snapchat, TikTok, Facebook, and WhatsApp have transformed the way adolescents communicate, express themselves, and access information. For young individuals, who are navigating a crucial phase of identity development and emotional growth, social media acts as both a tool for connection and a potential source of vulnerability.

The increased availability of smartphones and internet access has led to a dramatic rise in screen time, often replacing face-to-face interactions with virtual connections. While social media provides numerous benefits—such as helping maintain friendships, offering academic support, providing entertainment, and fostering global awareness—it also exposes adolescents to significant risks. These include cyberbullying, peer pressure, social comparison, digital addiction, and unhealthy body image perceptions.

Current trends in mental health indicate growing concerns, with rising rates of anxiety, depression, loneliness, and lower self-esteem observed among adolescents worldwide. In India, these issues are further exacerbated by academic stress, shifting family dynamics, and limited access to mental health resources. Given that adolescents are among the heaviest users of social media platforms, it is crucial to understand how their digital activities impact their psychological well-being.

This research aims to explore the effects of social media on adolescent mental health by examining usage patterns and their relationship with mental health indicators such as anxiety, depression, and self-esteem. By focusing on a sample from urban India, the study also seeks to emphasize the role of social and cultural factors, offering valuable insights for parents, educators, and policymakers to foster healthier digital habits.

II. RELEVANCE OF THE STUDY AND JUSTIFICATION

Relevance of the Study

Adolescence is a crucial developmental stage marked by rapid physical, emotional, and social changes. During this period, individuals are especially vulnerable to external influences, including digital media. With over 500 million smartphone users in India, a significant proportion of whom are adolescents, social media has become a powerful force in shaping their self-perception and social interactions.

This study is particularly pertinent in the current scenario, where mental health issues such as depression, anxiety, and low self-esteem are increasingly prevalent among young social media users. While platforms like

Instagram, Snapchat, and TikTok exert considerable influence, there is a lack of comprehensive empirical data in the Indian context linking social media usage to adolescent mental health outcomes. This research seeks to fill that gap by exploring behavioral patterns, screen time, emotional dependency, and the psychological effects of social media engagement among adolescents.

Justification of the Study

Public Health Concern: WHO recognizes adolescent mental health issues as a global health priority. In India, the National Mental Health Survey (2016) showed that 10% of adolescents face diagnosable mental health conditions, making it crucial to understand the impact of social media. **Lack of Contextual Research:** Most studies focus on Western populations. This research addresses the unique digital experiences of Indian adolescents, offering culturally relevant insights.

Policy and Educational Implications: The study's findings can guide the development of media literacy programs, digital detox strategies, and school interventions to promote adolescent mental well-being.

Technological Relevance: Understanding the psychological effects of emerging digital platforms is essential for future tech development focused on mental health and ethical engagement. **Support for Families and Guardians:** The research provides insights for parents and guardians, helping them understand the emotional risks of unregulated social media use and offering better support.

III. THEORETICAL FRAMEWORK OF RESEARCH

The study is based on a multi-theoretical framework that explores the psychological and behavioral impact of social media on adolescents, helping to understand its influence on mental health issues such as anxiety, depression, and self-esteem.

3.1 Social Comparison Theory (Festinger, 1954) : This theory suggests individuals assess their self-worth by comparing themselves to others. On social media, adolescents often encounter idealized images of others' lives, leading to feelings of inadequacy, jealousy, and lower self-esteem, particularly when others seem more successful or attractive.

3.2 Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973) : According to this theory, users actively seek media to fulfill emotional, social, and identity needs. Adolescents turn to social media to satisfy these needs, but excessive use may lead to psychological dependency, social isolation, or disappointment when expectations are unmet.

3.3 Cognitive Behavioral Theory (Beck, 1967): This theory emphasizes how negative thought patterns can impact emotions and behaviors. Social media experiences like cyberbullying, exclusion, or lack of validation can trigger negative thoughts in adolescents, reinforcing anxiety and depression, with the digital environment contributing to cognitive distortions.

3.4 Ecological Systems Theory (Bronfenbrenner, 1979): This theory views adolescent development as influenced by multiple environmental systems. Social media, affecting both peer and family interactions, plays a significant role in shaping how adolescents perceive themselves and their social relationships, impacting their mental and emotional growth.

IV. SIGNIFICANCE OF THE STUDY

This study is highly significant from academic, social, and policy perspectives, particularly in India, where the adolescent population is among the largest globally, and digital engagement is rapidly increasing. The findings aim to make contributions across several domains:

1. Academic Contribution: This research enhances the academic understanding of adolescent psychology, digital behaviour, and mental health. By investigating the relationship between social media use and mental health outcomes like anxiety, depression, and self-esteem, it provides empirical evidence for further research and can inform curriculum development in media and psychology fields.

2. Informing Parents and Educators: Parents, teachers, and counsellors often lack detailed insights into the psychological effects of social media on adolescents. This study helps clarify these impacts, enabling them to offer better guidance, establish appropriate digital boundaries, and support emotional well-being.



