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स्व भारत का आत्मबोध

वेद और उपनिषद् आज भी प्रासंगिक



केशव संवाद का प्रस्तुत अंक प्रेरणा विमर्श 2023 की थीम 'स्व भारत का आत्मबोध' को समर्पित है। यह अंक उन सभी विमर्शों का साक्षी है जो संपूर्ण विश्व को एक पटल पर 'वसुधैव कुटुम्बकम्' की भावना से जोड़ता है। यह उन सभी मुद्दों की चर्चा करता है जो आज एक संस्कारित और जागरूक पीढ़ी के चरित्र निर्माण के लिए आवश्यक है। वर्तमान पीढ़ी अत्यंत भाग्यशाली है जिसे संघर्षों से परे सुकून के वातावरण में जीने का सुअवसर प्राप्त हुआ और साथ ही उसे अपने ज्ञान को समृद्ध बनाने के लिए अथाह विकल्प भी उपलब्ध हुए हैं।

कृत्रिम बौद्धिकता (एआई) के युग में मानव आज भाग रहा है और हर वह प्रयास कर रहा है जिससे वह ज्यादा से ज्यादा जानकारी अथवा ज्ञान प्राप्त कर सके। केशव संवाद पत्रिका इसी ज्ञान गंगा का अंशमात्र है। यह अंक भारत के अद्भुत, अकल्पनीय एवं अतुलनीय इतिहास, संस्कृति, सभ्यता और विशेष रूप से पत्रकारिता के क्षेत्र में हो रहे शोध को बढ़ावा देने के उद्देश्य से प्रकाशित किया जा रहा है।

विश्वगुरु बनने की राह पर भारत अपने अनुसंधान और तकनीकी विकास पर पूरा जोर दे रहा और शोध के क्षेत्र में करोड़ों रुपये खर्च कर रहा है ताकि देश आत्मनिर्भर एवं उन्नत बन सके। यह पत्रिका न केवल शोध को बढ़ावा देती है बल्कि राष्ट्रनिर्माण के लिए आवश्यक सकारात्मक विषयों पर विमर्श खड़ा करने का प्रयास भी करती रही है।

केशव संवाद के इस अंक में 16 और 17 दिसम्बर को - 'प्रेरणा विमर्श-2023' के अंतर्गत आयोजित नेशनल कॉन्फ्रेंस, जिसका शीर्षक 'आजादी का अमृत महोत्सव: समाज, संसृति और संचार' था, उसमें प्रस्तुत किए गए कुछ चयनित शोध-पत्रों को ही प्रकाशित किया गया है।

ध्यातव्य है कि मानव जीवन कितना भी विकास कर ले अथवा आगे बढ़ जाए, पर वेदों एवं उपनिषदों का ज्ञान हमेशा प्रासंगिक रहेगा और हमारे अंदर नवचेतना का संचार करता रहेगा। ठीक इसी प्रकार समाज एवं राष्ट्र निर्माण के परिप्रेक्ष्य में शोध की महत्ता और अधिक बढ़ जाती है। आशा है कि केशव संवाद का प्रस्तुत अंक विद्यार्थियों, शोधकर्ताओं और समाज के विभिन्न वर्गों के लिए एक संग्रहणीय, ऐतिहासिक एवं सार्थक दस्तावेज साबित होगा।

युवा पीढ़ी के प्रेरणा स्रोत स्वामी विवेकानंद का यह कथन 'उठो जागो और तब तक नहीं रुको जब तक अपने लक्ष्य को पा नहीं लेते।' इस पत्रिका के संदर्भ में काफी प्रासंगिक साबित होता है। शोध-पत्रिका राष्ट्रीय चेतना के विभिन्न विषयों पर होने वाले शोध को अपेक्षित लोगों तक पहुंचाने की कोशिश कर रहा है। प्रस्तुत शोध पत्रिका में जिन शोधार्थियों एवं महानुभावों के शोध लेख प्रकाशित हुए हैं, उन सभी को बहुत-बहुत शुभकामनाएं एवं साधुवाद।

संपादकीय डेस्क



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स्वामी पंकज कुमार की ओर से मुद्रक/प्रकाशक रमन चावला द्वारा चन्द्र प्रभु ऑफसेट प्रिंटिंग वर्क प्रा. लि.
नोएडा से मुद्रित तथा केशव भवन 105 आर्यनगर सूरजकुंड रोड मेरठ से प्रकाशित

सोशल मीडिया के युग की पत्रकारिता

*मोहित मिश्रा

शोध सार- समकालीन पत्रकारिता में सोशल मीडिया के द्वारा संचालित खबरों के तथ्य एवं सूचना का परिक्षण करने का दबाव अधिक हो गया है। वर्तमान समय में सोशल मीडिया की सीमाओं का निर्धारण करना संभव नहीं है। किसी भी जानकारी को प्रसारित होने से रोकने के लिए सरकार के द्वारा उस क्षेत्र में इंटरनेट पर रोक लगा दिया जाता है, जिससे सही सूचना के प्रसारण को सुनिश्चित किया जा सके। मुख्य धारा मीडिया को सोशल मीडिया के दबाव ने सूचना के प्रसारण को गति प्रदान की है। जिसने मुख्य धारा मीडिया के द्वारा सूचनाओं को पुष्टि करने का समय भी कम कर दिया है। समाचार चैनलों ने अनेक समय पुष्टि किए बिना ही सूचना का प्रसारण किया है। मुख्य धारा मीडिया के समाचार चैनलों ने भी सोशल मीडिया पर अपनी उपस्थिति दर्ज की है। जिससे चैनलों की पहुँच को विस्तृत किया जाता है। वर्तमान में सोशल मीडिया पर प्रस्तुत सूचनाओं और प्रस्तुत करने वाले व्यक्ति के ज्ञान की पुष्टि करना आवश्यक है। सोशल मीडिया पर अनेक चैनलों की प्रस्तुति एवं तथ्य को जांचना आवश्यक होता जा रहा है, जिससे जनसामान्य तक सत्य और संतुलित सूचना का संप्रेषण हो सके। मुख्यधारा मीडिया की चुनौतियों को सोशल मीडिया के द्वारा बढ़ा दिया गया है जिसके लिए मीडिया की जिम्मेदारियों में वृद्धि हो गयी है। वर्तमान समय में सोशल मीडिया ने बड़े बड़े मीडियाकर्मी को सूचना के प्रसारण का अवसर भी प्रदान किया है जिससे उचित जानकारी का प्रसारण किया जाता है परंतु सोशल मीडिया की सूचनाओं की पुष्टि और प्रस्तुत करने वाले व्यक्ति के ज्ञान की जानकारी करना आवश्यक हो गया है।

भूमिका- वर्तमान समय नई चेतना से जोड़ने का

कार्य कर रहा है जिसके कारण मनुष्य नई सूचना क्रांति से जुड़ा हुआ है। विज्ञान और तकनीक के विकास ने मनुष्य को जोड़ने का कार्य किया है। कहा जा सकता है तकनीक ने मनुष्य के बीच एक पुल का निर्माण किया है जिसने दूरियों को समाप्त कर दिया है। एक समय में घटित घटना को कुछ ही पलों के अंतराल पर मिलों दूर से जाना जा सकता है। यह प्रगति सूचना के क्षेत्र में दोधारी तलवार की तरह कार्य करती है। एक ओर इसका उपयोग भ्रम और अफवाह फैलाने में प्रयोग किया जाता है, तो दूसरी तरफ नवीन शोध एवं रचनात्मक कार्यों को भी बढ़ाने में सहायक सिद्ध होते हैं। सूचना क्रांति के नए दौर में डिजिटल मीडिया के प्रभाव और अस्तित्व पर हमेशा सवाल उठता रहा है। सूचना क्रांति का प्रभाव आर्थिक, राजनीतिक और सामाजिक प्रगति में रहा है, इस विकास ने मनुष्य को मानसिक रूप से मजबूती प्रदान की है परंतु संचार या डिजिटल मीडिया के संदर्भ में यह सवाल उत्पन्न होता है कि क्या आज सूचना उत्पाद हो गई है जिसने मनुष्य को उपभोक्ता बना दिया है। सूचना का प्रसार आर्थिक लाभ के लिए किया जाना एवं उसका समाज के बड़े हिस्से पर प्रभाव होना दो विचार करने योग्य प्रश्न है।

विज्ञान की प्रगति ने पारंपरिक पत्रकारिता का विस्तार किया जिसने सोशल मीडिया जैसे माध्यम को समाज के सामने प्रस्तुत किया है। आज पत्रकारिता अखबार, पत्रिका, टेलीविजन की पत्रकारिता से बहुत आगे निकल गई है। न्यू मीडिया एवं डिजिटल मीडिया के नाम से जानी जाने वाली पत्रकारिता नए रूप या कलेवर में प्रस्तुत है। "मानव विकास के साथ-साथ संचार के रूपों, प्रारूपों, साधनों,

उपकरणों, माध्यमों, तरीकों आदि का भी विकास होता आया है। डिजिटल मीडिया और इसके ही एक प्रारूप सोशल मीडिया को संचार के अत्याधुनिक माध्यम के तौर पर जाना जाता है।" संचार के क्षेत्र में जिस तकनीक का विकास हुआ है उसको न्यू मीडिया या डिजिटल मीडिया का नाम दिया गया है। इंटरनेट के प्रयोग से प्रसारित सूचना के लिए न्यू मीडिया है। न्यू मीडिया संबोधन का अर्थ "न्यू मीडिया का आशय ऐसे मीडिया रूप से है, जिसमें अखबार, आलेख, ब्लॉग्स से लेकर संगीत और पॉडकास्ट जैसे मीडिया रूप जिसे डिजिटल माध्यम से प्रयोग में लाया जाने वाला कोई भी इंटरनेट आधारित जनसंचार माध्यम न्यू मीडिया के अंतर्गत आता है।" न्यू मीडिया का संदर्भ वेब आधारित सूचना प्रसारण कहा जा सकता है। सूचना क्रांति ने समाज को मीडिया का अंग बना दिया है जो सूचना का प्रसारण करने के सक्षम हो गया है। इंटरनेट पर उपलब्ध अनेक प्लेटफार्म इसको व्यापक रूप में प्रयोग कर रहे हैं जिसमें सूचना का प्रसारण करने का दायित्व स्वयं समाज का ही होता है। यह डिजिटल मीडिया इंटरनेट की उपलब्धता पर निर्भर है जिसका मुख्य आधार इंटरनेट एवं दूसरा मनुष्य है। न्यू मीडिया ने इंटरनेट के प्रयोग से पत्रकारिता का स्वरूप बदल दिया है जिसके कारण नए नए प्रयोग और माध्यम का जन्म हुआ है। अठारहवीं सदी से प्रारंभ पत्रकारिता का स्वरूप वर्तमान में तकनीक तक पहुँच गया है, जिसमें कागज, इंक और प्रिन्ट उपकरणों के स्थान पर कंप्यूटर और इंटरनेट का प्रयोग किया जा रहा है। वर्तमान समय सूचना के तेजी से प्रसारित होने का है जिसके लिए उपकरणों का पूर्ण प्रयोग आवश्यक हो गया है। "आज जनसंचार—माध्यमों में विशेषकर प्रसारण व संचार—माध्यम एक नई विश्व—क्रांति का स्वरूप प्रस्तुत कर रहे हैं। श्रव्य व दृश्य एवं सुंप्रेषण और पत्रकारिता से आगे बढ़कर ये प्रचार—प्रसार कंप्यूटर से इंटरनेट तक विस्तृत हो चुका है।" समाज के विकास ने मनुष्य को इतना विकसित कर दिया है कि संचार क्रांति और तकनीकी के प्रयोग के बिना मनुष्य एक क्षण जीवन व्यतीत करने में असमर्थ है। व्यक्ति सुबह उठने के बाद से ही

तकनीक से जुड़े उपकरणों पर निर्भर हो जाता है जिनके प्रयोग के बिना वह समस्याओं में उलझा रहता है।

21वीं सदी तकनीक की सदी है, जिसकी सहायता से मनुष्य अपने दिनचर्या के कार्यों को सरलता पूर्वक करता है। इंटरनेट के प्रसार ने समाज में सूचना को तीव्र गति से प्रसारित करना प्रारंभ किया है। तकनीक का जुड़ाव भी इंटरनेट से सर्वाधिक रहा है, वर्तमान में हो रहे वैज्ञानिक शोध इन्फोर्मेशन पर आधारित है जिसके द्वारा मनुष्य को सुविधाओं का लाभ दिया जा सके। इसको सबसे ज्यादा इंटरनेट के विस्तार ने बढ़ाया है। पिछले दो दशकों से इंटरनेट ने हमारी जीवनशैली को बदलकर रख दिया है। एक नए आभासी समाज और समुदाय का निरंतर निर्माण भी हो रहा है। हमारी ज़रूरतें, कार्य प्रणालियाँ, अभिरुचियाँ और यहाँ तक कि हमारे सामाजिक मेल—मिलाप और संबंधों के ताने—बाने को रचने में कंप्यूटर और इंटरनेट ही बहुत हद तक जिम्मेदार है। समकालीन संदर्भ में देखा जाए तो व्यक्ति की निर्भरता इंटरनेट जैसे आभासी पटलपर अधिक होती जा रही है। मनुष्य अपने दैनिक कार्यों के लिए भी इस आभासी जगत के ऊपर निर्भर है।

आज इंटरनेट पर परिवार की जरूरत की सभी वस्तुओं की उपलब्धता इस कथन की पुष्टि करती है। इसमें कपड़े, सब्जी, दूध, सब्जी, फल आदि सभी की मौजूदगी देखी जा सकती है। जिसने एक बड़े स्तर पर परंपरागत बाजार को प्रभावित किया है। इंटरनेट पर उपलब्ध सामग्री का लाभ अधिक से अधिक भौगोलिक क्षेत्र के निवासियों को मिल जाता है, जिसमें सामग्री बेचने वाला व्यक्ति दूर बैठकर एक तीसरे माध्यम से अपनी वस्तु को दूसरे व्यक्ति को बेचने का लाभ उठा सकता है। इंटरनेट का लाभ इस प्रकार से एक बड़े समुदाय को मिलता है जिसके लिए बाजार का एक बड़ा हिस्सा खुला है। पिछले पंद्रह वर्षों में संचार में जियो जैसी मोबाइल कंपनी ने व्यक्ति को अधिक से अधिक इंटरनेट देकर पूरी दुनिया के साथ जोड़ने का कार्य किया है। आज प्रत्येक व्यक्ति के पास मोबाइल फोन है, जिसकी आवश्यकता छोटे

से बड़े व्यक्ति को होने लगी है। स्कूल, कॉलेज, दफ्तर, बैंक, पंजीकरण प्रक्रिया आदि के लिए मोबाइल नंबर की आवश्यकता को महसूस किया जा सकता है। व्यक्ति अपने जीवन के दैनिक अनुभव, समस्या, आवश्यकता आदि का विवरण भी इसके माध्यम से साझा करता रहता है। पारिवारिक, सामाजिक, आर्थिक, सांस्कृतिक, राजनैतिक एवं धार्मिक गतिविधियों का एक बड़ा हिस्सा न्यू मीडिया के माध्यम से प्रस्तुत किया जाता है। "हम अपने आसपास के अनुभवों से जानते हैं कि इक्कीसवीं सदी के प्रारंभ से ही जीवन का कोई भी ऐसा पहलू बाकी नहीं रह गया है, जिसकी सूचना—संचार प्रौद्योगिकियों ने स्पर्श न किया हो।" समाज के प्रत्येक वर्ग, स्तर एवं क्षेत्र का व्यक्ति मोबाइल के द्वारा डिजिटल मीडिया से जुड़ा हुआ है।

सोशल मीडिया ने पत्रकारिता को पटल प्रदान किया है, जिसमें विविधता का स्वरूप दिखाई पड़ता है। सोशल मीडिया के द्वारा पत्रकारिता के क्षेत्र को गतिशीलता मिली है जिससे सूचना का संप्रेषण बहुत ही तीव्र हो गया है। सामाजिक, धार्मिक, सांस्कृतिक एवं राजनीतिक सूचनाओं को सोशल मीडिया ने नए स्वरूप प्रदान किया है। वर्तमान पत्रकारिता इंटरनेट और तकनीक के माध्यम से विस्तार प्राप्त कर रही है। डिजिटल होने के कारण समाचार पत्र, समाचार चैनल, ब्लॉग, आदि के नए रूप को बढ़ावा मिल रहा है। इस दौर में सूचना की सत्यता को पुष्ट करना एक महत्वपूर्ण कार्य है, जिसमें जल्द सूचना के प्रसारण की होड़ भी एक समस्या है। समाचार चैनलों के द्वारा अधूरी या गलत खबर का प्रसारण एक बड़ी समस्या को जन्म दे सकता है, जिसके लिए सोशल मीडिया पटल पर कुछ उचित नियम लागू किए जा रहे हैं। वर्तमान समय में सोशल मीडिया को नियम के दायरे में रखना आवश्यक है। मुख्य धारा मीडिया के द्वारा किसी भी असत्य या अधूरी खबर का प्रसारण नहीं होना चाहिए, इसके लिए सभी समाचार संस्थानों को सूचना के सत्य को पुष्ट करना आवश्यक होना चाहिए। सोशल मीडिया पर प्रसारित हो रही नकारात्मक खबरों की एक बाढ़ आई हुई है, जिसकी

सत्यता को पुष्ट करने के लिए एक व्यवस्था स्थापित करना आवश्यक हो गया है। नए मीडिया की उपयोगिता पर ध्यान दिया जाता है, तो नकारात्मकता के प्रति पूर्वाग्रह पर विचार किया जाना आवश्यक होता जा रहा है। यह माध्यम जितना व्यापक एवं विविधता पूर्ण है उतना ही नियंत्रण भी आवश्यक है।

सोशल मीडिया के सकारात्मक पक्ष पर विचार किया जाए तो ज्ञात होता है कि सामाजिक विकास में सहायक होता है। इसके द्वारा प्रदत्त सोशल मीडिया मार्केटिंग को लाखों लोगों तक पहुँचाया तथा समाचार का संप्रेषण तीव्रता से किया जा सकता है। सामाजिक जागरूकता को बढ़ावा देने में सोशल मीडिया सहायक सिद्ध होती है। सोशल मीडिया शिक्षा, चिकित्सा एवं व्यवसाय को बढ़ावा देने में सहायक हो रही है। सरकार की नीतियों को एक दिशा प्रदान करने का कार्य भी सोशल मीडिया के द्वारा निरन्तर किया जा रहा है। वर्तमान समय में तकनीक का विकास निरंतर हो रहा है, जिसने नए-नए पटल प्रदान किए हैं जो समाज का विस्तार करने में सहायक होते हैं। सोशल मीडिया ने सामाजिक दूरियों को कम किया है। आज मनुष्य दूर होने के बाद भी सोशल मीडिया के माध्यम से एक दूसरे के नजदीक हो गए हैं।

सोशल मीडिया कई नकारात्मक पक्ष भी है परंतु इसके बाद भी सोशल मीडिया ने पत्रकारिता को विस्तार प्रदान किया है। पत्रकारिता का नया रूप देखकर कहा जा सकता है कि तकनीक और इंटरनेट ने पत्रकारिता को तीव्रता प्रदान की है। सूचना का प्रसारण पहले की अपेक्षा अब सरल होता जा रहा है। वर्तमान समय, पत्रकारिता के परीक्षण का है, जिसमें इसकी विश्वसनीयता को भी प्रमाण मिलेगा। साहित्य पत्रकारिता का सोशल मीडिया ने नए पटल दिए हैं जिसमें व्यक्ति के विचार प्रस्तुत किए जा रहे हैं। कहानी, उपन्यास, यात्रावृत्तांत एवं संस्मरण आदि को सोशल मीडिया पर प्रस्तुत किया जाता है। सोशल मीडिया सभी व्यक्तियों को अपने विचार प्रस्तुत करने का एक माध्यम है, जिसने साहित्य को बहुत विस्तार प्रदान किया है।

निष्कर्ष- सोशल मीडिया ने अभिव्यक्ति को नया रूप प्रदान किया है। वर्तमान समय में सोशल मीडिया के द्वारा सभी व्यक्ति अपने विचार प्रगट करने के लिए स्वतंत्र है। सोशल मीडिया की पहुँच बहुत बड़े समुदाय क्षेत्र तक है। पत्रकारिता को सोशल मीडिया ने एक पटल प्रदान किया है जिससे समाचार नए स्वरूप में प्रस्तुत हो रहा है। आज तकनीक के विकास ने पत्रकारिता के प्राचीन स्वरूप को परिवर्तित किया है। नई पत्रकारिता ने इंटरनेट और तकनीक का प्रयोग किया है जिससे संचार के माध्यमों को नया रूप प्रदान किया है। सूचना का संप्रेषण तीव्र हो गया है तथा इसकी पहुँच बहुत विस्तृत हो गई है। सोशल मीडिया में तथ्य की पुष्टि की आवश्यकता है, जिससे किसी प्रकार की गलत खबर का प्रसारण न हो। सोशल मीडिया के दुरुप्रयोग को रोकना आवश्यक है, जिसके लिए पत्रकारिता का दायित्व बढ़ जाता है।