TOURISM, TELEVISION, AND TRUTH: THE ROLE OF MASS MEDIA IN SHAPING DEVELOPMENTAL DISCOURSE IN UTTARAKHAND

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ABSTRACT

Uttarakhand, commonly known as the "Dev Bhoomi" or "Land of the Gods," continues to grapple with underdevelopment despite its vast ecological richness, cultural heritage, and potential for tourism. This study delves into the diverse challenges impeding the state's advancement, with a particular emphasis on the effects of land laws (Bhoo Kanoon), recurring natural calamities, and systemic issues in governance and infrastructure. Utilizing a mixed-methods research design – including surveys, interviews, and analysis of secondary data – the study investigates how policy neglect, media portrayal, and public sentiment intersect. The findings highlight key barriers such as insufficient disaster preparedness, rural outmigration, disproportionate tourism-centric development, and the media's limited focus on grassroots issues. The research further examines how both traditional and digital media either spotlight or overlook critical societal concerns. Through the lens of journalism and mass communication, the paper proposes strategic recommendations to foster sustainable development, inclusive governance, and more accountable media practices in Uttarakhand.

KEYWORDS: Uttarakhand, Underdevelopment, Bhoo Kanoon, Land Laws, Media Representation, Governance, Rural Migration, Sustainable Development, Journalism and Mass Communication

1. INTRODUCTION

Uttarakhand, often referred to as the "Dev Bhoomi" or "Land of the Gods," is a northern Indian state known for its spiritual significance, scenic landscapes, and rich biodiversity. Despite its considerable potential in areas such as tourism, agriculture, and renewable energy, the state continues to struggle with persistent underdevelopment, infrastructural deficiencies, and social and economic inequality. Created in 2000 with the aim of fulfilling the aspirations of its hill communities, Uttarakhand has, over two decades later, witnessed uneven progress—marked by limited industrial growth, inadequate access to healthcare and education, and high levels of unemployment and outmigration.

A particularly debated issue is the state's Bhoo Kanoon (land laws), which prohibit land purchases by non-residents. While intended to protect local culture and prevent indiscriminate commercialization, these regulations have also raised concerns about land ownership rights, deterrents to investment, and the broader tension between development and cultural preservation. Compounding these issues is the state's frequent exposure to natural disasters—floods, landslides, and earthquakes—which have accelerated migration and given rise to numerous "ghost villages."

The media plays a pivotal role in framing these concerns but often prioritizes tourism narratives over more pressing local issues such as disaster preparedness, policy shortcomings, and land-related conflicts. This study seeks to critically examine the interconnected dynamics of governance, land policy, and media portrayal in shaping Uttarakhand's development. Through the lens of journalism and mass communication, the research aims

to highlight how more inclusive storytelling and targeted reforms can pave the way for sustainable and equitable growth.

2. RELEVANCE OF THE STUDY AND JUSTIFICATION

This study holds significance as it investigates why Uttarakhand, despite its rich natural resources and strong tourism appeal, continues to struggle with developmental setbacks. Challenges such as inadequate infrastructure, rising unemployment, migration, and the contentious Bhoo Kanoon (land law) are often examined in isolation but rarely analyzed together through the lens of communication and media studies.

The research is particularly relevant in the current context, as grassroots protests, environmental degradation, and governance failures are on the rise—issues that frequently go underreported in mainstream media narratives. By examining the intersections of media representation, policy frameworks, and public sentiment, the study offers deeper insight into the root causes of Uttarakhand's uneven development.

The outcomes of this research can offer valuable direction to journalists, policymakers, and development practitioners, encouraging more equitable growth, responsible reporting, and inclusive dialogue that truly reflects the voices of Uttarakhand's communities.

3. THEORETICAL FRAMEWORK OF RESEARCH

This study is grounded in two key theoretical frameworks: Development Communication Theory and the Agenda-Setting Theory of media.



3.1 Development Communication Theory: This framework underscores the strategic use of communication and media to foster social change and development. Applied to Uttarakhand, it offers a lens to assess how various forms of communication—ranging from government messaging and policy narratives to grassroots engagement—influence the state's developmental trajectory. The theory aids in evaluating the role of public communication in shaping awareness, participation, and policy formulation around critical issues such as Bhoo Kanoon, rural depopulation, and infrastructural lag.

3.2 Agenda-Setting Theory: Formulated by McCombs and Shaw, this theory posits that while the media may not dictate what people think, it significantly influences what people think about. This is particularly relevant in Uttarakhand's case, where mainstream media often emphasizes tourism narratives at the expense of critical grassroots concerns such as land rights, ecological vulnerability, and governance failures. The theory helps explain how selective media focus can distort public priorities and obscure pressing regional issues.

Together, these frameworks provide a comprehensive analytical foundation to explore how communication practices shape public discourse, influence policy decisions, and construct the broader development narrative in Uttarakhand. They also highlight how media visibility—or the lack thereof—can impact collective awareness and action on key societal concerns.

4. SIGNIFICANCE OF THE STUDY

This study offers critical insights into the persistent developmental challenges facing Uttarakhand, despite its rich natural resources and cultural heritage. By examining the interplay between government policy, media narratives, and public perception, it sheds light on often-neglected issues such as the implications of Bhoo Kanoon, widespread rural migration, and the media's disproportionate emphasis on tourism at the expense of grassroots realities.

The research holds relevance for multiple stakeholders. For policymakers, it provides a clearer understanding of the developmental consequences stemming from governance gaps and under-addressed local issues. For journalists and media professionals, it encourages more inclusive, balanced, and socially responsible reporting. For scholars, it adds depth to the academic discourse in the fields of development communication and media studies.

Most importantly, the study amplifies the voices of Uttarakhand's local communities, whose experiences and concerns are frequently marginalized in dominant development narratives. In doing so, it advocates for a more equitable, sustainable, and community-driven model of progress for the region.

5. OBJECTIVES

- To identify the key socio-economic, environmental, and governance-related factors that contribute to the persistent underdevelopment of Uttarakhand.
- To examine the role and effectiveness of media—both traditional and digital—in portraying issues related to

Bhoo Kanoon (land laws) and broader development challenges in the state.

- To analyze public perception and awareness concerning land policies, tourism-centric media narratives, and governmental inaction, using primary data gathered through surveys and interviews.
- To propose communication-based and policy-oriented recommendations aimed at fostering sustainable, inclusive, and culturally sensitive development in Uttarakhand.

6. HYPOTHESIS

Primary Hypothesis (H1): Bhoo Kanoon (land laws) significantly restricts the development of Uttarakhand by limiting land transactions, discouraging investment, and affecting infrastructure growth.

Secondary Hypotheses (H2, H3, H4): Media's focus on tourism promotion overshadows reporting on rural and developmental challenges. **H3:** Social media influencers play a more active role than traditional media in raising awareness about land-related issues.

H4: Inadequate government communication increases public dissatisfaction with development policies and land laws.

Null Hypothesis (H0): Land laws and media coverage have no significant impact on the development or public perception in Uttarakhand.

7. LITERATURE REVIEW

Uttarakhand's developmental trajectory has been widely examined through the lens of its geographic, ecological, and administrative complexities. **R.S. Tolia (2004)** underscores the necessity of region-specific development frameworks tailored to Himalayan states, where ecological fragility and dispersed settlements pose unique governance and logistical challenges. **A.L. Shah (2001)** critiques centralized planning models, arguing that they fail to address grassroots needs, thereby perpetuating infrastructural inadequacies and uneven development across the state.

The state's land laws, particularly *Bhoo Kanoon*, have generated debate regarding their dual role as protective and restrictive mechanisms. While initially designed to safeguard indigenous land ownership, **Singh and Rawat (2015)** suggest these laws have deterred external investment and impeded developmental initiatives. **Nandini Sundar (2009)** adds that such restrictive legal frameworks, though culturally rooted, can contribute to social tensions and economic stagnation unless balanced with inclusive policy reforms.

Media representation plays a crucial role in shaping public understanding and discourse. Drawing from **McCombs and Shaw's (1972) Agenda-Setting Theory**, several scholars argue that Indian mainstream media tends to prioritize content that aligns with economic interests. **Robin Jeffrey (2000)** and **Sashi Kumar (2014)** critique this tendency, noting how rural development issues and grassroots concerns are often overshadowed by the glamorization of tourism and consumer-centric narratives. This trend is particularly visible in Uttarakhand, where environmental degradation and land conflicts receive minimal media attention.

LETTER TO EDITOR

Impact of OTT Platforms on Mental Health: A SWOT Analysis

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ABSTRACT

Over-The-Top (OTT) platforms have seen a significant rise in popularity, especially during the COVID-19 pandemic. They offer convenience and a vast array of content, but their impact on mental health presents a complex picture. This SWOT analysis explores the strengths, weaknesses, opportunities, and threats of OTT platforms in relation to mental health. The proliferation of digital streaming services has redefined entertainment consumption patterns, presenting both opportunities and challenges for societal norms and individual well-being. Through a multidimensional analysis, this study investigates the evolving dynamics of Indian culture in the context of OTT content, examining how it shapes societal values, interpersonal relationships, and traditional norms. Furthermore, the paper scrutinizes the potential effects of OTT content on mental health, considering factors such as content diversity, representation, and the psychological implications of binge-watching.

KEYWORDS

OTT Platforms; Indian Culture; Entertainment Consumption; Digital Streaming Services.

INTRODUCTION

OTT platforms have completely transformed the entertainment sector, introducing a new era of consuming material that goes beyond traditional broadcasting channels. OTT platforms, have experienced an unparalleled surge in popularity, fundamentally transforming the way users interact with digital media. Various factors, such as the widespread availability of high-speed internet and the increasing prevalence of smartphones, have contributed to the surge in user activity. These advancements have empowered users

to access information at any time and from any location, liberating them from the limitations of scheduled programming. The younger generation, specifically teenagers and young adults aged 18 to 30, 30-50, and older, is the primary target audience for web series and other internet-based material. Another drawback of OTT content lies in its potential to perpetuate harmful stereotypes and contribute to the reinforcement of societal bias. The content often tends to prioritize shock value over meaningful storytelling, fostering a culture of instant gratification at

the expense of substance. While OTT platforms offer a vast array of entertainment options, the absence of comprehensive content guidelines has given rise to legitimate concerns about the negative societal consequences of unchecked content proliferation.

Numerous studies have focused on the psychological and social repercussions of OTT platforms and web series on the youth in different Indian cities, revealing the impact of this expanding digital entertainment ecosystem. (1,2) explores the influence of OTT platforms on youngsters. The study likely delves into how the digital streaming landscape affects the behaviours and choices of young individuals in this urban setting. (2,3) enhanced our comprehension of the broader influence that web series and streaming entertainment have on the younger generation in India. Their study may encompass diverse perspectives and regional variations in the youth population. In the post-COVID era, (4) investigates the psychosocial impact of OTT platforms on the youth. This work is likely to consider the unique circumstances and challenges brought about by the pandemic.