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हिन्दी भाषा में डिजिटल मीडिया की रूपरेखा समसामयिक स्थिति और भविष्य के संकेत

*वंदना यादव & ** आदर्श कुमार

प्रस्तावना : डिजिटल मीडिया आजकल समाचार, मनोरंजन, शिक्षा, और सामाजिक संचालन आदि में महत्वपूर्ण भूमिका निभा रहा है। हिंदी भाषा में डिजिटल मीडिया का प्रभाव और उसका भविष्य क्या हो सकता है, इस विषय पर इस शोध पत्र में चर्चा की गई है। इस शोध पत्र के माध्यम से हम डिजिटल मीडिया के प्रसारण के प्रमुख पहलुओं, इसके समसामयिक स्थिति के अध्ययन, और इसके भविष्य के संकेतों की जांच करेंगे।

भूमिका -

डिजिटल मीडिया का अर्थ और परिप्रेक्ष्य : डिजिटल मीडिया एक विशेष प्रकार की मीडिया है जिसमें सूचना, विचार, और जानकारी को डिजिटल तरीके से तैयार किया और प्रसारित किया जाता है। इसमें टेक्नोलॉजी का नवाचारिक उपयोग होता है, जिसका उद्देश्य आदिकाल से ही लोगों तक सूचना पहुंचाना और आपसी संवाद को बढ़ावा देना है।

डिजिटल मीडिया आधुनिक टेक्नोलॉजी का प्रयोग करके सूचना प्राप्ति, संग्रहण और प्रसारण का काम करता है। यह वेबसाइट, वीडियो, ऑडियो, सोशल मीडिया, ब्लॉग, पॉडकास्ट, और अन्य डिजिटल प्लेटफॉर्म के माध्यम से सूचना को प्रसारित करता है। डिजिटल मीडिया की उपस्थिति ने समाचार, मनोरंजन, शिक्षा, सामाजिक संवाद और व्यवसाय आदि क्षेत्र में क्रांति ला दी है।

डिजिटल मीडिया का अर्थ और परिप्रेक्ष्य सामाजिक और व्यावसायिक दृष्टिकोण से भिन्न हो सकता है। सामाजिक दृष्टिकोण से, यह लोगों के बीच संवाद को बढ़ावा देने में मदद करता है। यह जानकारी और सूचना के प्राप्ति के तरीकों को

बदल सकता है और निजता व सुरक्षा के मुद्दों को उठा सकता है।

व्यावसायिक दृष्टिकोण से यह नए विपणन के मॉडल को उत्पन्न कर सकता है और डिजिटल विपणन के विकास में मदद कर सकता है।

इस रूपरेखा में, हम डिजिटल मीडिया के महत्व को समझने के लिए इसके अर्थ और परिप्रेक्ष्य पर विचार कर रहे हैं, जिससे हम इसके प्रभाव को समझ सकते हैं। डिजिटल मीडिया का अर्थ और परिप्रेक्ष्य समझने के लिए हमें उसकी ताकत, सीमाओं के साथ उसके अलग-अलग पहलुओं को देखने की जरूरत है।

हिंदी भाषा में डिजिटल मीडिया का विकास : डिजिटल मीडिया के प्रमुख रूपों में वेबसाइट्स, सोशल मीडिया, वीडियो स्ट्रीमिंग, पॉडकास्ट्स, और ऑनलाइन समाचार पोर्टल्स शामिल हैं। हिंदी भाषा में डिजिटल मीडिया के विकास को निम्नलिखित रूप में देखा जा सकता है-

वेबसाइट्स और ब्लॉग्स : हिंदी भाषा में वेबसाइट्स और ब्लॉग्स की संख्या में बढ़ोतरी हुई है, जिनमें समाचार, विचार, और विभिन्न विषयों पर लेख उपलब्ध होते हैं।

सोशल मीडिया : हिंदी में सोशल मीडिया प्लेटफॉर्म की बढ़ती लोकप्रियता के साथ ही लोग अपने विचारों और अनुभवों को खूब साझा करने लगे हैं। यह सामाजिक सामंजस्य के रूप में भी कार्य करता है और लोगों को आपसी जुड़ाव बढ़ाने में मदद करता है।

वीडियो स्ट्रीमिंग : ऑनलाइन वीडियो स्ट्रीमिंग सेवाओं का हिंदी भाषा में प्रसारण बढ़ रहा है, जिसकी वजह विभिन्न विषयों पर वीडियो कंटेंट की बढ़ती मांग है।

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पॉडकास्ट्स : हिंदी में पॉडकास्ट्स की अपनी लोकप्रियता है, जिससे लोग अपनी पसंदीदा विषयों पर चर्चा करते हैं।

ऑनलाइन समाचार पोर्टल्स : हिंदी भाषा में ऑनलाइन समाचार पोर्टल्स का विकास हुआ है, जिनमें लोग विभिन्न समाचार और विचारों को पढ़ सकते हैं।

हिंदी डिजिटल मीडिया के उदय के कारण: हिंदी भाषा के डिजिटल मीडिया के उदय के कई कारण हैं, जिनमें तकनीकी विकास, उपयोगकर्ताओं की बढ़ती मांग, और विभिन्न सामाजिक और सांस्कृतिक परिवर्तन शामिल हैं। निम्न लिखित कारण हिंदी डिजिटल मीडिया के उदय के महत्वपूर्ण प्रमुख कारण हैं-

तकनीकी विकास : डिजिटल तकनीकों का विकास और इंटरनेट की सुविधा के साथ-साथ हिंदी में डिजिटल मीडिया का उपयोग करने की संभावना में वृद्धि हुई है। स्मार्टफोन्स, टैबलेट्स, और अन्य डिजिटल उपकरणों की प्रचलनता ने भी इसका सहयोग किया है।

विकासशील वेब कंटेंट : अब हिंदी में उच्च-गुणवत्ता वाले डिजिटल कंटेंट की विशेष प्राप्ति संभावना है, जैसे कि ऑनलाइन खबर, वीडियो स्ट्रीमिंग, वेबसाइट्स, और ब्लॉग्स। यह उपयोगकर्ताओं को हिंदी में अधिक विविध और मनोरंजनक सामग्री उपलब्ध करता है।

वीडियो सामग्री का उदय : वीडियो सामग्री के प्रति लोगों की रुचि में वृद्धि हो रही है, और वीडियो प्लेटफार्म्स जैसे कि YouTube और OTT सेवाएँ हिंदी भाषा में विशेष रूप से लोकप्रिय हो रही हैं।

सोशल मीडिया : सोशल मीडिया प्लेटफार्म्स पर हिंदी में उपयोगकर्ताओं की संख्या में वृद्धि हो रही है, जिससे हिंदी में डिजिटल मीडिया की पैदावार बढ़ रही है।

रफ्तारी विकास : हिंदी में न्यूज, विचार, और मनोरंजन सामग्री की डिजिटल उपलब्धता ने उपयोगकर्ताओं को ताजगी और त्वरित जानकारी प्राप्त करने को वेग प्रदान की है।

सामाजिक और सांस्कृतिक परिवर्तन : भारत में हिंदी भाषा की महत्वपूर्ण भूमिका है, और यह भाषा भारत के विभिन्न हिस्सों में बोली जाती है। इसके परिणामस्वरूप, हिंदी में डिजिटल मीडिया का विकास सामाजिक और सांस्कृतिक तब्दीलियों के साथ साथ हो रहा है।

व्यापार की वृद्धि : डिजिटल मीडिया के उपयोगकर्ता

अपनी आवश्यकताओं को पूरा करने के लिए विभिन्न साधनों का उपयोग कर रहे हैं, जैसे कि ऑनलाइन खरीददारी, वीडियो कॉल, और सामाजिक जुड़ाव।

इन सभी कारणों से हिंदी डिजिटल मीडिया का उदय हो रहा है और यह भाषा के उपयोगकर्ताओं को नई और अधिक सामर्थ्य मीडिया अनुभव की ओर बढ़ा रहा है।

डिजिटल मीडिया का महत्व और इसका बढ़ता उपयोग : डिजिटल मीडिया ने हिंदी भाषा का विस्तार विश्व भर में करने में एक महत्वपूर्ण भूमिका निभाई। इसका महत्व और इसका बढ़ता उपयोग कई प्रमुख कारणों से साबित होता है-

समाचार और जानकारी का स्रोत : डिजिटल मीडिया से हमें ताजा समाचार और जानकारी मिलती है, जिससे हम अपने दिनचर्या को अपडेट रख सकते हैं। इसके साथ ही, यह समाचार स्रोत हमें गहरे और विस्तृत जानकारी भी प्रदान करते हैं।

सोशल मीडिया का प्रयोग : सोशल मीडिया डिजिटल मीडिया का महत्वपूर्ण हिस्सा है और लोग इसका बड़े पैमाने पर उपयोग करते हैं। यह लोगों को अपने दोस्तों और परिवार से जुड़ने, विचार साझा करने और विचारों को व्यक्त करने का माध्यम प्रदान करता है।

विभिन्न विचारों का प्रसारण : डिजिटल मीडिया ने विभिन्न विचारों और प्रतिष्ठानों को व्यक्त करने का माध्यम दिया है। यह लोगों को न्यूज आर्टिकल्स, ब्लॉग्स, पॉडकास्ट्स और वीडियो सामग्री के माध्यम से अपने विचारों को साझा करने की स्वतंत्रता प्रदान करता है।

शिक्षा और ज्ञान का स्रोत : डिजिटल मीडिया के माध्यम से शिक्षा और ज्ञान को व्यापक रूप से पहुंचाया जा सकता है। ऑनलाइन शैक्षिक पोर्टल्स, वीडियो शिक्षा, और मूपट ऑनलाइन कोर्सेस के माध्यम से लोग नई कौशल सीख सकते हैं।

व्यवसाय : डिजिटल मार्केटिंग का उपयोग अपने उत्पादों और सेवाओं का प्रचार करने के लिए किया जा सकता है। इससे व्यवसायों को अधिक ग्राहकों तक पहुंचने का मौका मिलता है।

मनोरंजन : डिजिटल मीडिया मनोरंजन के लिए भी महत्वपूर्ण है। ऑनलाइन स्ट्रीमिंग प्लेटफार्म्स, वीडियो गेम्स,

और वीडियो सामग्री के माध्यम से लोग अपने फ्री टाइम को मनोरंजनपूर्ण बना सकते हैं।

डिजिटल मीडिया का सामाजिक प्रभाव : डिजिटल मीडिया ने हमारे समाज को गहरे रूप में प्रभावित किया है और इसका सामाजिक प्रभाव अनेक प्रकार के हो सकते हैं, जो कि निर्भर करता है कि यह कैसे प्रयोग किया जाता है? निम्नलिखित में से कुछ मुख्य सामाजिक प्रभाव हैं-

संचार की बढ़ती सुविधा : डिजिटल मीडिया के माध्यम से लोग आसानी से अपने साथीदारों, दोस्तों, और परिवार से जुड़ सकते हैं। इसके परिणामस्वरूप, लोग दूरस्थ रिश्तों को बनाए रखने की क्षमता में सुधार हुआ है।

जागरूकता और शिक्षा : डिजिटल मीडिया के माध्यम से लोगों को जानकारी और शिक्षा का बेहतर उपयोग करने का मौका मिलता है। यह नई शिक्षा के स्रोतों को खोलता है और सीखने के सामर्थ्य को बढ़ावा देता है।

सामाजिक जुड़ाव : सोशल मीडिया के माध्यम से लोग विभिन्न समुदायों और रुझानों से जुड़ सकते हैं। यह व्यक्तिगत और सामाजिक जुड़ाव को बढ़ावा देता है और विविधता को समृद्ध करता है।

सदाचार और नैतिकता के प्रश्न: डिजिटल मीडिया के माध्यम से अवसर भी होते हैं, लेकिन यह भी एक अच्छे सेवक की भूमिका खेल सकता है। धैर्य और सदाचार की अभीष्ट पर ध्यान केंद्रित रखना महत्वपूर्ण है।

साइबर बुलिंग और गोपनीयता की समस्याएँ : डिजिटल मीडिया का एक अवसादी प्रभाव यह है कि यह साइबर बुलिंग की समस्याओं को बढ़ावा देता है और गोपनीयता को खतरे में डाल सकता है।

सोशल मीडिया का विपरीत प्रभाव : सोशल मीडिया का अत्यधिक प्रयोग आत्मसमर्पण और मानसिक स्वास्थ्य को प्रभावित कर सकता है, और इसका जीवन के अन्य पहलुओं पर नकारात्मक प्रभाव डाल सकता है।

सामाजिक प्रभाव के साथ, डिजिटल मीडिया का सामाजिक जिम्मेदारी और सुरक्षा के मामलों को ध्यान में रखना महत्वपूर्ण है। लोगों को इसका सही और सकारात्मक उपयोग करने के लिए जागरूक और सजग रहना चाहिए ताकि डिजिटल मीडिया से हमारे समाज को बेहतर बनाने के लिए उपयोग किया जा सके।

डिजिटल प्लेटफॉर्म और वेबसाइट्स पर हिंदी मीडिया की उपलब्धता : डिजिटल युग में हमारे सामाजिक और व्यक्तिगत जीवन का महत्वपूर्ण हिस्सा है हिंदी मीडिया। हिंदी मीडिया डिजिटल प्लेटफॉर्म और वेबसाइट्स पर विशाल रूप में उपलब्ध है, जिससे भारतीय और विदेशी उपयोगकर्ताओं को भारत सम्बंधित समाचार, साहित्य, मनोरंजन, शिक्षा, विज्ञान, और भी अनेक क्षेत्रों में सामग्री का उपयोग करने का अवसर प्राप्त होता है।

कुछ प्रमुख वेबसाइट्स और डिजिटल प्लेटफॉर्म जो हिंदी मीडिया की उपलब्धता प्रदान करते हैं : दैनिक जागरण भारत का सबसे बड़ा हिंदी समाचार पत्रिका है और उनकी वेबसाइट भी उपलब्ध है, जिस पर विभिन्न श्रेणियों में समाचार और जानकारी प्राप्त की जा सकती है।

आज तक : आज तक एक प्रमुख हिंदी न्यूज चैनल है और उनकी वेबसाइट पर वीडियो समाचार और अन्य मनोरंजन सामग्री देखने का अवसर है।

नवभारत टाइम्स : नवभारत टाइम्स हिंदी मीडिया का अहम हिस्सा है और उनकी वेबसाइट पर समाचार, ब्लॉग्स, और साहित्यिक सामग्री मिलती है।

NDTV इंडिया : NDTV इंडिया हिंदी न्यूज चैनल की हिंदी वेबसाइट है, जो राष्ट्रीय और अंतरराष्ट्रीय समाचार कवर करती है।

हिन्दी वेब्टर : यह वेबसाइट हिंदी भाषा के लिए विभिन्न शब्दकोश और भाषा संबंधित सामग्री प्रदान करती है।

प्रभात खबर : प्रभात खबर एक अन्य प्रमुख हिंदी समाचार पत्रिका है, जिसकी वेबसाइट पर राज्यों के स्थानीय समाचार भी उपलब्ध हैं।

ये सिर्फ कुछ ही उदाहरण हैं और हिंदी मीडिया की उपलब्धता डिजिटल मीडिया पर विस्तार से है। इन वेबसाइट्स और प्लेटफॉर्म के माध्यम से हम न्यूज, साहित्य, संगीत, फिल्म, शिक्षा, और भी कई विषयों में हिंदी में जानकारी प्राप्त कर सकते हैं, जिससे हिंदी भाषा को बढ़ावा मिलता है जो लोगों के ज्ञान और सूचना का स्रोत बनता है।

सोशल मीडिया प्लेटफॉर्म : सोशल मीडिया प्लेटफॉर्म आजकल लोगों के जीवन का महत्वपूर्ण हिस्सा बन गए हैं और हिंदी भाषा की उपयोगकर्ता बेस भी इन प्लेटफॉर्म पर बढ़ रहा है। यहां हम सोशल मीडिया प्लेटफॉर्म पर हिंदी के महत्व को

और इसकी उपलब्धता को देख सकते हैं।

फेसबुक : फेसबुक एक पूरी दुनिया के लोगों के लिए सबसे बड़ा सोशल मीडिया प्लेटफॉर्म है, और इसमें हिंदी भाषा के उपयोगकर्ता बहुत हैं। फेसबुक पर हिंदी में पोस्ट, ट्वीट, और कमेंट करने का अवसर मिलता है।

ट्विटर : ट्विटर भी हिंदी भाषा में उपलब्ध है और यह हिंदी में न्यूज, मनोरंजन, और समाजिक चर्चा का एक महत्वपूर्ण माध्यम है।

इंस्टाग्राम : इंस्टाग्राम पर भी हिंदी में कई उपयोगकर्ता हैं और यहां पर छवियों और वीडियो के माध्यम से कहानियाँ साझा की जाती हैं।

लिंकडइन : लिंकडइन व्यवसायिक नेटवर्किंग के लिए एक महत्वपूर्ण सोशल मीडिया प्लेटफॉर्म है, और यहां पर भी हिंदी में जुड़े और साझा किए जाते हैं।

व्हाट्सएप : व्हाट्सएप हिंदी में भी उपलब्ध है और इसका उपयोग मैसेजिंग और वीडियो कॉल के लिए होता है।

यूट्यूब : यूट्यूब पर हिंदी में बहुत सारे चैनल और वीडियो होते हैं, जो उपयोगकर्ताओं को ज्ञान और मनोरंजन प्रदान करते हैं।

क्वोरा : क्वोरा पर भी हिंदी में सवाल और उत्तर पूछे जा सकते हैं, जो ज्ञान साझा करने और प्राप्त करने का एक माध्यम होता है।

सोशल मीडिया प्लेटफॉर्म पर हिंदी की उपलब्धता के बदलते समय के साथ बढ़ गई है और इससे हिंदी भाषा के प्रयोगकर्ता को अपनी भाषा में साझा करने और व्यक्ति विशेष रूप से सोशल मीडिया के माध्यम से अपनी बात कहने का अवसर मिलता है।

डिजिटल रेडियो और टेलीविजन : डिजिटल युग में वाणिज्यिकीकृत होने के साथ-साथ, मनोरंजन और सूचना का माध्यम भी डिजिटल तकनीकों की ओर बढ़ रहा है। हिंदी में डिजिटल रेडियो और टेलीविजन उदाहरण हैं कि कैसे नई तकनीकें हमारे मनोरंजन और जानकारी के स्रोत को बदल दिया है?

हिंदी में डिजिटल रेडियो : ऑनलाइन स्ट्रीमिंग : डिजिटल रेडियो का सबसे बड़ा फायदा यह है कि आप अब विश्व के किसी भी हिस्से की डिजिटल रेडियो स्टेशन को ऑनलाइन सुन सकते हैं। इसके लिए आपको केवल इंटरनेट

कनेक्शन और एक स्मार्टफोन या कंप्यूटर की आवश्यकता होती है।

हिंदी में डिजिटल टेलीविजन:

वीडियो स्ट्रीमिंग सेवाएँ : वीडियो स्ट्रीमिंग सेवाएँ बढ़ती ही जा रही हैं और इनमें से कई हिंदी में उपलब्ध हैं। उपयोगकर्ता वीडियो स्ट्रीमिंग सेवाओं के माध्यम से मूवीज, टीवी शो, वीडियो ब्लॉग्स, और अन्य मनोरंजन सामग्री का आनंद ले सकते हैं।

डिजिटल टेलीविजन चैनल्स : कई टेलीविजन चैनल अपने कंटेंट को डिजिटल तरीके से प्रसारित कर रहे हैं, जिससे लोग विभिन्न टीवी शो और सीरीज का आनंद ले सकते हैं।

यूट्यूब और सोशल मीडिया : यूट्यूब और सोशल मीडिया प्लेटफॉर्म पर भी हिंदी में बहुत सारे कंटेंट क्रिएट किए जाते हैं, जिनमें लघु फिल्म, ब्लॉग्स, ट्यूटोरियल्स, और मनोरंजन सामग्री शामिल है।

डिजिटल रेडियो और टेलीविजन का आगमन: हिंदी भाषा में ज्ञान और मनोरंजन के स्रोत को बढ़ा दिया है और लोगों को उनके पसंदीदा कंटेंट का आनंद लेने का मौका दिया है। इसके साथ ही, यह नई तकनीकों के विकास में भी एक महत्वपूर्ण कदम है, जो हिंदी में सूचना, मनोरंजन, और शिक्षा के क्षेत्र में और भी सुविधाएँ प्रदान करते हैं।

सामाजिक जागरूकता और शिक्षा में हिंदी डिजिटल मीडिया का योगदान : हिंदी डिजिटल मीडिया ने सामाजिक जागरूकता और शिक्षा के क्षेत्र में महत्वपूर्ण योगदान किया है। इसके माध्यम से हिंदी भाषा के प्रति लोगों की जागरूकता बढ़ी है और उन्हें विभिन्न विषयों में जानकारी प्राप्त करने का मौका मिलता है।

1. सामाजिक जागरूकता : हिंदी डिजिटल मीडिया ने सामाजिक जागरूकता को बढ़ावा दिया है। यह मीडिया विभिन्न सामाजिक मुद्दों, सामाजिक सुधारों, और सामाजिक संवादों का प्रचार करता है। विशेषकर, सामाजिक जागरूकता अभियानों, जैसे कि बेटी बचाओ बेटी पढ़ाओ और स्वच्छ भारत, को प्रोत्साहित करने में मदद करता है।

2. शिक्षा : हिंदी डिजिटल मीडिया शिक्षा क्षेत्र में भी अहम भूमिका निभाता है। वेबसाइट्स, यूट्यूब चैनल्स, पॉडकास्ट्स, और अन्य डिजिटल मीडिया के माध्यम से शिक्षा सामग्री का प्रसारण होता है। हिंदी में उपलब्ध विशिष्ट शिक्षा सामग्री के

साथ, यह उन लोगों के लिए भी महत्वपूर्ण है जिनकी पहचान हिंदी भाषा में है और वे विभिन्न विषयों में शिक्षा प्राप्त करना चाहते हैं।

3. साहित्य और कला : हिंदी डिजिटल मीडिया के माध्यम से हिंदी साहित्य और कला का प्रसारण होता है। लेखक, कवि, और कलाकार अपनी काव्य, कहानियाँ, और कला को विश्व के साथ साझा कर सकते हैं। इससे हिंदी साहित्य और कला को विश्व स्तर पर प्रमोट करने का अवसर मिलता है।

4. साइबर शिक्षा : हिंदी डिजिटल मीडिया के माध्यम से साइबर शिक्षा का प्रसारण हो रहा है। यह साइबर सुरक्षा, डिजिटल मानवाधिकार, और नैतिक तंत्र के मुद्दों पर जागरूकता फैलाने में मदद करता है।

5. सामाजिक संवाद : हिंदी डिजिटल मीडिया सामाजिक संवाद को प्रोत्साहित करता है। यह लोगों को विभिन्न सामाजिक मुद्दों पर चर्चा करने और अपने विचारों को साझा करने का मौका प्रदान करता है।

6. ग्रामीण जगत में शिक्षा : हिंदी डिजिटल मीडिया के माध्यम से ग्रामीण क्षेत्रों में भी शिक्षा का प्रसारण हो रहा है। इंटरनेट के साथ, गांवों के लोग भी अच्छी शिक्षा की ओर बढ़ रहे हैं।

इन सभी तरीकों से, हिंदी डिजिटल मीडिया ने सामाजिक जागरूकता और शिक्षा के क्षेत्र में बड़ा योगदान किया है और लोगों को ज्ञान और जागरूकता का स्रोत प्रदान किया है। यह एक सक्षम और समृद्ध भारत के निर्माण में महत्वपूर्ण भूमिका निभा रहा है।

समाचार और मनोरंजन में विभिन्न मीडिया प्लेटफॉर्मों का उपयोग : समाचार और मनोरंजन में विभिन्न मीडिया प्लेटफॉर्मों का उपयोग करने के लिए कई तरीके हैं। यहां कुछ मुख्य मीडिया प्लेटफॉर्मों और उनका उपयोग का तरीका दिया गया है-

टेलीविजन : टेलीविजन समाचार का मुख्य स्रोत है, और यहां आप चैनल्स के माध्यम से राष्ट्रीय और अंतर्राष्ट्रीय समाचार देख सकते हैं। मनोरंजन के लिए भी टेलीविजन पर टीवी शो, फिल्में, और सीरियल्स देख सकते हैं।

रेडियो : रेडियो भी समाचार, संगीत, और मनोरंजन का उपयोग करने का एक अच्छा माध्यम हो सकता है। आप रेडियो स्टेशन से समाचार सुन सकते हैं और विभिन्न म्यूजिक और आवाजी कार्यक्रमों का आनंद ले सकते हैं।

इंटरनेट : इंटरनेट पर समाचार और मनोरंजन का बहुत बड़ा स्रोत है। आप खबरों की वेबसाइट्स, सोशल मीडिया, और ऑनलाइन स्ट्रीमिंग सेवाओं का उपयोग करके ताजा खबरों का पालन कर सकते हैं। वीडियो स्ट्रीमिंग प्लेटफॉर्म पर भी फिल्में, टीवी शो, और वीडियो कॉन्टेंट देख सकते हैं।

मोबाइल ऐप्स : मोबाइल ऐप्स भी समाचार और मनोरंजन के लिए उपयोगी हो सकते हैं। खबर ऐप्स और मनोरंजन सेवाएं आपको ताज़ा खबरों और वीडियो सामग्री प्रदान कर सकती हैं।

प्रिंट मीडिया : अखबार और मैगजीन भी समाचार और मनोरंजन का महत्वपूर्ण स्रोत हो सकते हैं। ये लोगों को लिखित रूप में जानकारी प्रदान करते हैं और लिखित सामग्री के माध्यम से लेखन और मनोरंजन का आनंद लेने का मौका देते हैं।

सोशल मीडिया : सोशल मीडिया प्लेटफॉर्म जैसे कि फेसबुक, ट्विटर, इंस्टाग्राम, और टिकटॉक आपको खबरों, वीडियो, और मनोरंजन सामग्री से जुड़ने का मौका देते हैं।

आप अपनी रुचि और आवश्यकताओं के आधार पर उपयुक्त मीडिया प्लेटफॉर्मों का चयन कर सकते हैं, और इनका उपयोग समाचार और मनोरंजन के लिए कर सकते हैं। हिंदी डिजिटल मीडिया का भविष्य बहुत उज्ज्वल है और इसमें कई संकेत हैं जो इसे एक अद्वितीय और प्रभावशाली स्थान पर पहुंचा रहे हैं। इस प्रकार के मीडिया का विकास और प्रगति हमारे समाज और भाषा के लिए एक बड़ा महत्व रखता है।

डिजिटल व्यापार की बढ़ती मांग : भारत में इंटरनेट का उपयोग तेजी से बढ़ रहा है, और यह डिजिटल मीडिया के विकास को प्रोत्साहित कर रहा है। विभिन्न ऑनलाइन प्लेटफॉर्मों और ऐप्स हिंदी मीडिया को प्रस्तुत करने के लिए विशेष रूप से डिजाइन किए जा रहे हैं।

सोशल मीडिया का प्रभाव : सोशल मीडिया हिंदी भाषा में भी बड़े पैमाने पर उपयोग हो रहा है। हिंदी में वीडियो सामग्री का प्रसारण और सोशल मीडिया पर वायरल होने का

बहुत अच्छा संकेत है कि लोग हिंदी डिजिटल मीडिया को स्वागत कर रहे हैं।

स्थानीय समाचार की महत्वपूर्ण भूमिका : हिंदी डिजिटल मीडिया के जरिए स्थानीय समाचार को प्रस्तुत करने का मौका होता है, जिससे कि लोग अपने क्षेत्र की स्थिति को समझ सकें और समाचार से अवगत रह सकें।

वीडियो स्ट्रीमिंग का बढ़ता प्रयास : वीडियो स्ट्रीमिंग सेवाएँ जैसे कि YouTube Netflix, Amazon Prime, और अन्य सामाजिक प्लेटफार्मस हिंदी में भी अधिक सामग्री प्रदान कर रहे हैं, जिससे हिंदी मीडिया का प्रसारण बढ़ रहा है।

डिजिटल शिक्षा का उपयोग : डिजिटल मीडिया का हिंदी में शिक्षा में भी महत्वपूर्ण भूमिका हो सकती है। वीडियो ट्यूटोरियल्स और वीडियो कोर्सेस का उपयोग हिंदी भाषा में शिक्षा को प्रभावी बना सकता है।

वीडियो जर्नलिज्म का विकास : वीडियो जर्नलिज्म हिंदी भाषा को नई दिशा देने का प्रयास कर रहा है, जिससे लोगों को वीडियो के माध्यम से समाचार और विचार व्यक्त करने का मौका मिल रहा है।

व्यक्तिगतीकरण और उपयोगकर्ता की सुनवाई : डिजिटल मीडिया हिंदी भाषा के उपयोगकर्ताओं की सुनवाई को बढ़ावा देने में मदद कर रहा है और उन्हें उनकी रुचियों और आवश्यकताओं के आधार पर सामग्री प्रदान कर रहा है।

इन संकेतों के साथ, हिंदी डिजिटल मीडिया का भविष्य उज्ज्वल दिखता है और यह लोगों के बीच समाचार, मनोरंजन, और जागरूकता का माध्यम बन सकता है। यह

भाषा की अधिक प्रसारण को प्रोत्साहित करेगा और भारत की सामाजिक और सांस्कृतिक धरोहर को संजीवनी बूँद के रूप में सहेजेगा।

निष्कर्ष :

भविष्य में हिंदी डिजिटल मीडिया की भूमिका : हिंदी डिजिटल मीडिया का भविष्य भी बहुत उज्ज्वल है। राज्य सरकारें और निजी सेक्टर इसमें निवेश कर रहे हैं ताकि हिंदी भाषा के वाचकों को अधिक विकल्प और बेहतर सामग्री मिल सके। यही समय है कि हिंदी भाषा में डिजिटल मीडिया का उचित और नैतिक दिशा में विकास हो, ताकि समाज का कल्याण हो सके और लोगों को सही जानकारी प्राप्त हो सके।

इसके साथ ही, हिंदी डिजिटल मीडिया का विकास सुनिश्चित करने के लिए सुरक्षा, गोपनीयता, और नैतिकता के मामले पर भी गौर किया जाना चाहिए ताकि डिजिटल मीडिया का उपयोग समाज के लिए सकारात्मक रूप से हो सके।

संदर्भ

- दैनिक जागरण, अखबार, दिल्ली संस्करण
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कृत्रिम बौद्धिकता की दुनिया में भविष्य की पत्रकारिता

आर्टिफिसिशियल इंटेलिजेंस आने के बाद भारत में मीडिया का भविष्य

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सारांश: आर्टिफिसिशियल इंटेलिजेंस की वैश्विक स्तर पर शुरुआत साल 1956 में हो गई थी लेकिन 2012 तक का समय आर्टिफिसिशियल इंटेलिजेंस की दुनिया का निराशाजनक दौर था। भारतीय पत्रकारिता की दुनिया में इसकी शुरुआत आज से लगभग छह महीने पहले एंकर सना के रूप में हुई। आर्टिफिसिशियल इंटेलिजेंस मशीनी बौद्धिकता है। इसमें मशीन में एल्गोरिदम इस तरह विकसित किया जाता है जिस प्रकार मनुष्य तार्किक निष्कर्ष निकालते हैं, उसी प्रकार मशीन चरण-बद्ध-चरण मनुष्य के समान सोचने, कार्य करने और निर्णय लेने के काबिल बन जाए। आर्टिफिसिशियल इंटेलिजेंस के आने से कृत्रिम बुद्धिमत्ता की यह दुनिया मानव की बुद्धि को तो पीछे छोड़ सकती है, लेकिन मनुष्य के अंदर जो विवेक होता है उसका इस्तेमाल इस मशीन में किस प्रकार किया जाएगा, इस पर अभी सॉफ्टवेयर विशेषज्ञ मौन हैं। यकीनन ये तकनीक मीडिया को और सस्ता व सुलभ तो बनाएगी किन्तु भारत जैसे देश में जहां नौजवानों के हाथ बिना काम के हैं, वहां, इस पर संदेह करने की पूरी गुंजाइश है कि ये तकनीक कुछ और हाथों से निवाला छीन सकती है। भारतीय मीडिया एवं समाज को इसी तरह की समस्याओं से दो-चार होना पड़ सकता है। इसलिए सवाल उभरा कि भविष्य की समस्याएं पत्रकारिता की दुनिया में क्या होंगी। इस शोध समस्या के लिए प्रश्नावली विधि का चयन किया गया है। जिसमें मीडिया क्षेत्र में कार्यरत पत्रकारों से बंद प्रश्नावली

विधि से सवाल पूछे गए और उन सवालों का विश्लेषण कर निष्कर्ष निकाला गया।

बीज शब्द (KEY WORD) : आर्टिफिसिशियल इंटेलिजेंस, कृत्रिम बौद्धिकता, एआई, बुद्धि, विवेक, तकनीक, पत्रकारिता, मशीन, भविष्य।

प्रस्तावना : माइक्रोसॉफ्ट के सह-संस्थापक बिल गेट्स ने 'द एज ऑफ एआई बिगिन' शीर्षक से खुले पत्र में लिखा कि कृत्रिम बुद्धिमत्ता (एआई) का विकास उतना ही महत्वपूर्ण है जितना कि माइक्रोप्रोसेसर, पर्सनल कंप्यूटर, इंटरनेट और मोबाइल फोन का निर्माण। इसकी बदौलत 'डिजिटल शिक्षक' और 'डिजिटल डॉक्टर' जैसे अनगिनत क्रांतिकारी प्रयोग सामने आएंगे। यह सकारात्मक और रचनात्मक शक्ति है जो दुनिया को बेहतर बनाने में मदद कर सकती है। दूसरी ओर टेस्ला के सीईओ और आविष्कारक ईलोन मस्क सहित सैकड़ों लोगों ने एक खुला पत्र जारी किया, जिसमें शक्तिशाली एआई प्रणालियों के विकास को छह महीने के लिए रोकने का आह्वान किया गया। यह समूह कृत्रिम बुद्धिमत्ता के जोखिमों से चिंतित है। हैरत की बात है कि ईलोन मस्क चैटजीपीटी जैसी कृत्रिम बुद्धिमत्ता का प्रबल विरोध करने के साथ-साथ स्वयं भी उसके जवाब में एक अलग कृत्रिम बुद्धिमत्ता परियोजना शुरू करने जा रहे हैं, जिसका नाम है- ट्रुथ जीपीटी। जबकि वे कृत्रिम बुद्धिमत्ता को मानव सभ्यता के भविष्य के लिए सबसे बड़ा खतरा बता चुके हैं।

* असिस्टेंट प्रोफेसर, पत्रकारिता एवं जनसंचार विभाग छत्रपति शाहू जी महाराज, विश्वविद्यालय, कानपुर

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ये दोनों पत्र संकेत यह देते हैं कि दुनिया के कुछ सबसे अच्छे मस्तिष्क कृत्रिम बुद्धिमत्ता और इसके भविष्य के प्रति किस तरह ऊहापोह में हैं। वहीं, एप्पल के सह संस्थापक स्टीव वोजिनयाक की दृष्टि में एआई अच्छे काम तो कर सकती है लेकिन वह भयंकर गलतियां भी कर सकती है, क्योंकि वह मानव होने के मायने नहीं जानती। जैसे सेल्फ-ड्राइविंग कार यह पूर्वानुमान नहीं लगा सकती कि दूसरी कारें आगे क्या करने वाली हैं। पर मानव ऐसा अनुमान लगा सकता है क्योंकि वह मानव है।

भारत में सॉफ्टवेयर कंपनी इन्फोसिस के संस्थापक एनआर नारायणमूर्ति के अनुसार एआई ज्ञान को बढ़ाने वाला बेहद उपयोगी टूल है। भारत को चाहिए कि वह इसे खुले दिल से स्वीकार कर लाभ उठाए। गूगल के पूर्व सीईओ एरिक शिमट ने भी इसे प्राथमिकता देने की बात कही थी। इंटरनेट के जनक विंट सर्फ ने कहा है कि समस्या एआई के साथ नहीं अपितु मानव के साथ है। तात्पर्य यह कि प्रौद्योगिकी तो बदल रही है और उसकी शक्तियां भी बढ़ रही हैं लेकिन मानव उस गति से मेल नहीं बिठा पा रहा है। प्रसिद्ध निवेशक वारेन बफे का कहना है कि कृत्रिम बुद्धिमत्ता का सबसे बड़ा लाभ तभी सामने आएगा जब वह मानव श्रम का स्थान ले लेगी।

रूस के राष्ट्रपति व्लादिमीर पुतिन कहते हैं— “आर्टिफिसिशियल इंटेलिजेंस भविष्य है और जो आर्टिफिसिशियल इंटेलिजेंस में नेता बनेगा वही दुनिया का शासक होगा।” चीन के राष्ट्रपति शी जिनपिंग के अनुसार— “चीन 2030 तक आर्टिफिसिशियल इंटेलिजेंस में विश्व का नेता बनना चाहता है।” अमेरिकी व्हाइट हाउस प्रशासन पहले ही घोषणा कर चुका है— “अमेरिका आर्टिफिसिशियल इंटेलिजेंस में वैश्विक नेता रहा है।” भारत के नीति आयोग द्वारा प्रकाशित आर्टिफिसिशियल इंटेलिजेंस की राष्ट्रीय रणनीति में “आर्टिफिसिशियल इंटेलिजेंस-फॉर-ऑल” सबसे महत्वपूर्ण दृष्टिकोण है।

आर्टिफिसिशियल इंटेलिजेंस का उद्भव और विकास का संक्षिप्त परिचय : आर्टिफिसिशियल

इंटेलिजेंस (एआई) की शुरुआत हम चेक नाटककार कारेल कॉपेक द्वारा ‘रॉसम यूनिवर्सल रोबोट्स’ नामक एक विज्ञान कथा नाटक से मान सकते हैं। 1921 में इन्होंने अपने नाटक में फैक्टरी निर्मित कृत्रिम लोगों के विचार पर प्रकाश डाला और उसे रोबोट नाम दिया। 1927 में फ्रिट्ज लैंग द्वारा निर्देशित साइंस फिक्शन फिल्म मेट्रोपोलिस रिलीज हुई। यह पहली फिल्म थी जिसने रोबोट (मशीन मानव) का ऑन-स्क्रीन चित्रण किया। 1929 में जापानी जीव विज्ञानी प्रो. मकोतो निशिमुरा ने ‘गाकुटेनसोकू’ नामक पहला रोबोट बनाया। ‘गाकुटेनसोकू’ का अर्थ है प्रकृति के नियमों से सीखना। इसका मतलब यह रोबोट कृत्रिम रूप से बुद्धिमान था और प्रकृति और लोगों के माध्यम से ज्ञान प्राप्त करने में सक्षम था। अगले दो दशकों में इस क्षेत्र में कोई विशेष प्रगति नहीं हुई।

50 का दशक इसमें महत्वपूर्ण रहा, जब एलन ट्यूरिंग ने कंप्यूटिंग मशीन और मशीन इंटेलिजेंस पर अपना शोध पत्र प्रकाशित किया। जिसमें एक मशीन की इंसान की तरह सोचने की क्षमता की जांच की गई। जिसे द ट्यूरिंग टेस्ट नाम दिया गया। 1952 में आर्थर सैमुअल ने पहला गेम प्लेइंग प्रोग्राम बनाया। इस चेकर्स गेम में मानव खिलाड़ियों से प्रतिस्पर्धा करने की क्षमता थी। 1955 में पहला एआई कंप्यूटर प्रोग्राम लॉजिक थ्योरिस्ट एलन नेवेल, हर्बर्ट साइमन और विलफ शॉ द्वारा लिखा गया। 1956 में जॉन मैक्कार्थी और उनकी टीम ने डार्टमाउथ कॉलेज सम्मेलन में कृत्रिम बुद्धिमत्ता शब्द का पहली बार प्रयोग किया। जॉन मैक्कार्थी द्वारा ही 1958 में एक उच्च स्तरीय प्रोग्रामिंग भाषा विकसित की गई। जिसकी मदद से 1964 में डेनियल जी बोब्रो ने बीजगणित की समस्याओं को पढ़ने व हल करने के लिए ‘स्टूडेंट’ नामक प्रोग्राम विकसित किया। 1966 में पहला चैटबॉट एलिजा प्रो. जोसेफ वेइजेनबाम द्वारा विकसित किया गया। इसी वर्ष पहला मोबाइल रोबोट ‘शेकी’ बनाने की परियोजना शुरू हुई जो 1972 तक चली। 1970 में जापान ने वासेदा विश्वविद्यालय में WABOT-1 नामक पहला मानव रूपी रोबोट बनाया।