Objective:

- To find out the change in mental health in youth due to OTT platforms.
- To investigate the psychosocial repercussions of OTT content of youth.
- To uncover underlying factors contributing to shifts in behaviour among youth resulting from their addiction to web series.

MATERIAL & METHODS

Study Type: A cross-sectional observational study was done to analyse the mental health impact of Over-the-Top (OTT) platforms on users. **Study Design:** The study utilized a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach. **Study Setting:** SWOT analysis to assess the internal and external factors related to mental health. **Study Population:** The target population included OTT platform users aged 18–50 from diverse backgrounds during the post-COVID-19 period.

Working Definition

OTT Platforms: digital media services that offer streaming of video content via the internet, bypassing traditional cable or satellite TV. (e.g., Netflix, Amazon Prime Video, Hotstar).

Mental Health: A state of well-being encompassing emotional, psychological, and social well-being, with a focus on the impact of OTT consumption on stress, anxiety, and sleep patterns.

The SWOT analysis conducted in this study is grounded in an examination of various OTT platforms and their effect on mental health. Strength-Opportunity, Weakness-Opportunity, Strength-Challenge, and Weakness-Challenge techniques for the utilization of OTT and its influence on mental health applied. Two broad constructs of Mental Health are analysed by using the following parameters. Mental Illness is analysed by variables such as emotional problems, addiction, impact on physical health, Disconnected from peers and family, and Hostile Behaviour.

SWOT Analysis of OTT Platform from customer's perception:

	Beneficial	Harmful
Internal	Strength Entertainment Variety Variety of global and original content access. Accessible from anywhere and at any time, one-time investment and unlimited choices. Different contemporary topics are not otherwise covered in big-screen movies. Specific series on unknown facts add knowledge about current happenings, Society, and different cultures being followed.	Weakness Highly addictive Sexual scenes, nudity, abusive languages Giving rise to Crime scenes to grab the attention of the audience Binge-watching at times

How AI Enhances Creativity in Content Writing

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Abstract:

Artificial Intelligence (AI) is revolutionizing content creation through increased creativity, increased productivity, and solving problems such as writer's block and time limitations. This research examines the application of AI tools—ChatGPT, Grammarly, and Jasper AI—to idea generation, editing, and content creation using a mixed-methods design of surveys and interviews with experts. Results indicate AI helps writers by simplifying repetitive tasks, providing creative ideas, and enhancing grammar. Nonetheless, there are issues with over-dependence, loss of creativity, and moral concerns that remain. The paper identifies AI as a cooperative tool, providing practical suggestions on how to ethically and effectively integrate it into the writing process.

Keywords — Artificial Intelligence (AI), Content Writing, Creativity Enhancement, AI Writing Tools, Writer's Block, Productivity, Ethical Concerns, Human-AI Collaboration, Content Generation, Plagiarism, Grammarly, ChatGPT, Jasper AI, Originality, Digital Writing

I. INTRODUCTION

Content writing is a critical aspect of contemporary communication in marketing, journalism, education, and entertainment. Increasing needs for quality and timely content present writers with tight deadlines, writer's block, and varied audience requirements. AI software such as ChatGPT, Grammarly, and Jasper AI provide robust assistance through natural language processing and machine learning—augmenting ideation, writing, editing, and audience targeting. While these tools increase efficiency and stimulate creativity, they also create issues regarding originality and creative integrity.

II. PROBLEM STATEMENT

While AI has its advantages, its integration into writing processes poses challenges. Writers stand the risk of over-reliance, decreased skill acquisition, and ethical issues surrounding authorship and plagiarism. AI does not possess

emotional depth and real context, which could limit creative authenticity. This research examines AI as a creative partner and a potential limitation, weighing its benefits against its limitations.

III. SIGNIFICANCE OF THE STUDY

- o Supports Writers – Elaborates how AI increases idea generation, drafting, and editing.
- o Safeguards Creativity – Provides information on how to balance tech efficiency with human creativity.
- o Facilitates Ethical Use – Covers authorship, originality, and ethical AI adoption.
- o Guides Innovation – Educates developers who design AI tools for creative professionals.

IV. SCOPE AND LIMITATIONS

SCOPE:

Aims at professional content WRITERS (FREELANCERS, MARKETERS, BLOGGERS).

Analyzes tools such as ChatGPT, Grammarly, and Jasper AI.

Relies on surveys, interviews, and case studies.

Examines both advantages (efficiency, creativity) and disadvantages (moral concerns, reliance).

V. LIMITATIONS:

i. Mainly English-language software.

ii. Geographically restricted to areas with widespread AI availability.

iii. Results can change as AI technology improves.

[1] Relevance of the study and justification

The advent of Artificial Intelligence (AI) in the creative field signifies a pivotal shift in the conception, creation, and dissemination of content. As digital platforms expand and competition levels up, content writers are under tremendous pressure to create quality, unique content speedily and on time. AI tools stand as a solution in waiting by improving productivity, simplifying workflows, and even assisting in the creative process through automated suggestions, grammar checking, and content optimization.

The relevance of this study lies in that it investigates an emerging field growing very fast, at the meeting point of creativity and technology. While AI opens undeniable doors of opportunities, there are new challenges related to authenticity, authorship, and origin. By strictly looking at AI effects on writers' productivity and creativity, this study addresses an essential gap missing from existing studies, which give a lot more emphasis to technology and technical proficiency compared to man-based outcomes.

Additionally, the subject is warranted due to its generalizability and increasing significance. Authors from all walks of business—marketing, journalism, teaching, blogging, and entertainment—are increasingly implementing AI in their work. Familiarity with its effects assures that AI will be utilized effectively and ethically. The research can inform best practices, guide writing and communication curriculum development, and assist

AI creators in making tools that reflect the subtle needs of creative writers.

As adoption of AI gains momentum, research that is timely like this one becomes critical to balance innovation and human creativity. This research not only adds to the scholarly discussion but also provides practical recommendations for practitioners, educators, and technologists charting the future of AI-augmented content creation.

[2] Theoretical framework of research

This research is based on two main theoretical frameworks: Creativity Theories and Human-Computer Interaction (HCI). These theories form the basis of understanding the interaction between artificial intelligence tools and the creative process in content writing.

1. Creativity Theories

Based on Componential Theory of Creativity (Amabile, 1983), this study examines how AI may affect the three most important elements of creativity: domain-relevant abilities, creative thought processes, and intrinsic motivation. AI software can assist with domain knowledge through related information and linguistic structures, activate creative thought by triggering ideas and content diversity, and ease cognitive load—hence freeing writers to be more creative.

Also applicable is Guilford's Structure of Intellect Model (1950), especially in how AI can enhance divergent thinking—being able to come up with several ideas or solutions—through providing alternate wordings, tones, or content formats.

2. Human-Computer Interaction (HCI)

HCI theory focuses on how people use technology to accomplish certain tasks. This study uses HCI concepts to explore how authors use AI tools (such as ChatGPT, Jasper AI, and Grammarly) to optimize their workflow, get past writer's block, and increase the quality of work. Usability, cognitive augmentation, and user-centered design are some of the most important concepts in understanding how these tools can be incorporated into the writing process without any hassle.

3. Socio-Technical Systems Theory

This perspective looks at the integration of technology not only as a technical matter but as a



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Implications of NEP 2020 for value-based education

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Abstract

A comprehensive reform plan with the goal of modernizing the Indian educational system is called the National Education Policy (NEP) 2020. Promoting value-based education to encourage students' holistic growth and ethical ideals is one of its main ideas. This study gives a summary of the NEP 2020 and considers how it may affect value-based education in India. The National Education Policy (NEP) 2020 in India represents a significant milestone in the country's educational landscape, aiming to bring transformative changes across all levels of education. One crucial aspect of this policy is its emphasis on value-based education.

This research paper examines the implications of NEP 2020 for value-based education in India. Through a comprehensive literature review, analysis of NEP 2020 provisions, case studies, and critical assessment, this paper elucidates the potential impact, challenges, and opportunities presented by the policy for fostering values in education. It explores the historical context of values in education, scrutinizes NEP 2020's key provisions related to values, and assesses their potential influence on educational institutions and practices.

It examines the prospects and problems in putting these reforms into practice while also analyzing the essential elements of the policy relating to values, ethics, and character education. Additionally, the study evaluates the body of research on value-based education and explores various implementation plans.

Keywords: NEP-2020, value based education and human value

Introduction

As a vital foundation of societal progress, education is crucial in determining not just the future of people but also the future of entire countries. The Government of India's National Education Policy (NEP) 2020 marks a significant change in the educational environment in India. NEP 2020 aims to reinvent and rejuvenate education at all levels with its lofty objectives and forward-looking approach. Recognizing the crucial part that value-based education plays in the overall development of students and the larger societal fabric is at the heart of this revolutionary policy.

The need for value-based education has never been greater than it is today, in a world that is undergoing rapid change due to technology breakthroughs, globalization, and shifting social dynamics. Values like empathy, honesty, inclusion, and ethical decision-making are not just supplements to academic knowledge; they are the core foundation on which ethical leaders and responsible citizens are raised. This is why NEP 2020 includes a thorough framework for value-based education, placing it at the center of educational goals.

This study intends to investigate how NEP 2020 may affect value-based education in India. It sets out on a tour across the political environment, driven by the following inquiries: What is the main NEP 2020 provisions pertaining to values in education? What potential effects might these provisions have on the nation's value-based education system? What new opportunities and potential problems could this shift in policy paradigm bring about? This research synthesizes prior research, evaluates NEP 2020's provisions, presents case studies, and critically analyses the junction between policy ambitions and the realities of educational practice in order to offer nuanced insights.

An examination of value-based education and its importance in the Indian context serves as the starting point of the journey.

After that, it explores the development of Indian educational policies over time, tracing how they have approached the teaching of values. The report then analyzes the main NEP 2020 clauses pertaining to value-based education and the policy's objectives. In order to comprehend the present debate on the topic, it also reviews previously conducted research.

As we proceed through this investigation, it becomes clear that NEP 2020 has numerous ramifications for value-based education. This policy is a tribute to the developing goals of a country working toward inclusive, equitable, and values-driven education as well as a blueprint for educational reform. It raises concerns regarding the difficulties of implementation and possible directions for achievement.

Ultimately, this research paper seeks not only to dissect NEP 2020 but also to contribute valuable insights and recommendations to policymakers, educators, and stakeholders on how to navigate this transformative journey effectively. By addressing these complex questions, this paper aims to shed light on the broader significance of NEP 2020 in shaping the educational ethos of India in the years to come.