जिसमें चलने, अवलोकन और बातचीत करने की क्षमता थी। इसके उन्नत संस्करण रोबोट-2 में स्कोर पढ़ने और संगीत बजाने की क्षमता थी, यह 1980 में आया। 1997 में IBM ने शतरंज खेलने वाला डीप ब्लू कंप्यूटर बनाया जिसने तत्कालीन विश्व चैंपियन गैरी कास्परोव को हरा दिया। 1998 में डेव हेंप्टन और कालेब चुंग ने पालतू खिलौना 'फर्बी' का आविष्कार किया। यह पहला घरेलू रोबोट खिलौना था। इसी साल एमआईटी के प्रोफेसर सिंथिया ब्रेजील ने ह्यूमनॉइड रोबोट 'किस्मत' का निर्माण किया था। इस रोबोट की शक्ल-ओ-सूरत मनुष्य से काफी मिलती जुलती थी। इसमें मनुष्य की तरह आंखें, होंठ, पलकें और भौहें थीं। प्रोफेसर सिंथिया इस रोबोट को ऐसे बनाया था जो चेहरे के माध्यम से लोगों की भावनाओं का पता लगा सकता था। उनका अनुसरण भी कर सकता था। इसके एक साल बाद 1999 में सोनी कंपनी ने फर्बी रोबोट की तरह एआईबीओ (आर्टिफिसिशियल इंटेलिजेंस रोबोट) बनाया। यह रोबोट अपने आसपास के लोगों और माहौल से सीखने में दक्ष था। यह रोबोट 100 से अधिक आवाज को समझ सकता था और उसका जवाब दे सकता था। 2000 में हॉन्डा ने ASIMO (असीमो) रोबोट बनाया जो चल सकता था, वेटर का काम कर सकता था। हॉलीवुड फिल्म निर्माता/निर्देशक स्टीवन स्पीलबर्ग की साइंस फिक्शन पर आधारित फिल्म 'आर्टिफिसिशियल इंटेलिजेंस' 2001 में रिलीज हुई। इस फिल्म में डेविड नामक बच्चे जैसे एंज़ॉयड के ईर्द-गिर्द घूमती है। इसे प्रेम करने की क्षमता के साथ प्रोग्राम किया गया था। 2002 में आई रोबोट द्वारा रूमबा (ROOMBA) नामक रोबोट वैक्यूम क्लीनर बनाया गया। यह रोबोट रुकावटों से बचते हुए सफाई करता था। 2004 में 'स्पिरिट' और 'अपॉर्चुनिटी' नामक रोबोट मंगल ग्रह की सतह तक यात्रा की। नासा ने ये रोबोट रोबोटिक अन्वेषण रोवर्स के तहत भेजे थे। साल 2004 में वर्ष 2035 पर आधारित फिल्म 'रोबोट' आई, जिसमें ह्यूमनॉइड रोबोट मानव जाति की सेवा करता है। इस फिल्म को ऑस्ट्रेलियाई निर्देशक एलेक्स प्रोयास ने बनाया था। 2009 में गूगल

ने ड्राइवर रहित कार का निर्माण शुरू किया जिसने 2014 में नेवादा के सेल्फ ड्राइविंग टेस्ट को पास किया। 2010 में माइक्रोसॉफ्ट ने मानव शरीर की गतिविधियों को ट्रैक करने वाला पहला गेमिंग डिवाइस बनाया। 2011 में एपल ने 'सिरी' (SIRI) को जारी किया। यह एक वाइस असिस्टेंट का कार्य करती है। कार्नेगी मेलन विश्वविद्यालय में स्थित नेवर एंडिंग इमेज लर्नर (एनआईएल) नामक कंप्यूटर प्रोग्राम 2013 में जारी किया गया था। यह प्रोग्राम इंटरनेट पर खोजी गई छवियों के बारे में जानकारी सीखने के लिए सातों दिन 24 घंटे काम करता है। माइक्रोसॉफ्ट ने 2014 में एपल के सिरी की तरह वर्चुअल असिस्टेंट 'कॉर्टाना' जारी किया था। इसी साल 13 वर्षीय यूजीन गूस्टमैन नाम के लड़के का दावा करने वाला एक कंप्यूटर एल्गोरिदम ट्यूरिंग टेस्ट पास हो गया। यह कार्यक्रम रॉयल सोसाइटी के एक कार्यक्रम में 33: मानव न्यायाधीशों को यह विश्वास दिलाने में सफल रहा कि वह वास्तव में एक मानव था। इसी साल अमेजन ने 2014 में एलेक्सा को जारी किया। यह निजी सहायक के रूप में कार्य करती है। 2015-2017 के दौरान गूगल डीप माइंड द्वारा एक कंप्यूटर प्रोग्राम 'अल्फागो' विकसित किया गया था। जिसने बोर्ड गेम शो में कई विश्व चैंपियन खिलाड़ियों को हरा दिया था। 2016 में हैनसन रोबोटिक्स द्वारा ह्यूमनॉइड रोबोट 'सोफिया' विकसित किया गया। इसे पहला 'रोबोट नागरिक' माना जाता है। यह आर्टिफिसिशियल इंटेलिजेंस के जरिए लोगों को देखने, उनके चेहरे के हाव-भाव बनाने और संवाद करने की क्षमता थी। इसी साल गूगल ने गूगल होम जारी किया था। यह आर्टिफिसियल इंटेलिजेंस के जरिए उपयोगकर्ताओं को कार्य को याद रखने, अपॉइंटमेंट बनाने और आवाज का उपयोग करके जानकारी सीखने जैसे कामों में सहायता करता था। फेसबुक आर्टिफिसिशियल इंटेलिजेंस रिसर्च लैब (चैटबॉट्स) ने दो 'डायलॉग एजेंट' (चैटबॉट्स) को मशीन लर्निंग के माध्यम से बातचीत करने के लिए प्रशिक्षित किया। जैसे-जैसे चैटबॉट्स ने बातचीत की, वे मानव भाषा से भटक गए और अपनी स्वयं की

*एसोसिएट प्रोफेसर एवं विभागाध्यक्ष, भूगोल विभाग, किसान (पीओ जी०) कॉलेज सिम्भावली, हापुड़ (चौ. चरण सिंह विश्वविद्यालय, मेरठ)

संचार भाषा का आविष्कार कर लिया था। चीन की कंपनी अलीबाबा ने 2018 में आर्टिफिसियल इंटेलिजेंस मॉडल विकसित किया। जिसने स्टैनफोर्ड विश्वविद्यालय के पढ़ने और समझने के टेस्ट में इंसानों से अच्छा प्रदर्शन कर अंक अर्जित किए। अलीबाबा भाषा प्रसंस्करण ने एक लाख प्रश्नों के सेट पर 82.30 के मुकाबले 82.44 अंक प्राप्त करने में सफलता हासिल की। गूगल ने 2018 में बर्ट (BERT-Bidirectional Encoder Representations From Transformers) विकसित किया। यह गूगल पर सर्च करने वाले की मदद करता है। ओपनएआई ने 2020 में चौटजीपीटी-3 जारी किया। यह पहले से फीड डेटा को एल्गोरिदम के माध्यम से अपनाकर टेक्स्ट उत्पन्न करता है। वर्तमान में इसका अद्यतन संस्करण चौटजीपीटी-4 चलन में है।

आर्टिफिसियल इंटेलिजेंस के प्रकार (Types of Artificial Intelligence) : आर्टिफिसियल इंटेलिजेंस के चार प्रमुख प्रकार हैं, जो इस प्रकार हैं :

1. **पूर्णतः प्रतिक्रियात्मक (Purely Reactive) :** यह प्रोग्राम सबसे पुरातन AI प्रोग्राम में से एक है। इसकी क्षमता बेहद ही सीमित होती है, यह मशीनें वर्तमान में कर रहे कार्यों को अपने पहले के अनुभवों का इस्तेमाल नहीं करती है, मतलब कि यह मशीनें सीखने में सक्षम नहीं है। इस प्रोग्राम में IBM ने Deep Blue Chess Program को बनाया था, जो की एक Chess प्रोग्राम था, जिसने सन 1990 में शतरंज के ग्रैंडमास्टर गैरी कास्परोव को हराया था। जबकि इस प्रोग्राम के पास पुराना कोई भी डाटा नहीं था, फिर भी यह शतरंज के ग्रैंडमास्टर गैरी कास्परोव को हारने में सफल रहा था।

2. **सीमित स्मृति (Limited Memory) :** सीमित स्मृति के अंतर्गत ऐसी AI मशीनें आती हैं, जो रिएक्टिव प्रोग्राम के साथ साथ स्वयं निर्णय लेने में और सीखने में भी सक्षम होती हैं। जैसे की डीप एजुकेशन का उपयोग करके बड़ी मात्रा में प्रक्षिण डाटा को एकत्रित करके उसके द्वारा सीखती है, जिसके उपयोग से वह भविष्य में होने वाली समस्याओं को हल करने और मॉडल बनाने में सक्षम होती है। उदाहरण के लिए— एक फोटो को हजारों

फोटो में ढूँढना मुश्किल होता है, लेकिन वहीं इस तरह की मशीनें हजारों फोटो को उनके लेबल का उपयोग करके अलग कर देती है और जब उन्हें स्कैन किया जाता है तो उनको एक अलग नाम दे दिया जाता है। आर्टिफिसियल इंटेलिजेंस द्वारा जब किसी फोटो को स्कैन किया जाता है तो यह अपने सीखने के अनुभव के आधार पर सभी फोटो को सटीकता के साथ लेबल कर देता है। जैसे की वर्चुअल असिस्टेंट, चौटबॉट और वाहनों की सेल्फ ड्राइविंग आदि।

3. **मस्तिष्क सिद्धांत (Brain Theory) :** मस्तिष्क सिद्धांत पहले से ज्यादा एडवांस है। हालांकि अभी यह सिर्फ एक कांसेप्ट है, इसके अंतर्गत ऐसी मशीनें बनाने का प्रयास किया जा रहा है, जो मानव की तरह सोचने और करने में सक्षम हो, दिखने में भी बिलकुल मानव की तरह हो। यह एक बहुत ही जटिल प्रयास है, लेकिन इस पर कार्य जारी है।

4. **आत्म-जागरूक (Self-Aware) :** आत्म-जागरूक आर्टिफिशियल इंटेलिजेंस डेवलपमेंट का अंतिम चरण है। जिसकी वर्तमान समय में सिर्फ कल्पना की जा सकती है। इस चरण में ऐसी मशीनों को बनाना शामिल है, जो की मानव की तरह सभी सुख, दुःख, को महसूस कर पाए। जिस तरह से मनुष्य अपने सामने वाले व्यक्ति की भावनाओं को समझता है, ठीक उसी तरह से इन मशीनों को इसी तरह से बनाने का प्रयास किया जा रहा है।

पत्रकारिता में आर्टिफिसियल इंटेलिजेंस का बढ़ता दखल : नए अवसर और चुनौतियां : लंदन से प्रकाशित 'द इकोनॉमिस्ट' पत्रिका ने दिसंबर 2019 के अंक में जीपीटी-2 नाम आर्टिफिसियल इंटेलिजेंस मशीन के साथ एक साक्षात्कार प्रकाशित किया था। साक्षात्कार में इस मशीन ने 2020 में दुनिया के भविष्य को लेकर पूछे गए सवालों का जवाब दिया था।

एक सवाल था— आर्टिफिशियल इंटेलिजेंस का भविष्य क्या है?

जीपीटी-2 मशीन के उस बॉट ने उत्तर दिया— "बेहतर होगा कि हम प्रौद्योगिकी का अधिक जिम्मेदारी से उपयोग करें। इसे हम एक उपयोगिता या उपकरण की तरह काम में लाएं। हमें यह नहीं सोचना चाहिए कि तकनीक हमें नुकसान पहुंचाएगी

और हमारा जीवन नष्ट कर देगी। ऐसा सोचने के बजाय हमें प्रौद्योगिकी के विकास का हर संभव प्रयास करना चाहिए।" जीपीटी-2 मशीन के साक्षात्कार में उत्तर कुछ अस्पष्ट हैं। फिर भी इसने काफी अच्छे जवाब दिए। जीपीटी-2 का निर्माण करने वाली कंपनी 'ओपन एआई' ने अब जीपीटी-3 व जीपीटी-4 बना ली है। इसमें स्वचालित टेक्स्ट जनरेशन की क्षमता है। एआई का उपयोग करने से मीडिया की क्षमता काफी बढ़ जाएगी। जून 2019 में यूरोपियन साइंस-मीडिया हब (ईएसएमएच) ने पत्रकारिता में एआई पर एक लेख प्रकाशित किया। संयुक्त राज्य अमेरिका की नॉर्थ वेस्टर्न यूनिवर्सिटी में संचार अध्ययन और कंप्यूटर विज्ञान के एसोसिएट प्रोफेसर निकोलस डायकोपोलोस ने कहा- "पिछले एक साल में दुनिया भर के समाचार कक्षों में एआई के प्रति स्वीकार्यता और जागरूकता बढ़ रही है। पत्रकारिता में नई नौकरियों के अवसर पैदा होंगे। कुछ नौकरियों पारंपरिक रिपोर्टिंग के काम जैसी नहीं बल्कि ज्यादा तकनीकी काम जैसी दिखेंगी।" प्रो. निकोलस ने 'वाशिंगटन पोस्ट' की एक टीम के सहयोग से वर्ष 2020 में अमेरिकी राष्ट्रपति चुनावों के लिए एक समाचार खोज उपकरण विकसित किया था। इसके तहत पूरे अमेरिका के लाखों पंजीकृत मतदाताओं का डेटासेट बनाकर विभिन्न स्थानों से जुड़ी प्रवृत्तियों की जानकारी पाना और मतदाताओं में जनसांख्यिकीय प्रवृत्ति समझने का प्रयास किया गया। प्रो. निकोलस और उनकी शोध प्रयोगशाला द्वारा एक उपकरण बनाया जा रहा है। इससे खोजी पत्रकारों को एल्गोरिदम के जरिए अमेरिकी सरकार संबंधी जानकारी निकालने में मदद मिलेगी।

वर्ष 2019 में 'लंदन स्कूल ऑफ इकोनॉमिक्स' ने 'पत्रकारिता और एआई' का एक वैश्विक सर्वेक्षण प्रकाशित किया। यह रिपोर्ट 32 देशों के 71 मीडिया संस्थानों के साथ साक्षात्कार पर आधारित थी। इसका एक निष्कर्ष यह था कि 'एआई' के कारण पत्रकारिता को नया रूप मिलेगा। रिपोर्ट में यह भी कहा गया है कि पत्रकारिता में 'एआई टूल' के इस्तेमाल का समाज पर भी गहरा असर होगा।

एम्स्टर्डम विश्वविद्यालय की प्रोफेसर नताली

हेलबर्गर के मुताबिक पत्रकारिता में अनुसंधान एवं विकास जैसे कामों का वित्त-पोषण स्वतंत्र होना चाहिए। वह कहती हैं- "पत्रकारिता में कई तकनीकी नवाचार का वित्त-पोषण 'गूगल न्यूज इनिशिएटिव' द्वारा किया जाता है। यह अच्छी बात है लेकिन गूगल एक निजी कंपनी है। जबकि मीडिया हमारे लोकतंत्र में महत्वपूर्ण भूमिका निभाता है। उसे हमेशा स्वतंत्र रहना चाहिए।" प्रो. नताली अपने विश्वविद्यालय के सहयोगियों तथा जर्मन सार्वजनिक प्रसारक जेडडीएफ के साथ एक विविधता टूल किट का परीक्षण कर रही हैं। प्रो. नताली का कहना है कि- "प्रत्येक एआई टूल को हर एक मीडिया संस्थान की खास जरूरत के अनुसार सेट करना होगा। किसी मशीन को आपकी पत्रकारिता के मूल्यों और दृष्टिकोण की जानकारी नहीं है। कोई मशीन यह तय नहीं कर सकती कि आपके लिए कौन-से मूल्य महत्वपूर्ण हैं। यह एक मानवीय निर्णय है।"

बीते दस महीनों में एआई में काफी क्रांतिकारी बदलाव आए हैं। एआई मुख्यतः दो पैटर्न पर काम करता है। एक प्रिडिक्टिव एआई यानी पहले से मौजूद डेटा के आधार पर आगे के लिए अनुमान प्रस्तुत करता है। इसका उन्नत संस्करण जेनरेटिव एआई है। क्विंटटाइप भी ऐसा ही एक एआई प्रोग्राम है, जिसका इस्तेमाल मीडिया में सीएमएस के लिए हो रहा है। अब ये जेनरेटिव एआई से जुड़कर समाचार सामग्री तैयार करने के लिए तैयार है। जेनेसिस (गूगल द्वारा बनाया जा रहा) और क्विंटटाइप जैसे प्रोग्रामों के बारे में खबरों की दुनिया से जुड़े लोगों में स्पष्ट मत विभाजन है। एक पक्ष इन्हें एक अवसर के तौर पर देख रहा है तो दूसरा खतरे की घंटी के रूप में। जेनेसिस के बारे में कहा जा रहा है कि संभव है कि यह समाचारों की दुनिया में पत्रकारों की भूमिका को खत्म करके उनकी जगह ले ले। अभी यह नहीं पता कि जेनेसिस कब बाजार में आएगा। पर, द न्यूयॉर्क टाइम्स, द वाशिंगटन पोस्ट और द वॉल स्ट्रीट जर्नल निकालने वाले इसे अपनाने में रुचि दिखाने वालों में शामिल हैं। बीते दिनों एसोसिएटेड प्रेस ने भी चैटजीपीटी बनाने वाली ओपन एआई कंपनी को 1985 के बाद से एकत्र अपने कंटेंट आर्काइव के इस्तेमाल की अनुमति दी है।

सवाल उठता है कि क्या कोई एआई प्रोग्राम किसी प्रशिक्षित व अनुभवी पत्रकार से बेहतर लिख सकता है? एआई को किसी भी विषय का जानकार होने की जरूरत नहीं है, क्योंकि उसकी पहुंच हर विषय से संबंधित जानकारियों तक होगी। बेशक एक पत्रकार जैसा अनुभव और अंतर्दृष्टि उसके पास न हो, लेकिन आज जिस तरह से हर क्षेत्र में क्वालिटी से ज्यादा क्वांटिटी पर जोर है, वहां जेनेसिस जैसे प्रोग्रामों को हाथोंहाथ लिया जा सकता है।

एआई जनित डीपफेक (कृत्रिम मीडिया) इन दिनों दुनिया में चिंता का विषय बना हुआ है। इस शब्द का आशय ऐसे फर्जी कंटेंट से है जो देखने में वास्तविक से भी ज्यादा विश्वसनीय लगती है। इसमें फर्जी खबरों, गलत जानकारियों, दुष्प्रचार सामग्रियों की भरमार है। जो लोग चैटजीपीटी या दूसरे कृत्रिम बुद्धिमत्ता प्रोग्रामों का इस्तेमाल करते हैं वे जानते हैं कि किस तरह ये प्रोग्राम किसी सवाल का एक जवाब देते हैं और उस पर संदेह प्रकट करने पर क्षमा मांगते हुए उसी प्रश्न का दूसरा उत्तर देते हैं। जाहिर है कि उनमें दो अलग-अलग उपलब्ध तथ्यों में से सही का चुनाव करने की सामर्थ्य नहीं है।

समाचार एजेंसी एसोसिएटेड प्रेस (एपी) 2014 से कॉरपोरेट कमाई की कहानियां तैयार करने के लिए एआई का उपयोग कर रही है। 2018 में चीन की शिन्हुआ समाचार एजेंसी ने दुनिया का पहला एआई-संचालित पुरुष समाचार एंकर बनाया और इस साल की शुरुआत में पहली एआई महिला समाचार एंकर की शुरुआत की। 2022 के अंत में अमेरिकी प्रौद्योगिकी समाचार वेबसाइट सीएनईटी (CNET) ने एआई प्रोग्राम द्वारा लिखे गए दर्जनों फीचर लेख चुपचाप प्रकाशित किए। इस वर्ष दुनिया का पहला समाचार चैनल न्यूज जीपीटी (News GPT) लॉन्च हुआ। जिसका कंटेंट पूरी तरह से एआई द्वारा तैयार किया जाता है। इसके सीईओ एलन लेवा ने इसे गेमचेंजर कहा है। अमेरिका की शोध फर्म ग्राफिका ने अपनी रिपोर्ट में दावा किया है कि चीन कथित तौर पर प्रचार वीडियो में एआई-जनरेटेड डीप फेक का इस्तेमाल कर रहा है। लंदन स्कूल ऑफ इकोनॉमिक्स एंड पॉलिटिकल

साइंस में जर्नलिज्म एआई पहल के पूर्व प्रबंधक मटिया पेरेटी ने ग्लोबल इन्वेस्टिगेटिव जर्नलिज्म नेटवर्क (जीआईजेएन) के लिए एक विश्लेषण में लिखा, 'एआई आपकी नौकरी नहीं चुरा रहा है...उसे डूबने दें।' उन्होंने कहा कि 'सच्चाई यह है कि कृत्रिम बुद्धिमत्ता उतना बुद्धिमान नहीं है जितनी आपको (पत्रकारों को) प्रतिस्थापित करने के लिए इसकी आवश्यकता होगी।' मार्च में जारी गोल्डमैन सैक्स की रिपोर्ट में कहा गया है कि एआई लगभग 300 मिलियन पूर्णकालिक नौकरियों के बराबर की जगह ले सकता है। लेकिन क्या पत्रकारिता उनमें से एक होगी? अभी तक नहीं। पेरेटी ने लिखा, एआई एक पत्रकार के काम में विभिन्न भूमिकाएं निभा सकता है लेकिन न्यूज रूम की भूमिकाओं को बदलने में बहुत समय लगेगा।

भारत की बात करें तो हमारा उन्नत तकनीक इतिहास है। कृत्रिम मेधा तकनीक के क्षेत्र में रक्षा अनुसंधान और विकास संगठन (डीआरडीओ) ने कार्य किया है। भारत में कृत्रिम मेधा पर इस समय सात सूत्री नीति पर कार्य चल रहा है। जिसमें मानव मशीन की बातचीत के लिए विकासशील विधियां बनाने से लेकर शोध-अनुसंधान, एआई सिक्योरिटी, लॉ, नैतिक और सामाजिक प्रभाव का अध्ययन शामिल है। भारत सरकार का मानना है कि सुशासन के लिहाज से देश में जहां संभव हो आर्टिफिसियल इंटेलिजेंस का इस्तेमाल किया जाए। ऐसे में पत्रकारिता और जनसंचार के क्षेत्र में कृत्रिम मेधा को अछूता कैसे रखा जा सकता है। हाल में वर्ष 2023 में देश के एक मीडिया समूह ने अपने पहले पूर्णकालिक कृत्रिम मेधा (एआई) समाचार एंकर सना का अनावरण किया। इसने देश के जाने-माने न्यूज एंकर के साथ समाचार पढ़कर सभी को चौंका दिया। भारत में यह पहला प्रयोग था जो स्थायी न बन सका लेकिन खबरों की दुनिया में एआई प्रजेंटर का आगमन हो गया। स्टेटिस्टा के अनुसार एआई आधारित सॉफ्टवेयर का बाजार 2025 तक 126 अरब अमेरिकी डॉलर तक पहुंचने का अनुमान है। इसके 2029 तक 1,394.30 बिलियन अमेरिकी डॉलर होने की उम्मीद है। गूगल आज 2700 से ज्यादा कृत्रिम मेधा तकनीक का प्रयोग कर रहा है।

बीबीसी में छपी ख़बर के अनुसार साल 2020 में माइक्रोसॉफ्ट ने बड़ी संख्या में एमएसएन वेबसाइट के लिए लेखों के चयन, हेडलाइन तय करने और एडिटिंग करने वाले पत्रकारों की जगह स्वचलित सिस्टम को अपनाने की योजना बनाई। माइक्रोसॉफ्ट के एआई तकनीक के इस्तेमाल के बाद से लगभग 50 न्यूज़ प्रोड्यूसर को अपनी नौकरी गंवानी पड़ी। इसी तरह साल 2022 के अंत में एक न्यूज़ वेबसाइट में छपी जानकारी के अनुसार अमेरिकी टेक्नोलॉजी न्यूज़ वेबसाइट सीएनईटी ने आर्टिफिसियल इंटेलिजेंस तकनीक का इस्तेमाल करते हुए चीजें अलग ही स्तर पर ले गईं। कंपनी ने एआई प्रोग्राम के तहत लिखे गए दर्जनों फीचर चुपचाप तरीके से प्रकाशित किए। इस साल जनवरी तक कंपनी ने इन सब अटकलों की पुष्टि नहीं की थी, इसे केवल एक प्रयोग बताया जा रहा था। यही नहीं एसोसिएटेड प्रेस ने भी अपनी कहानियों के लिए आर्टिफिसियल इंटेलिजेंस तकनीक का इस्तेमाल किया। ये सब बातें बताती हैं कि कैसे समाचारों को चुनने, उनको व्यवस्थित करने के लिए काम करने वाले मीडिया के पेशेवरों की नौकरियां आर्टिफिसियल इंटेलिजेंस तकनीक लील रही हैं। डायच वेले में छपी ख़बर के अनुसार हाल ही में यूरोप के सबसे बड़े पब्लिकेशन हाउस एक्सल स्प्रिंगर एसई ने कई संपादकीय नौकरियों को एआई में बदल दिया है। स्प्रिंगर में नौकरियों की कटौती से मीडिया उद्योग के रोबोट पर निर्भरता की आशंकाओं में तेजी ला दी है।

द गार्डियन के अनुसार साल 2018 में चीन की न्यूज़ एजेंसी शिन्हुआ पहला एआई न्यूज़ एंकर दुनिया के सामने लाई। चीन सरकार केंद्रित पीपल्स डेली अख़बार ने दावा किया है कि इस एआई न्यूज़ एंकर ने हजारों न्यूज़ एंकर से स्किल सीखे हैं और वह 365 दिन 24 घंटे लगातार ख़बरें बता सकती है।

चीन के अलावा कुवैत भी अपना एआई न्यूज़ एंकर लॉन्च कर चुका है। न्यूज़ 18 के पंजाब और हरियाणा के क्षेत्रीय चैनल से भी एआई एंकर कौर के बारे में बात की गई। रूस ने भी स्वोए टीवी ने स्नेज़ना तुमानोवा को पहले वर्चुअल मौसम की न्यूज़ प्रस्तुत करने वाले के रूप में पेश किया। दुनिया के

अलग-अलग मीडिया में एआई न्यूज़ एंकर लॉन्च किया जा रहा है। अब यह देखना होगा कि सूचना के क्षेत्र में एआई समावेशिता, विश्वसनीयता स्थापित कर पाती है या नहीं। क्योंकि अब तक लॉन्च की गई आर्टिफिसियल इंटेलिजेंस एंकर के रूप-आकार की बात करें तो उससे पूरी तरह समावेशिता गायब है।

कोलंबिया बिज़नेस स्कूल की प्रोफ़ेसर रीटा मैकग्राथ ने अपनी स्टडी में कहा है कि कम्प्यूटर पर निर्भरता से पहले मैनेजर्स का काम था, योजना बनाना, टीम को काम करने के लिए प्रोत्साहित करना, योजना का ठीक ढंग से क्रियान्वयन करवाना। पर अब ये सारा काम एआई कर रहा है। ऑक्सफोर्ड यूनिवर्सिटी के ऑक्सफोर्ड मार्टिन स्कूल में फ्यूचर ऑफ़ वर्क के डायरेक्टर कार्ल बेनडिक्ट फ्रे कहते हैं कि मैनेजर्स की नौकरी जाने वाला समय आने में अभी कुछ वक्त है।

एआई तकनीक से लैस 'चैटबॉट चैटजीपीटी' पिछले साल नवंबर में लॉन्च हुआ और 2 महीनों में इसके एक्टिव यूजर की संख्या 10 करोड़ तक पहुंच गई। यह इंटरनेट के इतिहास में सबसे तेजी से बढ़ने वाला कंज्यूमर ऐप्लीकेशन बन गया। चैटजीपीटी से टेक्नोलॉजी, मीडिया, लीगल, मार्केट रिसर्च, टीचर्स, कस्टर केयर सर्विस, ग्राफिक डिजाइनर्स, फाइनेंस जॉब और शेयर बाजार से जुड़ी कुछ नौकरियों के लिए खतरा बनकर उभरा है। विशेषज्ञ ये पहले ही व्यक्त कर चुके हैं कि पहले की तीन औद्योगिक क्रांति के मुकाबले चौथी औद्योगिक क्रांति ज्यादा आक्रामक साबित हो सकती है।

विश्व बैंक के मुताबिक भारत की इनफॉर्मेशन टेक्नोलॉजी इंडस्ट्री में 69 प्रतिशत नौकरियों पर ऑटोमेशन का खतरा मंडरा रहा है। भारत के मुकाबले चीन में 77 प्रतिशत नौकरियां ऑटोमेशन की वजह से खतरे में हैं। ऑनलाइन ट्रेनिंग देने वाली कंपनी सिंपली लर्न की रिपोर्ट के मुताबिक भारत में अगले 5 साल में आईटी सेक्टर में इंफ्रास्ट्रक्चर मैनेजमेंट में 2.60 लाख, बीपीओ में 1.70 लाख, मैनुअल टेस्टिंग में 1.50 लाख और सिस्टम मेंटेंस में 9,000 नौकरियों पर असर पड़ सकता है।

वर्ल्ड इकोनॉमिक फोरम की 'फ्यूचर ऑफ जॉब्स :

2023' शीर्षक वाली इस रिपोर्ट में बताया गया कि अगले पांच सालों में लगभग 8.3 करोड़ लोग अपनी नौकरियां गंवा देंगे। सबसे ज्यादा एडमिन और एग्जीक्यूटिव सेक्रेटरी, कैशियर, डाटा एंट्री और टिकट क्लर्क, डाक सेवा क्लर्क, बैंककर्मि जैसे पदों पर काम कर रहे कर्मचारियों की नौकरियां जाएंगी। वहीं, मल्टीलिंगुअलिज्म, रीडिंग, राइटिंग मैथ, सेंसरी प्रोसेसिंग जैसे क्षेत्रों में मांग घटने से अगले पांच सालों में 8.3 करोड़ नौकरियां जा सकती हैं। वहीं, क्रिएटिव थिंकिंग, एनालिटिकल थिंकिंग, टेक्नोलॉजिकल लिटररी जैसे क्षेत्रों में सिर्फ 6.9 करोड़ नौकरियां ही पैदा होंगी। इसका मतलब है कि आर्टिफिसियल इंटेलिजेंस के कारण 1.4 करोड़ नौकरियां फिर भी नहीं रहने वाली हैं। इंटरनेशनल फेडरेशन ऑफ रोबोटिक्स के मुताबिक, इस समय दुनिया में 30 लाख से ज्यादा इंडस्ट्रियल रोबोट हैं। इनके अलावा लाखों रोबोट घरों, शॉपिंग मॉल जैसी जगहों पर सहायकों की भूमिका में सेवाएं दे रहे हैं।

हाल ही में गिजमोडो (Gizmodo) नाम की एक मीडिया कंपनी ने अपने कई लेखकों और एडिटरों को नौकरी से निकाल दिया। इसके पीछे कारण था आर्टिफिसियल इंटेलिजेंस। कंपनी ने अंग्रेजी से स्पेनिश भाषा में ट्रांसलेट करने वाले लेखकों को नौकरी से निकाल दिया। आर्टिफिसियल इंटेलिजेंस आने के बाद ऐसा पहली बार हुआ जब किसी कंपनी ने सीधे लोगों को नौकरी से निकाला हो। गिजमोडो के बॉस ने बताया कि उन्होंने अंग्रेजी लेखों को स्पेनिश में बदलने के लिए एआई का इस्तेमाल करना शुरू कर दिया है। एक एडवांस्ड ट्रांसलेशन सर्विस का इस्तेमाल करने के अब कंपनी काम कर रही है। कंपनी के मालिक ने बताया कि कई भाषाओं में अपने लेखों को प्रकाशित करने की दिशा में उनकी कंपनी का ये पहला कदम है। हालांकि गिजमोडो के कर्मचारियों की यूनियन जीएमजी (GMG) का कहना है कि एआई लेखों में इंसानों जैसी बात नहीं है और ये ह्यूमन एडिटिंग को मिस करते हैं। इससे पहले भी कई कंपनियां आर्टिफिसियल इंटेलिजेंस के कारण अपने कर्मचारियों को नौकरी से निकाल चुकी हैं। ओपन एआई के सीईओ ने खुद इस बात को कहा है

कि आने वाले समय में एआई कई लोगों की नौकरी खा जाएगी।

पत्रकारों से पूछे गए प्रश्न : एआई के भविष्य में पड़ने वाले प्रभाव का अध्ययन करने के लिए हमने प्रश्नावली विधि का प्रयोग किया। जिसमें 11 सवाल हैं। इनको विभिन्न मीडिया संस्थानों में कार्य करने वाले 18 से 60 वर्ष के 100 पत्रकारों को भेजा था। जिसमें मात्र 50 पत्रकारों के ही जवाब मिले। इसमें जवाब देने वाले 47 पुरुष और तीन महिलाएं हैं। इनमें से 80 प्रतिशत 31 वर्ष से अधिक उम्र के हैं। इस बात का सीधा-सीधा अर्थ है कि ये 80 प्रतिशत वे लोग हैं जिन्होंने अपनी शिक्षा ग्रहण करने के दौरान एआई शब्द नहीं सुना होगा। इस आधार पर ये शोध पत्र और महत्वपूर्ण हो जाता है। इस शोध पत्र से प्राप्त तथ्यों के विश्लेषण से निम्नलिखित परिणाम सामने आए, जो इस प्रकार हैं...

1. क्या आप आर्टिफिशियल इंटेलिजेंस के बारे में जानते हैं?

पहले सवाल के उत्तर में सभी पत्रकारों का कहना है कि वे एआई के बारे में जानते हैं।

2. आपको आर्टिफिशियल इंटेलिजेंस के बारे में जानकारी कहां से मिली?

इस सवाल के जवाब में अधिकांश पत्रकारों ने एक से अधिक विकल्प का चुनाव किया है। 62 प्रतिशत ने बताया कि उन्हें अन्य माध्यमों के साथ-साथ एआई की जानकारी समाचार पत्रों से मिली। जबकि 50 प्रतिशत पत्रकारों को सोशल मीडिया से एआई के बारे में जानकारी मिली। वहीं न्यूज वेबसाइट से जानकारी पाने वाले 44 प्रतिशत पत्रकार हैं। साथियों से एआई के बारे में 18 प्रतिशत पत्रकारों को जानकारी मिली। जबकि अन्य माध्यमों से एआई के बारे में जानकारी पाने वाले 20 प्रतिशत पत्रकार हैं। इस सवाल के जवाब से हमें पता चलता है कि एआई के बारे में पत्रकारों को एक से ज्यादा माध्यमों से जानकारी मिली।

3. क्या आप आर्टिफिशियल इंटेलिजेंस तकनीक का इस्तेमाल करते हैं?

तीसरे सवाल के जवाब में 54 प्रतिशत पत्रकारों ने बताया कि वे एआई का इस्तेमाल नहीं करते हैं।

जबकि 46 प्रतिशत पत्रकार एआई का इस्तेमाल करने लगे हैं।

4. क्या आप आर्टिफिशियल इंटेलिजेंस तकनीक का इस्तेमाल किसी भी रूप में करने के पक्ष में है?

चौथे सवाल के जवाब में 70 प्रतिशत पत्रकारों का मानना है कि वे एआई का इस्तेमाल किसी भी रूप में करने के पक्ष में हैं। जबकि 30 प्रतिशत पत्रकार एआई का इस्तेमाल किसी भी रूप में नहीं करने के पक्ष में है।

5. क्या आपके संस्थान में आर्टिफिशियल इंटेलिजेंस तकनीक का इस्तेमाल होता है?

पांचवें सवाल के जवाब में 72 प्रतिशत पत्रकारों का कहना है कि एआई का इस्तेमाल उनके संस्थान में नहीं होता है। जबकि 28 प्रतिशत पत्रकार कहते हैं कि एआई का इस्तेमाल उनके संस्थान में हो रहा है।

6. क्या आर्टिफिशियल इंटेलिजेंस तकनीक का इस्तेमाल पत्रकारिता में होना चाहिए?

छठवें सवाल के जवाब में 70 प्रतिशत पत्रकारों का मानना है कि एआई का इस्तेमाल पत्रकारिता में होना चाहिए। जबकि 30 प्रतिशत पत्रकार एआई का इस्तेमाल पत्रकारिता में करने के पक्ष में नहीं हैं।

7. आप आर्टिफिशियल इंटेलिजेंस तकनीक को भविष्य की पत्रकारिता के लिए उपयोगी मानते हैं?

सातवें सवाल के जवाब में 66 प्रतिशत पत्रकारों का कहना है कि एआई तकनीक भविष्य की पत्रकारिता के लिए उपयोगी साबित हो सकती है। जबकि 34 प्रतिशत पत्रकारों का ये कहना है कि एआई तकनीक भविष्य की पत्रकारिता के लिए उपयोगी नहीं है।

8. क्या आप मानते हैं कि आर्टिफिशियल इंटेलिजेंस तकनीक पत्रकारों के लिए उपयोगी साबित होगी?

आठवें सवाल के जवाब में 74 प्रतिशत पत्रकार ये मानते हैं कि एआई तकनीक उनके लिए उपयोगी साबित हो सकती है। जबकि 26 प्रतिशत पत्रकारों का मानना है कि एआई तकनीक उनके लिए उपयोगी नहीं होगी।

9. क्या आपको लगता है कि कृत्रिम बौद्धिकता तकनीक पूरी तरह आने के बाद पत्रकारिता की दुनिया में रोजगार का संकट आएगा?

नौवें सवाल के जवाब में 54 प्रतिशत पत्रकार मानते हैं कि कृत्रिम बुद्धिमत्ता तकनीक पूरी तरह आने के बाद पत्रकारिता की दुनिया में रोजगार का संकट आएगा। जबकि 46 प्रतिशत पत्रकारों का मत है कि कृत्रिम बुद्धिमत्ता तकनीक पूरी तरह आने के बाद भी पत्रकारिता की दुनिया में रोजगार का संकट नहीं आएगा।

10. बेरोजगार होने का खतरा किस वर्ग पर ज्यादा लगता है?

इस सवाल के जवाब में अधिकांश पत्रकारों ने एक से अधिक विकल्प का चुनाव किया है। 58 प्रतिशत पत्रकार ये मानते हैं कि रिपोर्टर, डिजाइनर, कैमरापर्सन के साथ-साथ सबसे अधिक जो बेरोजगार होंगे वे एंकर होंगे। जबकि 34 प्रतिशत डिजाइनर और 34 प्रतिशत ही कैमरापर्सन के बेराजगार होने की बात करते हैं। मात्र 30 प्रतिशत पत्रकार मानते हैं कि इसका असर रिपोर्टरों के रोजगार पर भी पड़ेगा।

11. क्या आपको लगता है कि कृत्रिम बौद्धिकता से युक्त मशीन विवेकयुक्त पत्रकार पर भारी पड़ेगी?

ग्यारहवें सवाल के जवाब में 72 प्रतिशत पत्रकारों का मानना है कि कृत्रिम बुद्धिमत्ता तकनीक से युक्त मशीन विवेकयुक्त पत्रकार का मुकाबला नहीं कर सकेगी। जबकि 28 प्रतिशत पत्रकारों का मत है कि कृत्रिम बुद्धिमत्ता तकनीक से युक्त मशीन विवेकयुक्त पत्रकार पर भारी पड़ सकती है।

निष्कर्ष- इस बात को स्वीकार करने में कोई संदेह नहीं कि आर्टिफिशियल इंटेलिजेंस ने हमारे जीवन में गहरी जड़ें जमा ली हैं। जैसे-जैसे आर्टिफिशियल इंटेलिजेंस की तकनीक उन्नत होती जाएगी, वैसे-वैसे हमारा जीवन इस पर अधिक निर्भर होता जाएगा। अभी भारतीय पत्रकारिता में आर्टिफिशियल इंटेलिजेंस का प्रयोग शुरुआती चरण में है। कई संस्थानों में इसका इस्तेमाल शुरू हो गया है। वैश्विक स्तर पर कुछ मीडिया संस्थानों में जहां पत्रकारों को नौकरी गंवानी पड़ी, वहीं, भारत में अभी इस तरह का संकट नहीं है। भविष्य में एआई भारतीय पत्रकारिता के स्वरूप को बदलकर रख देगी। हालांकि भविष्य में कितने पत्रकार इस तकनीक की वजह से नौकरी गंवाएंगे, इसका अनुमान लगाना अभी जल्दबाजी

होगी।

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सिकंदर की रहस्यमयी मृत्यु : षडयंत्र, तथ्य और सत्य

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"Mystery creates wonder and wonder is the basis of man's desire to understand." - Neil Armstrong, First man on the moon.