The concept of value-based education has been a subject of considerable discussion and exploration within the realm of educational theory and practice. The intertwining of values with education dates back to ancient times when philosophers like Socrates, Plato, and Aristotle emphasized moral and ethical development as integral components of a well-rounded education. In the Indian context, the notion of "Vidya" has always been closely associated with moral and ethical teachings, encapsulated in ancient scriptures and texts like the Upanishads and the Bhagavad Gita.

Historical Context of Values in Education

The education system has always placed a heavy focus on imparting values and ethics in pupils along with academic understanding in India's rich historical and cultural fabric. In addition to teaching its students' academic knowledge, the ancient educational institutions known as gurukuls also instilled in them moral principles and ideals. Madrasas and pathshalas were established throughout the medieval era, continuing this holistic approach to education by integrating moral and ethical instruction with academic study.

Evolution of Education Policies in India

In independent India, different approaches to educational principles are reflected in the development of educational policies. The Kothari Commission, also known as the First Education Commission (1964-1966), provided the foundation for the nation's current educational practices. Although it stressed a comprehensive and value-driven educational system, later policy revisions, such as the National Policy on Education (NPE) in 1986 and the NPE in 1992, placed the emphasis more in the direction of access, equity, and skill development, frequently neglecting the overt promotion of values.

NEP 2020 and the Emphasis on Values

Due to its clear acknowledgment of the significance of value-based education, the National Education Policy 2020 represents a substantial divergence from its predecessors. The overall growth of students is emphasized by NEP 2020, as is the significance of instilling moral, social, and

emotional values. Integrating values and ethics into education at all levels, from elementary school to higher education, is one of its main tenets.

Existing Research on Value-Based Education

The favorable effects of values on students' character development, ethical decision-making, and their role as responsible citizens are highlighted by the research that has already been done on value-based education in India. According to studies, value-based education has positive effects on society as a whole, such as less violence, more social cohesion, and greater leadership skills, in addition to helping individuals grow personally.

Critical Analysis of NEP 2020's Provisions on Values

As we examine NEP 2020's provisions related to value-based education, it becomes evident that the policy lays out ambitious goals, such as the development of a National Curricular Framework for Values Education and the incorporation of value-based courses in teacher education programs. However, the effectiveness of these provisions in practice remains to be seen, and questions regarding implementation, teacher training, and assessment methods need careful consideration.

Methodology

The methodology employed in this research paper is designed to provide a structured and rigorous approach to analyzing the implications of the National Education Policy (NEP) 2020 for value-based education in India. This section outlines the research methods, data sources, and the criteria for selecting relevant documents and data for analysis.

To acquire a thorough grasp of the topic, this study uses a mixed-methods research strategy that combines qualitative and quantitative components. The following elements are included in the research design:

Literature Review

A comprehensive literature review was conducted to establish a theoretical foundation for understanding the concept of value-based education, the historical context of values in Indian education, the evolution of education policies, and the existing research on the subject. This literature review informs the research framework and the analysis of NEP 2020's implications. The literature review draws from a wide range of sources, including academic journals, books, and reports from educational organizations, government publications, and relevant online databases. These sources were selected based on their relevance to the research topic and the credibility of the authors and institutions.

Document Analysis

To pinpoint important clauses and goals associated with value-based education, policy documents, guidelines, and reports connected to NEP 2020 were rigorously examined. These documents are the main resources for comprehending the purpose and scope of the policy. The primary data source for document analysis is the National Education Policy 2020, released by the Government of India. Additionally, related policy documents, reports, and guidelines published by the Ministry of Education were consulted to provide context and additional insights.



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Love or control? How communication patterns shape toxic relationships

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Abstract

In the delicate dance of human relationships, communication plays a vital role in either nurturing love or fostering control. This research paper explores the pivotal question: Love or Control? How Communication Patterns Shape Toxic Relationships. It delves into the ways that communication, whether verbal or non-verbal, can subtly evolve from open and honest exchanges to manipulative and controlling tactics in intimate relationships. The study highlights the key role of communication in both creating and maintaining toxic dynamics, such as gaslighting, emotional abuse, and isolation. By examining communication patterns, this paper underscores how control is often disguised as concern or love, leading to unhealthy relational patterns that deeply affect the psychological well-being of the individuals involved. Through a combination of theoretical frameworks, case studies, and real-world examples, this research offers valuable insights into the long-term emotional and mental impact of toxic relationships and provides strategies for breaking free from destructive communication patterns. The findings advocate for the importance of fostering healthy communication practices and highlight the role of counseling and therapy in repairing and preventing the damage caused by toxic relational dynamics. Ultimately, this study aims to shed light on the subtle yet powerful ways in which communication can either nurture or undermine the foundations of love, respect, and equality in relationships.

Keywords: Toxic relationships, communication patterns, control, emotional abuse, gaslighting, psychological impact, healthy communication, manipulation, relational dynamics, therapy

Introduction

Communication is the lifeblood of any relationship, acting as both the bridge and the barrier between two individuals. In healthy relationships, communication fosters understanding, trust, and emotional intimacy. However, when communication becomes distorted, it can evolve into a tool of control, manipulation, and emotional abuse. The phrase "Love or Control?" speaks to the fine line between these two elements, and it is within this delicate balance that many toxic relationships thrive. Understanding how communication patterns shape these relationships is crucial for recognizing and addressing the signs of emotional and psychological harm that often accompany them.

In the context of toxic relationships, communication no longer serves its intended purpose of expressing love, care, and mutual respect. Instead, it becomes a weapon used to manipulate, belittle, and isolate the partner. Subtle shifts in language, tone, and behavior can signal the beginning of emotional abuse—where gas lighting, intimidation, and coercion replace genuine dialogue. Over time, this leads to an environment where one partner exerts control over the other, diminishing their sense of autonomy and self-worth. This research delves into the role of communication in the development and perpetuation of toxic relationships, examining how control manifests through verbal and non-verbal cues. It seeks to answer the question: How do communication patterns shape the dynamic between love and control in intimate partnerships? By exploring the intersection of communication, power, and emotional abuse, this paper highlights how distorted communication patterns can lead to destructive behaviors and how individuals can regain agency and rebuild healthier forms of interaction. Through an exploration of communication theories, real-life case studies, and psychological insights, this research aims to provide a comprehensive understanding of toxic relationships.

By recognizing these patterns early on, individuals can better navigate the challenges of building healthy relationships, characterized by mutual respect, empathy, and open, honest communication. Ultimately, the paper seeks to underscore the importance of awareness and intervention in breaking the cycle of control, allowing individuals to transform their relationships from toxic to nurturing.

Theoretical Framework: Communication Patterns and Toxic Relationships in the Indian Context

Understanding how communication shapes toxic relationships requires an exploration of the theories that underline the role of communication in relationships, the power dynamics that emerge, and how control manifests in abusive contexts. In the Indian cultural context, these dynamics are shaped by societal norms, gender roles, and expectations that often complicate the recognition of toxic behavior. This section will look at key communication theories, the impact of power and control, and the cultural specifics of India, providing a framework for understanding how communication patterns contribute to unhealthy relationships.

Communication Theory in Relationships

Communication is the foundation of all relationships, determining not only the flow of information but also the quality of emotional exchange. Several communication theories are instrumental in understanding the dynamics of relationships, especially in the context of love, control, and toxicity. Relational Dialectics Theory (Baxter & Montgomery, 1996) ^[2] explains that relationships are always in a state of flux, shaped by the tension between opposing needs and desires, such as autonomy versus connection. In healthy relationships, these tensions are negotiated through open, honest, and empathetic communication. However, in toxic relationships, communication becomes a mechanism through which control is exerted, often under the guise of caring or concern. In the Indian context, where the ideal relationship is often seen as one that is harmonious and cohesive, the desire for connection may lead individuals to tolerate manipulative or controlling behaviors, mistaking them for signs of love.

Social Exchange Theory (Blau, 1964) offers another lens through which to view relationships, focusing on the give-and-take of resources, whether they be emotional, financial, or social. In a healthy relationship, partners engage in a balanced exchange, with mutual benefits. However, in toxic relationships, this exchange becomes one-sided, where one partner continuously exerts control over the other. This imbalance can be exacerbated in Indian relationships, where traditional gender norms often place women in a subordinate position, making them more vulnerable to manipulative and controlling behaviors masked as “care” or “concern.”

Power Dynamics and Control in Toxic Relationships

Power dynamics play a central role in determining the health of any relationship. In toxic relationships, one partner typically dominates the other, exerting power through various forms of manipulation. The concept of power in relationships, particularly as it pertains to gender, is particularly relevant in the Indian context, where patriarchal structures still influence many aspects of life. Power does not just emerge through overt physical violence; often, it is

communicated through subtle verbal cues, body language, and emotional manipulation.

Emotional Abuse and Gaslighting

In toxic relationships, power often manifests in the form of emotional abuse, which is sometimes disguised as love or concern. In India, where respect for elders and the desire to maintain family honor are strong cultural values, victims of emotional abuse may be discouraged from speaking out. Gaslighting—a form of psychological manipulation where the abuser makes the victim question their reality—becomes particularly insidious in such contexts. The victim, often a woman, begins to believe that her feelings or perceptions are invalid, which deepens her sense of entrapment and isolation.

Cultural Expectations and Gender Norms

In the Indian context, women are frequently socialized to prioritize familial duties and the well-being of their partners over their own happiness. Traditional gender roles often encourage women to be self-sacrificial, passive, and compliant. As a result, they may accept toxic communication patterns that involve control and manipulation because they have been taught to view them as signs of affection or protection. For example, controlling behaviors such as forbidding a woman to socialize with friends or limiting her professional aspirations may be rationalized as expressions of love and care for her safety or reputation. Such behaviors, however, often foster dependency and erode the woman's autonomy.

Psychological and Emotional Abuse: The Hidden Cost of Toxic Communication

The use of communication in abusive relationships often has deep psychological and emotional effects on the victim. In India, where the stigma surrounding mental health is still strong, women in abusive relationships may not recognize the harmful impact of controlling communication patterns until they suffer significant emotional distress. Psychological abuse often includes tactics such as verbal humiliation, constant criticism, belittling, and blaming the victim for the abuser's behavior. In Indian society, where public perception and social reputation hold considerable weight, the abuser may use the victim's fear of social judgment to maintain control. For instance, a woman who speaks out about being mistreated may be silenced with accusations of bringing dishonor to her family, which forces her to keep quiet about the abuse.