सिकंदर जिसे 'अलेकजेंडर द ग्रेट' भी कहा जाता है, मकदूनिया (मेसेडोनिया) का ग्रीक सम्राट (356 ई0पू0 से 323 ई0पू0) था। उसको 'अलेकजेंडर तृतीय' तथा 'अलेकजेंडर मेसोडोनियन' के नामों से भी जाना जाता है। सिकंदर को इतिहास में एक विश्वविजेता युद्ध नायक के रूप में जाना जाता है। सिकंदर ने ईसा पूर्व के कालखण्ड में तत्कालीन फारस के राजा डेरियस को युद्ध में पराजित कर के मध्य एशिया के देशों तक यूनानी साम्राज्य और संस्कृति का प्रसार किया था। अपने युद्ध कौशल एवं रणनीति के बल पर 32 वर्ष की आयु तक सिकंदर ने पश्चिम में यूनान से लेकर पूर्व में आज के पाकिस्तान, अफगानिस्तान (तत्कालीन भारत), ईराक, ईरान और मिस्र तक अपने मजबूत और सबसे बड़े साम्राज्य की स्थापना की थी। सिकंदर सम्पूर्ण भारतवर्ष पर विजय प्राप्त नहीं कर सका था। भारत में पोरस के साथ हुए भयंकर युद्ध में सिकंदर की सेना को भारी हानि उठानी पड़ी थी। इस युद्ध के बाद सिकंदर की सेना भारत में बड़ी सेनाओं के साथ संभावित युद्धों से चिंतित हो गई थी। इसी के साथ सिकंदर के सैनिकों में लगातार युद्धों के कारण थकान भी अपना असर दिखाने लगी थी। सैनिकों को अपने घर एवं परिवार की याद भी सताने लगी थी। अन्ततः उसके सैनिकों ने हाईफ्रैसिस नदी पर विद्रोह कर दिया और आगे बढ़ने से इनकार कर दिया जिसके कारण सिकंदर को वहीं से अपने देश वापस लौटने का निर्णय करना पड़ा था।

सिकंदर की रहस्यमयी मृत्यु : सिकंदर ने वर्ष 325 ई0पू0 में स्थल मार्ग से भारत से अपने देश मेसेडोनिया वापस लौटने की योजना बनाई। अपने देश वापस जाते समय 33 वर्ष की आयु में वर्ष 323 ई0 पू0 में 13 जून को सांयकाल सिकंदर की मृत्यु बेबीलोन (वर्तमान ईराक) में नबूकदनेस्सर द्वितीय के राजमहल में किसी रहस्यमय बीमारी के कारण हो गई। सिकंदर की मृत्यु कैसे हुई या उसकी मृत्यु के क्या कारण और क्या रहस्य थे? यह विगत दो हजार वर्षों तक एक रहस्य ही बना रहा। समय-समय पर सिकंदर की मृत्यु के रहस्य के कारणों पर शोध करने वाले अनेक वैज्ञानिकों और इतिहासकारों का मानना था कि सिकंदर की मृत्यु मलेरिया रोग के कारण हुई थी। मलेरिया एक संचारी रोग है जो मादा एनाफिलिज मच्छर के काटने से होता है। ये मच्छर मलेरिया उत्पन्न करने वाले परजीवी प्रोटोजोआ, 'प्लाज्मोडियम' के वाहक होते हैं जिन्हे रक्त चूसते समय मच्छर मनुष्य के शरीर में संचारित कर देते हैं। सिकंदर के काफिले में चिकित्सक भी रहते थे, लेकिन उनकी चिकित्सा का आधार मुख्य रूप से वनस्पतियां ही होती थीं। उस समय वर्तमान आधुनिक चिकित्सा विज्ञान की तरह पैथोलॉजिकल चिकित्सा विज्ञान का विकास नहीं हुआ था, इसलिए ठोस प्रमाणों के अभाव में दावे के साथ यह नहीं कहा जा सकता कि सिकंदर की मृत्यु मलेरिया रोग के ही कारण हुई थी।

कुछ इतिहासकारों का यह मानना था कि सिकंदर की मृत्यु कुछ प्राकृतिक कारणों से हुई थी जबकि कुछ अन्य इतिहासकारों का मानना था कि सिकंदर की सेना द्वारा किसी युद्ध में विजय प्राप्त करने के उपरांत मनाए जा रहे किसी विजय उत्सव के दौरान षडयंत्र करके सिकंदर की हत्या कर दी गई थी। कुछ विज्ञानियों तथा इतिहासकारों के मतानुसार सिकंदर की हत्या विष देकर की गई थी। लेकिन

ऐतिहासिक तथ्यों से यह ज्ञात होता है कि सिकंदर की मृत्यु अचानक से एक झटके में नहीं हुई थी, जैसा कि विष देने से होती है। विष देकर हत्या कर देने का मत इसलिए भी सटीक सिद्ध नहीं होता है कि सिकंदर के कालखण्ड में हेमलाक, एकोनाइट, वार्मथुड, आर्सेनिक, सिट्रकनीन, हेनबेन और आटम क्रोकस जैसे अनेक घातक विष प्रचलन में थे। ये सभी विष अपना असर बहुत तेजी से दिखाने के लिए जाने जाते हैं। सिकंदर की मृत्यु के विषय में यह एक ऐतिहासिक समयसिद्ध तथ्य है कि सिकंदर की मृत्यु लगभग 12 दिनों तक कष्टपूर्ण ढंग से तड़पने के बाद हुई थी। इसलिए सिकंदर की हत्या के लिए यदि उपरोक्त विषों में से किसी भी विष का उपयोग किया गया होता तो सिकंदर की मृत्यु 12 दिनों तक कष्ट सहने के बाद नहीं हुई होती।

विष विज्ञान और पर्यावरण : हिन्दी भाषा के व्याकरण में 'विष' संज्ञा एवं पुल्लिंग शब्द है। विष को पारिभाषित करते हुए बताया गया है कि विष वह पदार्थ है जो किसी भी जीवित प्राणी के शरीर में किसी भी प्रकार से पहुंचने पर उसका स्वास्थ्य नष्ट कर देता है, अथवा उसके प्राण हर लेता है।

विष विज्ञानी अपने शोधों से यह निर्धारित करते हैं कि शरीर के अंदर विष प्रवेश करने पर वो शरीर में कहां-कहां अपना प्रभाव डालेगा, विष के विशाक्त प्रभावों का विश्लेषण करते हैं और हमें तथा हमारे पर्यावरण को स्वस्थ रखने के लिए जोखिम की सीमा की निगरानी तथा निर्धारण करते हैं। माटेउ (मैथ्यू) जोसेफ बोनावेंचुरा ओर्फिला आई रोटगर (प्रचलित नाम मैथ्यू ओर्फिला) 19 वीं शताब्दी के स्पेनिश रसायनज्ञ थे। विष विज्ञान के क्षेत्र में उनके निर्विवाद वैश्विक योगदान के कारण उन्हें 'आधुनिक विष विज्ञान' का जनक माना जाता है। विष विज्ञान को विज्ञान की भाषा में 'टाक्सिकोलॉजी' कहा जाता है जो ग्रीक भाषा के दो शब्दों 'टाक्सिकॉन' और 'लोगोस' से मिलकर बना है। इसके पूर्व तक विष विज्ञान मूलतः एक अनुभवजन्य विज्ञान था। ऐसा माना जाता है कि मिस्र के फिरोन मेनेस ने सबसे पहले उस समय ज्ञात जहरीले पौधों और उनसे प्राप्त होने वाले विषों के गुणों का अध्ययन किया था।

विशाक्तता के सम्बन्ध में रसायनों को चार व्यापक समूहों में वर्गीकृत किया जा सकता है। 1) रसायनिक (कृषि एवं औद्योगिक रसायन), 2) भौतिक (औषधियां एवं स्वास्थ्य देखभाल उत्पाद), 3) जैविक

(जैविक विश), 4. विकिरण स्रोत। ये सभी रसायन ठोस, तरल, गैस और स्प्रे रूपों में हो सकते हैं। कोई भी विष अत्यंत विशाक्त एवं विभिन्न जटिल रसायनों का मिश्रण होता है। इन जटिल रसायनों में कार्बोहाइड्रेट, न्यूक्लियोसाइड, अमीनो एसिड, लिपिड, प्रोटीन, पेप्टाइड्स और ग्लाइकोसायड्स के अणु विद्यमान रहते हैं। विश्व का सबसे महंगा विष 'डेथस्टाकर' नामक बिच्छू के डंक में पाया जाता है। इसके एक मिलीलीटर विष का अन्तर्राष्ट्रीय मूल्य लगभग 8.5 करोड़ रुपये होता है। इनके अतिरिक्त कुछ विष कृत्रिम रूप से विभिन्न रसायनिक अभिक्रियाओं द्वारा भी बनाए जाते हैं।

आयुर्वेद में 'स्थावर' और 'जंगम' दो प्रकार के विष माने गए हैं। स्थावर विष की उत्पत्ति वनस्पतियों और खानों आदि से मानी गई है। जबकि जंगम विश की उत्पत्ति अनेक प्रकार के पशु-पक्षियों के नख, दंत, त्वचा, डंक या सम्पूर्ण शरीर से होती है।

'स्थावरजंगमचैवद्विविधंविशमुच्यते।

दशाधिष्ठानमाधन्तुद्वितीयशोडशाश्रयम्॥'

अर्थात् स्थावर और जंगम भेदों से विष दो प्रकार का होता है, वहीं स्थावर विष 10 प्रकार का और जंगम विष 16 प्रकार का होता है।

'विशंप्राणहरंप्रोक्तंव्यवायिचविकाश्च।

आग्नेयंवातकफद्योगवाहिमदावहम्॥'

अर्थात् विश प्राणनाशक, व्यवायी, विकाशी, आग्नेय, वातकफनाशक, योगवाही और मदकारक है।

'ओटेगो विश्वविद्यालय', ड्यूनेडिन, न्यूजीलैंड स्थित 'नेशनल प्वायजन सेंटर' के वैज्ञानिक डॉ० लियो शेप सिकंदर की रहस्यमयी मृत्यु की गुत्थियों को सुलझाने के लिए विगत कई वर्षों से शोध कर रहे थे। अपने शोध के दौरान डा. लियो ने सिकंदर की मृत्यु के ऐतिहासिक एवं वैज्ञानिक रूप से हर संभव कारण पर गहन छानबीन की। इस शोधपरक छानबीन के बाद डा. लियो को यह आश्चर्यजनक तथ्य मिला कि सिकंदर की मृत्यु गैरहानिकारक समझे जाने वाले एक औषधीय पौधे से बनाई गई शराब के निरंतर सेवन के कारण हुई थी। डा. लियो शेप द्वारा अपने इस महत्वपूर्ण शोध कार्य के परिणामों को 'अमेरिकन एकेडमी ऑफ क्लीनिकल टॉक्सिकोलॉजी' के द्वारा प्रकाशित किए जाने वाले अन्तर्राष्ट्रीय शोध जर्नल 'क्लीनिकल टॉक्सिकोलॉजी' (अंक 52 (1), जनवरी 2014) में प्रकाशित किया गया था। डा. लियो के शोध से यह सत्य स्थापित हुआ कि जिस

औषधीय पौधे से शराब बनाकर सिकंदर को लगातार परोसी गई उसे यूनानी क्षेत्रों तथा पर्शिया आदि क्षेत्रों में सफेद हेल्लेबोर के नाम से जाना जाता है।

सफेद हेल्लेबोर का पारंपरिक औषधीय उपयोग :

सफेद हेल्लेबोर का वानस्पतिक नाम, 'वेराट्रम अल्बम' है और यह वनस्पति जगत के 'लिलिएसी' कुल का सदस्य है। सफेद हेल्लेबोर को 'इलाबरो बियान्को'(इटालियन), कुन्दुश (पार्शियन), 'लागनियन' (गाउलिश) तथा फिजीशियन प्लांट जैसे विभिन्न नामों से जाना जाता है। सफेद हेल्लेबोर 4-5 फुट लम्बा शाकीय पौधा है। पौधे पर जून से अगस्त के मध्य में हरापन लिए हुए श्वेत रंग के पुष्प खिलते हैं। हेल्लेबोर पौधे के सभी भागों में स्टेरायड तथा स्टेरायड सदृश अल्कलायड्स मौजूद होते हैं। पौधे में अल्कलायड्स की प्रतिशत मात्रा उसके उगने के स्थान पर निर्भर करती है। सफेद हेल्लेबोर के पौधे सामान्यतया सम्पूर्ण यूरोशिया में बहुतायत से पाए जाते हैं।

ग्री-हिस्टोरिक ग्रीस में सफेद हेल्लेबोर एक महत्वपूर्ण पारम्परिक औषधीय वनस्पति के रूप में जानी जाती थी। ग्रीस के विश्वविख्यात दार्शनिक थियोफ्रास्टस सफेद एवं काली, दोनों प्रकार के हेल्लेबोर किस्मों को पवित्र दैवीय वनस्पति मानते थे। प्राचीन ग्रीस और रोम में सफेद हेल्लेबोर का उपयोग कम गम्भीर रोगों के साथ-साथ अनेक गम्भीर रोगों अथवा, कुष्ठ रोग, मिर्गी, उदासी, पागलपन, भूत-प्रेत बाधा, झटके, तंत्रिकाशूल, और गठिया जैसे अनेक रोगों के निदान के लिए उपयोग किया जाता था। लेकिन इस प्रकार के सभी रोगों की चिकित्सा-विधियों में हेल्लेबोर आधारित औषधि के ओवरडोज (एक ग्राम मात्रा से अधिक) हो जाने पर रोगी की मृत्यु हो जाने का खतरा बना रहता था।

भेषज विज्ञान, रसायन विज्ञान तथा चिकित्सा विज्ञान की उन्नति के बाद जब सफेद हेल्लेबोर के पौधे का वैज्ञानिक अध्ययन और रसायनिक विश्लेषण किया गया तो ये तथ्य सामने आए, कि इसमें 'हेल्लेबोरीन' और 'हेल्लेबोरीजेनिन' नामक अत्यंत विशाक्त ग्लाइकोसाइड्स पाए जाते हैं। इसके साथ-साथ इस पौधे में प्रोटानिमोनिन भी विद्यमान होता है। ये सभी रसायन समवेत रूप में बहुत घातक सिद्ध होते हैं। इस कारण हेल्लेबोर पौधे से निर्मित कोई भी पदार्थ (औषधि तथा शराब जैसे पेय पदार्थ)

किसी भी रूप में उपभोग करने पर उपभोगकर्ता की मृत्यु की संभावनाएं बहुत बढ़ जाती हैं।

डा. लियो शेप अपने शोध के आधार पर इस निष्कर्ष पर पहुंचे कि सिकंदर की मृत्यु का कारण हेल्लेबोर पौधे से बनी शराब का सेवन था। अपने देश मेसेडोनिया की वापसी के दौरान जब वह बेबीलोन में नबूकदनेस्सर द्वितीय के महल में अतिथि के रूप में रुका था, तो उस समय उसकी राजसी आवभगत करने के लिए उसे हेल्लेबोर पौधे से निर्मित शराब परोसी जाती रही, लेकिन यही शराब उसकी मृत्यु का कारण बन गई। वस्तुतः वैज्ञानिक तथ्य यह है कि जब हेल्लेबोर पौधे को शराब बनाने के लिए किण्वन की प्रक्रिया से गुजारा जाता है तो पौधे में उपस्थित घातक रसायनों के कारण उससे बनने वाली शराब जहरीली हो जाती है। सिकंदर को यही शराब बराबर पिलाई जाती रही जिसके परिणामस्वरूप 12 दिनों तक तड़पते हुए धीरे-धीरे उसकी दर्दनाक मृत्यु हो गयी। लेकिन ये रहस्य एक रहस्य ही बना रह गया कि सिकंदर को हेल्लेबोर निर्मित शराब जानबूझकर किसी षडयंत्र के कारण पिलायी गयी थी या फिर अनजाने में।

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नागरिक पत्रकारिता : पहुँच व प्रभाव का अध्ययन

* डॉ. रामशंकर

सारांश : नागरिक पत्रकारिता प्रौद्योगिक विकास का प्रतिफल है। वास्तव में नागरिक पत्रकारिता, पत्रकारिता की वह विधा है— जिसमें गैर पेशेवर व्यक्ति अपनी व्यक्तिगत कर्तव्यों की पूर्ति हेतु एवं अपने सचेतता से प्रभावित होकर अपने इर्द-गिर्द होने वाली घटनाओं को सूचना का रूप प्रदान कर सम्पूर्ण मानव के समाज के लिए प्रेषित करता है। नागरिक पत्रकारिता यानी सिटीजन जर्नलिज्म के अंतर्गत एक आम नागरिक (जो पेशे से पत्रकार नहीं है) पत्रकारिता में अहम भूमिका निभाता है। किसी समाचार पत्र संगठन या चैनल को सामायिक खबर भेजता है। इसमें वह खबर को जिस रूप में देखा व उसका जो अर्थ समझता है। उसी रूप में भेज देता है। नागरिक पत्रकारिता के अन्तर्गत एक आम नागरिक ही खबर का रिपोर्टर विश्लेषक व सम्पादक होता है। इसमें उसे किसी प्रकार की प्रशिक्षण की आवश्यकता नहीं होती है। प्रस्तुत शोध पत्र में नागरिक पत्रकारिता की पहुँच तथा उससे पड़ने वाले प्रभाव का अध्ययन प्रस्तुत किया गया है।

मुख्य शब्द- नागरिक पत्रकारिता, मुख्यधारा पत्रकारिता, वैकल्पिक पत्रकारिता, सिटीजन जर्नलिज्म, समाचार माध्यम

प्रस्तावना : सूचना क्रान्ति के इस युग तथा मिशन से प्रोफेशन बनने के दौर में पत्रकारिता के आयाम तो बदले ही, हथियार और औजार में भी परिवर्तन हुआ। आज छोटे-छोटे कैमरे और टेपरिकार्डर उपलब्ध हैं। आज का पत्रकार सत्ता की सतर्क निगाहों को धता बता कर आँख से कागज निकालने की कला जैसे स्टिंग ऑपरेशन करने में समर्थ है। इंटरनेट पर अब एक आम नागरिक भी पत्रकार की भूमिका ग्रहण कर सकता है और सम्पादक के अनुशासन व अखबार की

नीति से परे जाकर, किसी घटना को जैसे देखता है, अर्थ समझता है, विभिन्न साइट्स, पोर्टल्स एवं ब्लॉग पर पोस्ट कर सकता है। इन घटनाओं के वर्णन को किसी अखबार, चैनल व रेडियो पर भी भेज सकता है। पत्रकारिता का यह रूप इंटरनेट के इस युग में प्रचलन है।

इक्कीसवीं सदी में उदित पत्रकारिता का नाम ही नागरिक पत्रकारिता (सिटीजन जर्नलिज्म) है। इसके तहत एक नागरिक (जो पेशे से पत्रकार नहीं) किसी घटना के तथ्यों का संकलन करने, उसकी रिपोर्ट लिखने, घटना का विश्लेषण करने के काम में सक्रिय भूमिका निभाता है। बेनजीर भुट्टो की मृत्यु के मामले में नागरिक पत्रकार के हस्तक्षेप से ही सरकारी पत्र पर प्रश्नचिन्ह लगा था। यह नागरिक पत्रकार ही था जिसने अपने मोबाइल पर हवा में पिस्तौल ताने एक व्यक्ति की तस्वीर कैद कर लिया था। इसी तस्वीर ने पाकिस्तान सरकार की उस दलील को धराशायी कर दिया, जिसके मुताबिक बेनजीर भुट्टो की मृत्यु सनरूप से टकराकर हुई थी। दिसम्बर 2004 ई0 में सुनामी की प्रचण्डता को भी दुनियाभर में पहुंचाने वाले नागरिक पत्रकार ही थे। ये पत्रकार इंडोनेशिया, थाईलैण्ड एवं भारत के समुद्र के किनारे छुट्टियां बिताने गये पर्यटक व आम नागरिक (स्थानीय लोग) थे।

अध्ययन के उद्देश्य

1. नागरिक पत्रकारिता का परिचयात्मक अध्ययन।
2. नागरिक पत्रकारिता की पहुँच का अध्ययन।

नागरिक पत्रकारिता का अर्थ एवं परिभाषा :

नागरिक पत्रकारिता इसी प्रौद्योगिक विकास का प्रतिफल है। वास्तव में नागरिक पत्रकारिता पत्रकारिता की वह विधा है— जिसमें गैर पेशेवर व्यक्ति अपनी व्यक्तिगत कर्तव्यों की पूर्ति हेतु एवं अपने

सचेतता से प्रभावित होकर अपने इर्द-गिर्द होने वाली घटनाओं को सूचना का रूप प्रदान कर सम्पूर्ण मानव के समाज के लिए प्रेषित करता है।

Dan Gillamor ने अपनी किताब *We the media and Grassroots Journalism* में नागरिक पत्रकारिता को परिभाषित करते हुए लिखा है— "Citizen Journalism is the Journalism by the people to the peoples-"

सरल शब्दों में नागरिक पत्रकारिता, पत्रकारिता का वह लोकतांत्रिक स्वरूप है। जिसके अन्तर्गत निचले पायदान पर खड़ा नागरिक अन्य नागरिकों के लिए पत्रकारिता करता है।

New York university stern school of Business की Head of Department of Journalism प्रीती पटनायक के अनुसार 'Eager to exploit the rapidly lowering cost of publishing, technology on the web has created opportunities for citizen journalism 'while there is tremendous responsibility on people to become journalists since they need to be fearless most citizen journalists are coming in on their own terms-'

मुख्यधारा पत्रकारिता की अपनी सीमायें हैं। बाजार और कानून उसे अपने दायरे में बांध देती हैं। ऐसे में तमाम अभिव्यक्तियां कहीं कोने में पड़ी रह जाती हैं। सस्ते हुए कम्प्यूटर, इंटरनेट वीडियो, वीडियो संपादन आदि साधनों ने नागरिकों को वह माध्यम प्रदान किया है जिसके द्वारा वह उन अभिव्यक्तियों को आवाज प्रदान कर सके जो मुख्य धारा पत्रकारिता माध्यम से समाज के सामने नहीं आ पाती है। सरल शब्दों में कहा जाय तो नागरिक पत्रकारिता वह विश्वविद्यालय है। जिसका अपना कोई संस्थान या परिसर तो नहीं है, परन्तु वहां कोई भी नागरिक किसी भी विधा का अध्ययन एवं अध्यापन कर सकता है।

नागरिक पत्रकारिता से आशय साझेदारी पर आधारित एक ऐसी पत्रकारिता से है जिसमें नागरिक स्वयं सूचनाओं के संकलन, विश्लेषण, रिपोर्टिंग और उनके प्रकाशन प्रसारण में महत्वपूर्ण भूमिका निभाते हैं। नागरिक पत्रकारिता को स्पष्ट करने वाली शेन बाइमैन और प्रिंस विलिस की रिपोर्ट वी मीडियारू हाइ ऑडियेंशज आर सेविंग दि फ्यूचर ऑफ न्यूज एंड इनफॉर्मेशन के नागरिकों की इस भागीदारी का उद्देश्य स्वतंत्र विश्वसनीय तथ्यपूर्ण, प्रासंगिक सूचनायें मुहैया कराना है।

नागरिक पत्रकारिता यानी सिटीजन जर्नलिज्म के अंतर्गत एक आम नागरिक (जो पेशे से पत्रकार नहीं है) पत्रकारिता में अहम भूमिका निभाता है। किसी समाचार पत्र संगठन या चैनल को सामायिक खबर भेजता है। इसमें वह खबर को जिस रूप में देखा व उसका जो अर्थ समझता है। उसी रूप में भेज देता है। नागरिक पत्रकारिता के अन्तर्गत एक आम नागरिक ही खबर का रिपोर्टर विश्लेषक व सम्पादक होता है। इसमें उसे किसी प्रकार की प्रशिक्षण की आवश्यकता नहीं होती है।

वस्तुतः नागरिक पत्रकारिता व्यापक फलक वाली विद्या है। जो बहुआयामी एवं विस्तृत है। परन्तु विगत दशक में जिस तरह से पत्रकारिता का विकास हुआ है उससे यह स्पष्ट होता है कि पूंजी चाहे कितनी भी अधिक क्यों न हो, प्रबंधन कितना भी कुशल क्यों न हो किसी भी मीडिया संस्थान के लिए अब यह संभव नहीं है कि वह हर समाचार को एकत्रित कर सके और नागरिकों की सूचना प्राप्त करने की भूख को मिटा सके, ऐसे में नागरिक पत्रकारिता एक तरफ मीडिया संस्थानों के हित को साधती है, वहीं दूसरी ओर नागरिक के अंदर बैठे पत्रकार को पत्रकारिता करने का अवसर प्रदान करती है।

भारत में नागरिक पत्रकारिता की शुरुवात उस तरह से नहीं हुई है जैसे दुनिया के कई देशों में इसने अपनी अलग पहचान बनाई है। इसके बावजूद भारत में नागरिक पत्रकारिता की अपार संभावनाएं हैं। आम आदमी की नागरिक पत्रकारिता का प्रभाव अब काफी तेजी से गति पकड़ रहा है। सूचना के अधिकार अधिनियम से नागरिक पत्रकारिता को अप्रत्याशित गति मिली है। अपार संभावनाओं के बावजूद चुनौतियां भी कम नहीं हैं। मुख्य धारा की मीडिया में शिकायत है कि नागरिक पत्रकारिता वस्तुनिष्ठता, तथ्यपरकता तथा निष्पक्षता का ध्यान नहीं रखती है। कई बार कुछ ब्लॉगर ब्लॉग में अश्लील टिप्पणियां व नग्न चित्र भी पोस्ट कर देते हैं। यह पत्रकारिता का विकृत रूप है।

नागरिक पत्रकारिता की आधुनिक प्रवृत्तियाँ:
पत्रकारिता के इतिहास में समय समय पर परिवर्तनों का दौर आता रहा है। यही एक मात्र ऐसा पेशा है जिसमें लोग अपने कार्य क्षेत्र को ही प्रयोगशाला मानकर नये नये प्रयोग करते रहे हैं। नई-नई प्रवृत्तियों को जन्म भी देते रहे हैं। बीसवीं सदी के

अंतिम दशक में सूचना प्रौद्योगिकी अपने विकास के चरम पर पहुंची तो ऐसे प्रयोगों की संख्या एकाएक बढ़ गयी। वास्तव में इक्कीसवीं सदी का पहला दशक पत्रकारिता के इतिहास में महत्वपूर्ण स्थान रखने वाला है। इस दशक में एक साथ कई प्रवृत्तियों ने जन्म लिया। पूरी तरह पनप भी गयी। इन नई प्रवृत्तियों के आयाम गढ़े और लोगों को अपनी शक्ति का एहसास भी कराया। पत्रकारिता के दोनों रूप प्रिंट व इलेक्ट्रॉनिक इस दौर में अपने अपने खमे में डरे सहमे नजर आये। प्रसार संख्या और टी.आर.पी. की गलाकाट लड़ाई में हार-जीत के संशय ने एक नये ढंग के मीडिया भय को सरेआम भी कर दिया है।

‘स्टिंग ऑपरेशन’, कास्टिंग काउच, ब्लागिंग, ऑनलाइन जर्नलिज्म, नागरिक पत्रकारिता आदि वैकल्पिक पत्रकारिता के इस दौर की वे प्रवृत्तियां हैं जिन्होंने पत्रकारिता के आकार, रंग-ढंग तथा उसकी सोच-समझ को बदल डाला है। दायरे असीमित हो चुके हैं, अधिकारों को परिभाषित किये जाने की मांग उठने लगी है। ‘दिख रहा है सब कुछ’ की तर्ज पर हर वह चीज परोसी जा रही है, जिसे लेकर अब तक संकोच हुआ करता था। जो प्रवृत्तियां सर्वाधिक परिवर्तनकारी सिद्ध हुई हैं, उनमें स्टिंग ऑपरेशन और नागरिक पत्रकारिता प्रमुख हैं।

अमेरिकी स्लेंग से निकले शब्द ‘स्टिंग’ का प्रयोग अमेरिका में उन गुप्त अभियानों के लिए किया जाता था, जो पुलिस द्वारा किसी अपराधी को फंसाने के लिए चलाये जाते थे। इसका 1970 ई0 के आसपास तेजी से प्रचलन बढ़ा। प्रचलन में आया शब्द कब अपराधियों को पकड़ने का पर्याय बन गया, पता ही नहीं चला। धीरे-धीरे ये स्टिंग ऑपरेशन पत्रकारिता का हिस्सा बन गये। ये बहुत तेजी से सामाजिक विद्रूपताओं को सामने लाने का उपक्रम बन गये। भारतीय पत्रकारिता जगत में इसे प्रचलन में लाने का श्रेय ‘तहलका डॉट कॉम’ के ‘तरुण तेजपाल’ को दिया जाता है। इसके बाद तो यह इलेक्ट्रॉनिक मीडिया में तेजी से आत्मसात की जाने वाली सर्वाधिक महत्वपूर्ण प्रवृत्ति बन गया। ‘ऑपरेशन दुर्योधन’, ‘ऑपरेशन चक्रव्यूह’, आदि कई ऐसे ऑपरेशन चलाए गए जिन्होंने पत्रकारिता को नये मायने दिया। भले ही स्टिंग ऑपरेशन, टेलीविज़न चैनलों की टी.आर.पी. बढ़ाने के हथियार बन गये हैं लेकिन इन्होंने पत्रकारिता के परिदृश्य को बदलने में महत्वपूर्ण

भूमिका निभाई है।

स्टिंग ऑपरेशन के दौरान कई तरह के तकनीकी शब्दों का उपयोग होता है। इलेक्ट्रॉनिक स्नूपिंग, ऑपरेशन पिन, एजेंट प्रोवोकेटर, बेटकार, कॉप्स इन शॉप्स, कास्टिंग काउच व एबस्केम आदि ऐसे ही शब्द हैं।

इलेक्ट्रॉनिक स्नूपिंग का अर्थ है निजी बातचीत को चुराना। यह काम बॉडी माइक, पेन रिकार्डर या फिर टेलीफोन के तारों के जरिये आसानी से किया जाता है। ऑपरेशन पिन यानी इंटरनेट का बहकावा। इसमें ऐसी वेबसाइट्स को तैयार किया जाता है जो बहकावे में लाकर अपराधियों को खुद से जोड़ ले। वेबसाइट के इस नेटवर्क को हनीपॉट कहा जाता है। एजेंट प्रोवोकेटर स्टिंग ऑपरेशन की एक अहम कड़ी है। इसमें आम आदमी या फिर स्टिंग के लक्ष्य समूह के बीच उपस्थित होकर एक ऐसा माहौल उत्पन्न करता है कि अपराध में लिप्त व्यक्ति खुफिया कैमरे के सामने आ सके। अपराधियों की स्पष्ट तस्वीर कैमरे में आ जाए। बेटकार वाहन चोरों को पकड़ने वाली कार को कहा जाता है। इसमें बुलेट प्रूफ ग्लास, वीडियो कैमरा सहित ऑपरेशन के दौरान हर पल को रिकार्ड करने की व्यवस्था होती है।

‘एबस्केम’ और कॉप्स इन शॉप्स स्टिंग ऑपरेशन को जन्म देने वाले अमेरिका के दो महत्वपूर्ण ऑपरेशन हैं। इनका अनुशरण पूरी दुनिया की पत्रकारिता कर रही है। एबस्केम 1980 ई. का यू.एस. स्कैण्डल है। एफ.बी.आई. द्वारा चलाए गये इस स्टिंग ऑपरेशन में एक राष्ट्रीय पार्टी के सदस्यों को रिश्वत लेते पकड़ा गया। इसी तरह कॉप्स इन शॉप्स एल्कोहल कानून प्रवर्तन कार्यक्रम का हिस्सा है। जिसमें 21 वर्ष से कम उम्र के लोगों को शराब का सेवन करते समय पकड़ लिया जाता है। कास्टिंग काउच स्टिंग का ही एक प्रकार है। इसमें अपराध व अनैतिक कार्यों में लिप्त लोगों को खुफिया कैमरे के सामने प्रलोभन देकर धोखे से फंसाया जाता है।

बहरहाल स्टिंग ऑपरेशन पत्रकारिता के अहम हिस्सों में स्थापित हो चुका है। इलेक्ट्रॉनिक मीडिया के बाद अब इसे प्रिंट मीडिया में भी आजमाया और प्रचलन में लाया जाता है। स्टिंग ऑपरेशन की लोकप्रियता ही है कि अब रेडीमेड ऑपरेशनों का बाजार भी तैयार हो गया है। और प्रसार संख्या व टी.आर.पी. की होड़ में शामिल अखबार चैनल इनका धड़ल्ले से उपयोग कर रहे हैं।

एक बहस यह भी चल पड़ी है कि स्टिंग पत्रकारिता है या फिर महज एक खेल। इसमें एक चीज दांव पर लगती है वह पत्रकारिता की विश्वसनीयता। किसी को फंसा कर, उसकी निजता को सरेआम कर देने के कम पक्षधर हैं। सत्ता के दुरुपयोग और गड़बड़ियों को उजागर करने की जगह जब ये ऑपरेशन प्रायोजित पत्रकारिता का हिस्सा बनेंगे तो सवाल उठेंगे ही। अगर स्टिंग के बहाव को नियमित न किया गया तो लोगों का ध्यान इससे हट जायेगा। क्या कवर किया जा रहा है और कैसे कवर किया जा रहा है इस पर से लोगों का ध्यान हट जाएगा। यह महत्वपूर्ण प्रवृत्ति अर्थहीन हो जायेगी।

ब्लॉग एक ऐसी प्रवृत्ति है जिसने पत्रकारिता को बेलाग करने का कार्य किया है। ब्लॉग के मायने उस निजी डायरी से है जो इंटरनेट पर उपलब्ध होती है। इंटरनेट यूजर उसे पढ़कर अभिमत देते हैं। 1994 में वेबलाग नाम से शुरू हुई। ब्लॉग का रूप लेकर अब एक बड़े दायरे में जानकारियां बांटने का उपकरण बन गयी। ब्लॉग के सर्च इंजन 'टेक्नोसैटी' के अनुसार भारत में सन् 2016 की समाप्ति तक 10 लाख से ज्यादा ब्लॉग हैं। जिसमें अधिकांश मध्यवर्ग के उपयोगकर्ता हैं। वास्तव में ब्लॉग अभिव्यक्ति का एक ऐसा मंच बन गया है। जिस पर उपस्थित होकर कोई भी कहीं पर किसी से बेबाक विचार व्यक्त कर सकता है।

इक्कीसवीं सदी के आने से पहले भी देश के लगभग सभी प्रमुख समाचार पत्र इंटरनेट से जुड़कर, ऑनलाइन जर्नलिज्म का हिस्सा बन चुके थे। वास्तव में सूचना प्रौद्योगिकी के विकास और लोगों के रहन-सहन में आये बदलाव ने खबरों को पढ़ने या देखने की प्रवृत्ति को कम कर दिया है। दिन के चौबीस घण्टे में से लगभग अठारह घण्टे तक काम करने वाला आदमी अब अपने कम्प्यूटर की स्क्रीन पर खबरे देख लेता है, वह भी अपनी पसंद की। ऑनलाइन जर्नलिज्म या साइबर जर्नलिज्म या बेव कास्ट की इस प्रवृत्ति ने पत्रकारिता को नये आयाम भी दिये। इंटरनेट से खबरों को कम खर्च व कम श्रम से खोज कर चौनल को परोस देना आम बात हो गयी है।

पत्रकारिता की सबसे महत्वपूर्ण प्रवृत्ति नागरिक पत्रकारिता है। इसने अपने समय की मीडिया को नया रूप देने में कोई कसर बाकी नहीं रखा है। नागरिक पत्रकारिता यानी सिटीजनजर्नलिज्म भी पश्चिम से आयातित पत्रकारिता प्रवृत्ति है। इसने भारतीय

पत्रकारिता में बहुत तेजी से आत्मसात कर लिया है। दर्शकों और पाठकों को खबरनवीस बनाने का चलन अब आम हो गया है।

नागरिक पत्रकारिता के मुख्य औजार : जनसंचार में संवाद के लिए माध्यम का होना आवश्यक है। बिना माध्यम के संचार सम्भव नहीं है। नागरिक पत्रकारिता भी माध्यम की ही सवारी करके नागरिकों को ऐसे तमाम माध्यम प्रदान किये हैं, जिन्होंने न ही नागरिक पत्रकारिता को सम्भव बनाया है, वरन नागरिक पत्रकारिता को अत्यन्त सस्ता एवं शुलभ होने में मदद की है। नागरिक अपने पास प्राप्त समाचार/सूचना को संचार के लिए प्रेषित करने के लिए इन माध्यमों का उपयोग करता है। नई तकनीकी एवं समाज में बढ़ते शिक्षा स्तर एवं जागरूकता के स्तर ने नागरिक पत्रकारों को अपने विचारों एवं सूचनाओं को संचारित करने का अवसर उपलब्ध कराया है। नागरिक पत्रकारिता के मुख्य माध्यम के रूप में निम्न माध्यमों का प्रयोग बहुतायत हो रहा है।

1. ब्लॉग लेखन
2. मोबाइल मैसेजिंग/ वीडियो क्लिप
3. टेलीविज़न
4. प्रिंट माध्यम

नागरिक पत्रकारिता की पहुँच व प्रभाव : विषयवस्तु विवेचन : नागरिक पत्रकारिता की वर्तमान में आवश्यकता का कारण पत्रकारिता का कारपोरेटीकरण और प्रोफेशनलिज्म है। पहले जहां मीडिया मिशन के रूप में थी। स्वतंत्रता के कुछ समय बाद उस पर पूंजीवाद का असर बढ़ गया। मुख्यधारा मीडिया में ढांचागत कठोरता और अहमन्यता पैदा हो गई। समाचार संगठनों तथा संस्थाओं के अन्दर बैठे पत्रकार खुद को हर तरह की आलोचना, सुधार और परिवर्तन से परे समझने लगे। उन्हें लगा कि वे जिसे समाचार समझते हैं, उसे जिस तरह से प्रस्तुत करते हैं और उसका जिस तरह से विश्लेषण करते हैं, वही सौ फीसदी सही है। आडियंस को उसे उसी रूप में स्वीकार करना चाहिए, लेकिन सूचनाओं के स्रोतों के विस्तार व सूचना के अधिकार ने उनके इस आत्मकेंद्रित विचार को चुनौती पेश की है। अब मुख्यधारा का कोई पत्रकार किसी घटना को मनमाने व अधूरे ढंग से न पेश कर सकता है और न ही नजर अंदाज कर सकता है। वर्तमान दौर में नागरिक पत्रकारों ने जाने-माने

समाचार संगठनों के लेखों व राजनीतिक दबावों को उजागर कर सार्वजनिक किया है।

दुनिया भर के मीडिया में इन दिनों नागरिक पत्रकारिता को लेकर गहमा-गहमी व द्वंद्व छिड़ी हुई है। हालांकि भारतीय पत्रकारिता के लिए यह शब्द अपेक्षाकृत नया है लेकिन उसे लेकर मुख्यधारा मीडिया में भी हलचल शुरू हो गयी हो गयी यह पत्रकारिता निरंतर बढ़ रही है। कुछ समय पहले वरिष्ठ पत्रकार राजदीप सर देसाई ने जब अपने नये चैनल की शुरुआत की तो प्रचार होर्डिंग में प्रमुख थीम नागरिक पत्रकारिता को बनाया था। चैनल ने आम नागरिकों को 'सिटीजन जर्नलिस्ट' बनने के लिए आमंत्रित किया और कहा कि कोई भी आम नागरिक महत्वपूर्ण खबर व क्लिप भेज सकता है।

सी.एन.एन.—आई.बी.एन. अपने सिटीजन जर्नलिस्ट अभियान के तहत समय-समय पर दर्शकों से मानसून, सामाजिक आंदोलन एवं महत्वपूर्ण सामाजिक मुद्दों पर वीडियो क्लिप/फुटेज की मांग करता रहता है। अन्य मीडिया संगठनों और संस्थाओं में भी नागरिक पत्रकारिता की शुरुआत हो रही है लेकिन अभी तक इक्का-दुक्का मामलों को छोड़कर कोई खास फुटेज या क्लिप नहीं आई इसके बावजूद चैनल व संथाओं ने कई बार नागरिक पत्रकारों को प्रोत्साहित करने का प्रयास करता रहता है। उसे उम्मीद होती है कि भविष्य में शायद कोई स्टिंग खबर मिल जाय।

सी.एन.एन.—आई.बी.एन.की देखा-देखी आज कुछ अन्य चैनल ने भी नागरिक पत्रकारिता शुरू की है। स्टार न्यूज, ई.टी.वी. आदि। हिन्दुस्तान समाचार पत्र ने भी 'आप भी पत्रकार हैं' के नाम से नागरिक पत्रकारिता की पहल की है। रेडियो सिटी एफ.एम. चैनल ने भी 'सिटी हलचल' में शहर में ट्रैफिक व मानसून के बारे में आम नागरिक से सूचना की पेशकश की है। अभी हम चैनलों पर नागरिक पत्रकारिता का सिर्फ एक रूप देख रहे हैं लेकिन आने वाले समय में अगर दुनिया के और देश को देखे तो यह विचार और भी जोर पकड़ेगा। दरअसल नागरिक पत्रकारिता के बावत अस्पष्टता, भ्रम आशंकायें और विवाद इसलिए भी हैं क्योंकि अभी यह विकसित हो रही है। आज नागरिक पत्रकारिता के बदौलत ही कई माफियाओं, आडंबरियों की सच्चाई दुनिया के सामने ला दिया।

नागरिक पत्रकारिता का पक्ष और विपक्ष दोनों ही सामने आया है। पक्षधरों का कहना है कि टेलीविजन का व्याकरण कहता है कि मौके की तस्वीर ही ज्यादा दर्शक जुटाती है। हर मौके पर न्यूज चैनल के कैमरे तो मौजूद रहेंगे नहीं। ऐसे में यदि कोई जागरूक नागरिक घटनाओं—दुर्घटनाओं की तस्वीर लेकर न्यूज चैनल को मुहैया करा देता है तो बुराई ही क्या है। विपक्ष में खड़े लोगों का कहना है कि नागरिक पत्रकारिता को बढ़ावा देकर न केवल पत्रकारिता के प्रशिक्षण को अनावश्यक करार देकर खारिज कर दिये जाने की प्रवृत्ति को बढ़ावा दिया जा रहा है। बल्कि पत्रकारों के श्रम मूल्य में कटौती करने की भूमिका तैयार की जा रही है। नागरिक पत्रकारिता के क्षेत्र में पिछले कुछ वर्षों से कुछ पहल कदमियां हुई हैं। अभी बहुत कुछ किया जाना बाकी है। सूचना के अधिकार ने नागरिक पत्रकारिता के नये द्वार खोल दिये हैं। मुख्यधारा मीडिया में इसका एक रूप और है, जिसमें समाचार अपने पाठकों को अपने किसी प्रोफेशनल रिपोर्टर या लेखक की खबर, रिपोर्ट और फीचर पर न सिर्फ टिप्पणी दर्ज करने के लिए बल्कि इसमें कुछ नयी जानकारियों या सूचनाओं को जोड़ने के लिए कह रहे हैं।