The loss of self-esteem is another significant consequence of toxic communication patterns. Women in abusive relationships may begin to believe the derogatory comments about their worth, reinforcing the cycle of control and making it harder for them to break free. This impact is compounded in Indian families where the role of the woman is often defined by her relationships with others—first as a daughter, then as a wife, and later as a mother. If these relationships are dysfunctional or abusive, the woman may feel that her identity is entirely tied to others' perceptions and approval, further entrenching her sense of helplessness.

Indian Context: Societal Influence on Communication Patterns in Relationships

In India, the joint family system and strong societal expectations surrounding marriage and family life often

The Impact of Corporate Social Responsibility (CSR) Messaging in Advertising Media on Consumer Trust and Brand Loyalty: A Comparative Analysis Across Digital and Traditional Media Platforms

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Abstract:

This research investigates the effectiveness of Corporate Social Responsibility (CSR) messaging in advertising media and its impact on consumer trust and brand loyalty. Utilizing a mixed-methods approach, the study incorporates quantitative surveys with 300 consumers exposed to CSR advertisements across digital and traditional media, alongside qualitative content analysis of 100 CSR ads. Key findings reveal that CSR messaging significantly enhances consumer trust and brand loyalty, with digital media platforms proving more effective than traditional ones due to their interactive nature. The study offers recommendations for optimizing CSR communication, emphasizing authenticity and alignment with brand values.

Keywords: Corporate Social Responsibility (CSR), Advertising Media, Consumer Trust, Brand Loyalty.

Introduction

CSR has transitioned from a voluntary practice to a strategic necessity in modern business, with advertising media serving as a crucial tool for communicating CSR initiatives. The evolution from traditional to digital media has transformed CSR message delivery and consumer perception. Despite widespread use, the effectiveness of CSR messaging across different media platforms remains underexplored. This research aims to analyze the impact of CSR messaging on consumer trust and brand loyalty, compare the effectiveness of digital versus traditional media, and identify best practices for CSR advertising. CSR has become a critical component of corporate strategy, with companies increasingly integrating social and environmental concerns into their advertising. Advertising media plays a pivotal role in communicating CSR initiatives to consumers. The rise of digital media has transformed how CSR messages are disseminated and received.

Research Problem

Despite the growing emphasis on CSR in advertising, there is limited research on how different media platforms influence consumer perceptions of CSR messaging.

Research Objectives

- To examine the impact of CSR messaging on consumer trust and brand loyalty.
- To compare the effectiveness of CSR communication across digital and traditional media platforms.
- To identify best practices for CSR messaging in advertising.

Research Questions

- How does CSR messaging in advertising influence consumer trust and brand loyalty?
- Which media platform (digital vs. traditional) is more effective in conveying CSR messages?
- What are the key factors that enhance the effectiveness of CSR messaging in advertising?

Literature Review

1. Corporate Social Responsibility (CSR) refers to the voluntary actions undertaken by businesses to operate in an economically, socially, and environmentally sustainable manner. The concept of CSR has evolved significantly from the 1950s, when it was primarily philanthropic, to contemporary practices that integrate CSR into core business strategies. Early definitions, such as Bowen's (1953) perspective on social obligations of businessmen, have expanded to encompass broader responsibilities toward stakeholders (Carroll, 1999). CSR evolution reflects societal expectations, regulatory changes, and global sustainability movements. Theoretical frameworks like Stakeholder Theory (Freeman, 1984) emphasize the importance of addressing the interests of all stakeholders, not just shareholders. Social Contract Theory (Donaldson & Dunfee, 1999) suggests that businesses have ethical obligations derived from implicit societal agreements, positioning CSR as a moral duty alongside economic objectives.
2. Advertising plays a pivotal role in communicating CSR initiatives, shaping public perceptions of corporate ethics and sustainability commitments. Effective CSR advertising can enhance brand image and build consumer trust (Du, Bhattacharya, & Sen, 2010). Ethical considerations in CSR advertising are paramount, as misleading claims can lead to "greenwashing," where companies exaggerate or falsify their CSR efforts to appear environmentally responsible. This practice can damage brand credibility and consumer trust (Delmas & Burbano, 2011). Transparency, authenticity, and consistency are critical in CSR communication to mitigate skepticism and foster genuine stakeholder engagement.
3. The relationship between CSR and consumer trust is well-documented, with studies indicating that perceived CSR positively influences trust by signaling corporate integrity and ethical behavior (Maignan & Ferrell, 2004). Trust, in turn, is a foundational element for brand loyalty, as consumers are more likely to support brands they perceive as socially responsible. CSR initiatives can enhance brand loyalty by aligning corporate values with consumer values, thereby influencing purchase intentions and fostering long-term customer relationships (Öberseder, Schlegelmilch, & Gruber, 2011).
4. The dissemination of CSR messages varies significantly between digital and traditional media. Traditional media, such as television and print, offer broad reach but limited interactivity. In contrast, digital media platforms enable dynamic engagement, personalized content, and real-time feedback, enhancing CSR communication effectiveness (Mangold & Faulds, 2009). The interactive nature of digital media allows companies to engage directly with stakeholders, fostering dialogue and deeper connections. Social media, in particular, amplifies CSR visibility and provides platforms for consumer advocacy, thereby influencing public perception and corporate reputation.