सम्भावनायें व चुनौतियाँ : नागरिक पत्रकारिता का पक्ष और विपक्ष दोनों ही सामने आया है। पक्षधरों का कहना है कि टेलीविजन का व्याकरण कहता है कि मौके की तस्वीर ही ज्यादा दर्शक जुटाती है। हर मौके पर न्यूज चैनल के कैमरे तो मौजूद रहेंगे नहीं। ऐसे में यदि कोई जागरूक नागरिक घटनाओं—दुर्घटनाओं की तस्वीर लेकर न्यूज चैनल को मुहैया करा देता है तो बुराई ही क्या है। विपक्ष में खड़े लोगों का कहना है कि नागरिक पत्रकारिता को बढ़ावा देकर न केवल पत्रकारिता के प्रशिक्षण को अनावश्यक करार देकर खारिज कर दिये जाने की प्रवृत्ति को बढ़ावा दिया जा रहा है। बल्कि पत्रकारों के श्रम मूल्य में कटौती करने की भूमिका तैयार की जा रही है। ये लोग नागरिक पत्रकारिता की विश्वसनीयता को पत्रकारिता के लिए खतरा मान रहे हैं। बहरहाल इस समय सभी न्यूज चैनल व कुछ समाचार पत्र नागरिक पत्रकारों का धड़ल्ले से उपयोग कर रहे हैं।

नागरिक पत्रकारिता के क्षेत्र में पिछले कुछ वर्षों से कुछ पहल कदमियां हुई हैं। अभी बहुत कुछ किया जाना बाकी है। सूचना के अधिकार ने नागरिक

पत्रकारिता के नये द्वार खोल दिये हैं। दुनिया के और देशों में नागरिक पत्रकारिता को लेकर किये जा रहे प्रयोगों से भी बहुत कुछ सीखा जा सकता है। कुछ प्रासंगिक उदाहरण निम्नवत हैं— दक्षिण कोरिया में 'ओ माई न्यूज' नागरिक पत्रकारिता का व्यावसायिक रूप से एक सफल उदाहरण है।

नागरिक पत्रकारिता में विभिन्न ब्लॉग आते हैं जो विभिन्न क्षेत्रों और व्यवसायों की चिंताओं और सरोकारों को उठाया जा रहा है। मुख्यधारा मीडिया में इसका एक रूप और है। जिसमें समाचार अपने पाठकों को अपने किसी प्रोफेशनल रिपोर्टर या लेखक की खबर, रिपोर्ट और फीचर पर न सिर्फ टिप्पणी दर्ज करने के लिए बल्कि इसमें कुछ नयी जानकारियों या सूचनाओं को जोड़ने के लिए कह रहे हैं।

तात्पर्य यह है कि नागरिक पत्रकारिता में असीमित संभावनाओं के साथ-साथ चुनौतियां भी हैं। निरन्तर इसका प्रभाव भी बढ़ रहा है। मुख्यधारा की मीडिया की शिकायत है कि नागरिक पत्रकारिता में बुनियादी सिद्धान्तों जैसे वस्तुनिष्ठता, तथ्यपरकता, निष्पक्षता और संतुलन आदि का ध्यान नहीं रखती है। इसमें कुछ हद तक सच्चाई भी है।

निष्कर्ष : मीडिया ही एक मात्र ऐसा पेशा है, जिसमें लोग अपने कार्य क्षेत्र को ही प्रयोगशाला मानकर नये-नये प्रयोग करते रहे हैं। बीसवीं सदी के अंतिम दशक में सूचना प्रौद्योगिकी अपने विकास के चरम पर पहुंची तो ऐसे प्रयोगों की संख्या एकाएक बढ़ गयी। इस दशक में एक साथ कई प्रवृत्तियों ने जन्म लिया। पत्रकारिता के दोनों रूप प्रिंट व इलेक्ट्रॉनिक इस दौर में अपने-अपने खेमे में डरे सहमे नजर आये। प्रसार संख्या और टी.आर.पी. की गलाकाट लड़ाई में हार-जीत के संशय ने एक नये ढंग के मीडिया भय को सरेआम भी कर दिया है।

स्टिंग आपरेशन, कास्टिंग काउच, ब्लागिंग, ऑनलाइन जर्नलिज्म, नागरिक पत्रकारिता और विकीपीडिया पत्रकारिता के इस दौर की वे प्रवृत्तियां हैं जिन्होंने पूरी पत्रकारिता के आकार, रंग-ढंग व सोच-समझ को बदल डाला है। दायरे असीमित हो चुके हैं अधिकारों को परिभाषित किये जाने की मांग उठने लगी है। 'दिख रहा है सब कुछ' की तर्ज पर हर वह चीज परोसी जा रही है, जिसे लेकर अब तक संकोच हुआ करता था। जो प्रवृत्तियां सर्वाधिक परिवर्तनकारी सिद्ध हुई हैं, उनमें न्यू मीडिया के अंतर्गत स्टिंग ऑपरेशन और नागरिक पत्रकारिता प्रमुख हैं। नागरिक पत्रकारिता का प्रभाव एवं पहुँच बढ़ रहा है।

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भारतीय ज्ञान परम्परा और विवेकानन्द

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शोध सारांश : स्वामी विवेकानन्द ने लोगों के बीच योग, वेदान्त एवं भारतीय ज्ञान का दीप जलाकर नवजागरण का सूत्रपात किया। उन्होंने जन मानस के बीच ज्ञान की क्रांति पैदा की और इस वजह से उन्हें 'साइक्लोनिक हिन्दू' यानि 'आंधी पैदा करने वाला' हिन्दू भी कहा जाता था। स्वामी विवेकानन्द ने भारतीय ज्ञान एवं दर्शन को जन-जन तक पहुँचाने के लिए संवाद को माध्यम बनाया। भारतीय संचार का प्रारूप सहृदयता की बात करता है अर्थात् प्रेषक के विचार और भाव उसी रूप में प्राप्तकर्ता तक पहुँचाता है। स्वामी विवेकानन्द के संचार में भारतीय संचार प्रारूप देखने को मिलता है, उनका संचार कौशल इतना मजबूत था कि उनके शब्द, उनके भाव सीधा लोगों के दिलों तक पहुँचते थे। शिकागो में आयोजित विश्व धर्म महासभा ने स्वामी विवेकानन्द को समूचे विश्व के सामने प्रस्तुत किया क्योंकि इस धर्म महासभा में व्याख्यान देने के बाद वे लोगों के बीच लोकप्रिय हुए। स्वामी विवेकानन्द ने अमेरिका और यूरोप में भारत की पुरातन और सनातन विशिष्टता को जन-जन तक पहुँचाया। उन्होंने जीवन पर्यंत भारतीय ज्ञान परम्परा और मेधा को वैश्विक विस्तार देने के लिए प्रयत्नशील रहें। यह शोध पत्र स्वामी विवेकानन्द द्वारा शिकागो की विश्व धर्म महासभा में दिए गए व्याख्यानों पर आधारित है। शिकागो विश्व धर्म महासभा में स्वामी विवेकानन्द ने किन विषयों पर व्याख्यान दिए? भारतीय ज्ञान को कैसे प्रस्तुत किया? उनकी संचार शैली कैसी थी? और तात्कालिक अमेरिकी मीडिया ने स्वामी विवेकानन्द को किस प्रकार कवर किया इस पर आधारित यह शोध पत्र है।

मुख्य शब्द— स्वामी विवेकानन्द, शिकागो विश्व

धर्म महासभा, भारतीय ज्ञान परम्परा, संचार, अमेरिकी मीडिया।

प्रस्तावना :- भारत ऋषियों, संतों और सन्यासियों की भूमि रही है और इसी भारत भूमि के पूर्व में स्थित कोलकाता, सन्यासी स्वामी विवेकानन्द की जन्मभूमि रही है। स्वामी विवेकानन्द ने अपने गुरु रामकृष्ण परमहंस की आज्ञा मान कर धर्म के प्रचार में अपना जीवन समर्पित कर दिया। उन्होंने शिकागो जाने से पूर्व भारत भ्रमण किया, भारत की चेतना को गहराई से समझने के बाद हिन्दू धर्म की श्रेष्ठता का प्रतिपादित करने और भारत की गरीबी के निवारण के लिए अमेरिका की समृद्धि का सहयोग प्राप्त करने के उद्देश्य से स्वामी विवेकानन्द ने 31 मई 1893 को शिकागो की ओर प्रस्थान किया। स्वामी विवेकानन्द ने अमेरिका और यूरोप में यात्राएँ की और अपने व्याख्यानों के माध्यम से लोगों के बीच धर्म, भारतीय दर्शन और वेदांत का प्रचार किया। शिकागो विश्व धर्म महासभा में विश्व भर के प्रतिनिधि शामिल हुए एवं कोने-कोने से आये लोगों ने स्वामी विवेकानन्द का शिकागो भाषण सुना। स्वामी विवेकानन्द का भाषण तत्कालिक समय में भी चर्चा में रहा और आज भी उनके भाषण की प्रासंगिकता बनी हुई है। रोमा रोलां कहती है "कि शिकागो सम्मेलन स्वामी विवेकानन्द के जीवन का स्वर्णिम अध्याय बन गया। भारतीय वेदांत का आधुनिक अर्थों में दिव्य सन्देश देकर विवेकानन्द ने जो कार्य भारत के लिए किया, वह आधुनिक भारतीय इतिहास का सर्वोच्च कीर्तिमान बन गया"। विश्व धर्म महासभा के सम्मुख स्वामी जी के अभिभाषण के सम्बन्ध में यह कहा जा सकता है कि जब उन्होंने अपना भाषण आरम्भ किया, तो विषय था,

‘हिन्दुओं के धार्मिक विचार’ किन्तु जब उन्होंने अंत किया, तब तक हिन्दू धर्म की सृष्टि हो चुकी थी।

शोध उद्देश्य- स्वामी विवेकानन्द ने समूचे विश्व में भारतीय ज्ञान एवं दर्शन का प्रचार किया। उनके व्याख्यान आज भी प्रासंगिक है। स्वामी विवेकानन्द ने शिकागो अभिभाषण के जरिये दुनिया को क्या सन्देश देने का प्रयास किया? संचार कौशल/बातचीत की शक्ति सार्वजनिक या निजी व्याख्यान में परिलक्षित होती है। संचार कौशल के संदर्भ में स्वामी विवेकानन्द विश्व भर में प्रसिद्ध हैं। शोध का उद्देश्य स्वामी विवेकानन्द के शिकागो में दिए गए व्याख्यानों का भारतीय ज्ञान परम्परा के सन्दर्भ में अध्ययन और विश्लेषण करना है।

शोध पद्धति- यह शोध ऐतिहासिक प्रकृति का है। इस अध्ययन में तथ्यों के संग्रहण के लिए द्वितीयक स्रोतों का इस्तेमाल किया गया है। अमेरिका के तत्कालीन समाचार पत्रों तथा मेरी लुई बर्क की पुस्तक ‘स्वामी विवेकानन्द इन द वेस्ट न्यू डिस्कवरीज’ में प्रकाशित सामग्री का वर्णनात्मक अध्ययन किया गया है। द्वितीयक स्रोतों से प्राप्त तथ्यों का गुणात्मक विश्लेषण किया गया।

भारतीय ज्ञान और परम्परा- भारत के मूल ज्ञान को भारतीय ज्ञान कहा जाता है और इस ज्ञान को वहन करने का माध्यम परम्परा है। भारत के मूल ज्ञान से तात्पर्य वेद, पुराण, उपनिषद एवं दर्शन से है। भारतीय ज्ञान का विकास वाचिक परम्परा से हुई है। कथा, कहानी, लोकोक्ति, गान, भजन, कविता या अन्य मौखिक (अलिखित) साधनों द्वारा सांस्कृतिक तत्वों और परम्परा का संचार वाचिक परम्परा कहलाती है। इस परम्परा के जरिये हमारे पूर्वज ज्ञान का एक पीढ़ी से दूसरी पीढ़ी में संचार करते आये हैं। श्रुति की रक्षा भी इसी परम्परा से हुई है। श्रुति का शाब्दिक अर्थ है सुना हुआ, यानि ईश्वर की वाणी जो प्राचीन काल में ऋषियों द्वारा सुनी गई थी और शिष्यों के द्वारा सुनकर जगत में फैलाई गई थी। इस दिव्य स्रोत के कारण इन्हें धर्म का सबसे महत्वपूर्ण स्रोत माना है। श्रुति, हिन्दू धर्म के सर्वोच्च और सर्वोपरि धर्मग्रन्थों का समूह है। श्रुति में चार वेद आते हैं रू ऋग्वेद, सामवेद, यजुर्वेद, अथर्ववेद और वेदो के सूक्त। हर वेद के चार

भाग होते हैं : संहिता, ब्राह्मण—ग्रन्थ, आरण्यक और उपनिषद्।

भारत में ज्ञान का विकास संवाद परम्परा के माध्यम से हुआ विश्व की सबसे अनूठी और अनुकरणीय संस्कृति को जब देखते हैं तो हम पाते हैं कि इसका विकास तो संवाद के आधार पर ही हुआ है। हमारी परम्परा में संवाद हैं यह संवाद ही तो है जो समाज को दिशा देता है। हमारे ग्रंथ क्या हैं? संवाद से उपजा दर्शन। एक ने प्रश्न पूछे और दूसरे ने उनके उत्तर दिए और एक दर्शन की उत्पत्ति हो गई। अर्जुन ने प्रश्न पूछे, श्री कृष्ण ने उत्तर दिए – तब गीता महात्म हमें प्राप्त हुआ। यक्ष ने प्रश्न पूछे, धर्मराज ने उत्तर दिए। हमें जीवन का सार प्राप्त हुआ। जिन्हें हम संचार क्षेत्र का अधिष्ठाता मानते हैं, ऐसे देवर्षि नारद ने जब महाराज युधिष्ठिर से सवाल किये, तो युधिष्ठिर के जवाबों से हमें ‘सुशासन के सूत्र’ प्राप्त होते हैं। जब बालक नचिकेता यमराज से प्रश्न पूछता है, तब हमें ‘जीवन और मृत्यु’ का रहस्य पता चलता है। संवाद की यह परम्परा निरंतर चलती आ रही है और नए ज्ञान का प्रतिपादन होता चला जा रहा है। स्वामी विवेकानन्द ने शिकागो जाने से पूर्व भारतीय ज्ञान एवं दर्शन का अध्ययन किया साथ ही भारत को गहराई से समझने के लिए भारत भ्रमण भी किया। शिकागो विश्व धर्म महासभा विश्वभर के धर्मों एवं पूर्वी और पश्चिमी आध्यात्मिक परम्पराओं के प्रतिनिधियों की पहली औपचारिक सभा थी और स्वामी विवेकानन्द इस सभा में भारत का प्रतिनिधित्व करके भारतीय अध्यात्म एवं पश्चिमी विज्ञान के बीच सेतु का कार्य करते हैं।

स्वामी विवेकानन्द का संचार- यदि मनुष्य के पास असीम ज्ञान हो पर उस ज्ञान का लाभ दूसरों को प्राप्त नहीं हो तो वह ज्ञान व्यर्थ है, ज्ञान का सही उपयोग बांटने से सिद्ध होता है। भारतीय वेदांत दर्शन एवं योग का असीम ज्ञान रखने वाले स्वामी विवेकानन्द ने अपने ज्ञान को सिमित न रख कर जन-जन तक फैलाने का महान कार्य किया है। अगर स्वामी विवेकानन्द को महान संचारक के रूप में संबोधित किया जाए तो इसमें कोई संदेह नहीं है। संचारक के संचार के दो पहलू होते हैं एक उसका संचार कौशल

और दूसरा संचारक का आंतरिक गुण। ये दोनों बातें किसी संचारक के पास हैं तो उसके द्वारा किये गए संचार का स्थायी परिणाम प्राप्त होते हैं। स्वामी विवेकानन्द संचार कौशल एवं आंतरिक गुण दोनों में निपुण हैं।

स्वामी विवेकानन्द ने धर्म एवं ज्ञान का प्रचार करने में अपना जीवन समर्पित कर दिया। शिकागो में हुए विश्व धर्म महासभा से स्वामी विवेकानन्द को पूरे विश्व में ख्याति प्राप्त हुई। इस महासभा में स्वामी विवेकानन्द द्वारा दिए गए छः व्याख्यान प्राप्त हुए, जिसमें धर्म सभा के उद्घाटन के दिन 11 सितम्बर 1893 को 'धर्म-महासभा-स्वागत का उत्तर' व्याख्यान में स्वामी विवेकानन्द ने इस महासभा में व्याख्यान हेतु अमेरिकावासी एवं उस सभा में उपस्थित सभी लोगों के प्रति आभार प्रकट करते हुए अपना परिचय दिया। इस व्याख्यान में स्वामी विवेकानन्द कहते हैं "संसार में सन्यासियों की सबसे प्राचीन परम्परा की ओर से मैं आपको धन्यवाद देता हूँ; धर्मों की माता की ओर से धन्यवाद देता हूँ; और सभी सम्प्रदायों एवं मतों के कोटि कोटि हिन्दुओं की ओर से भी धन्यवाद देता हूँ"। स्वामी विवेकानन्द ने इतनी गहरी बात इतनी सहजता से की मैं धर्मों की माता की ओर से धन्यवाद देता हूँ यानी विश्व की सबसे प्राचीनतम धर्म हिन्दू धर्म को बताते हुए स्वामी विवेकानन्द ने यह बात कही। आगे स्वामी विवेकानन्द कहते हैं कि मैं सभी सम्प्रदायों एवं मतों के कोटि कोटि हिन्दुओं की ओर से भी धन्यवाद देता हूँ। यहाँ स्वामी विवेकानन्द हिन्दुओं के प्रतिनिधित्व की बात कर रहे हैं उन्होंने अपने व्याख्यान में कही भी अपने गुरु रामकृष्ण परमहंस का जिक्र नहीं किया, वह वास्तव में हिन्दू धर्म का प्रतिनिधित्व कर रहे थे। लॉस एंजेलिस में स्वामी विवेकानन्द की सत्कारिणी रहीं श्रीमती एस. के. ब्लोजेट वर्णन करती हैं कि मैं 1893 की शिकागो विश्व धर्मसभा में उपस्थित थी जब वह नवयुवक उठा एवं उसने कहा, 'अमेरिकावासी बहनों तथा भाइयों,' करीब सात हजार लोग इसलिए सम्मान में उठ खड़े हुए जिसके विषय में वे अनजान थे। स्वामी विवेकानन्द के संचार में इतनी आत्मीयता थी की अनजान लोगों से वह सिर्फ पांच शब्द कहकर खुद को उनसे जोड़ लेते हैं, 'अमेरिकावासी बहनों तथा

भाइयों,' ये सिर्फ शब्द नहीं थे ये स्वामी विवेकानन्द के भाव थे जो वहाँ उपस्थित सभी के हृदय को स्पर्श करते हैं।

उन्होंने दूसरा व्याख्यान 15 सितम्बर 1893 को 'हमारे मतभेद का कारण' पर व्याख्यान प्रस्तुत किया। इस व्याख्यान में स्वामी विवेकानन्द ने एक कहानी के माध्यम से 'एकं सद्, विप्रा बहुधा वदन्ति' (एक ही सत्य है लेकिन सत्य तक पहुँचने के लिए विभिन्न मार्ग हो सकते हैं) का सन्देश दिया। इस सन्देश के माध्यम से स्वामी विवेकानन्द धर्मों के आपसी मतभेद को मिटा कर यह सन्देश देना चाहते हैं कि मनुष्य कोई भी धर्म क्यों न अपनाए पर सभी धर्मों का रास्ता सत्य तक पहुँचता है। स्वामी विवेकानन्द का शिकागो में तीसरा व्याख्यान 19 सितम्बर 1893 को 'हिन्दू धर्म पर निबंध' विषय पर हुआ इस व्याख्यान में स्वामी विवेकानन्द ने विश्व की सबसे प्राचीनतम संस्कृति एवं धर्म के बारे में व्याख्यान प्रस्तुत किया। इस व्याख्यान में स्वामी विवेकानन्द कहते हैं कि "हिन्दू जाति ने अपना धर्म श्रुति-वेदों से प्राप्त किया है। उनकी धरणा है कि वेद अनादि और अनन्त हैं। श्रोताओं को, संभव है, यह बात हास्यास्पद लगे कि कोई पुस्तक अनादि और अनन्त कैसे हो सकती है। किन्तु वेदों का अर्थ कोई पुस्तक है ही नहीं। वेदों का अर्थ है, भिन्न-भिन्न कालों में भिन्न-भिन्न व्यक्तियों द्वारा अविष्कृत आध्यात्मिक संचित कोष"। स्वामी विवेकानन्द का चौथा व्याख्यान 20 सितम्बर 1893 को 'धर्मरू भारत की प्रधान आवश्यकता नहीं' विषय पर हुआ था, इस व्याख्यान में स्वामी विवेकानन्द कहते हैं कि "भारतवर्ष में जब अकाल पड़ा था, तो सहस्रों और लाखों हिन्दू क्षुधा से पीड़ित होकर मर गए; पर आप ईसाइयों ने उनके लिए कुछ नहीं किया। आप लोग सारे हिंदुस्तान में गिरजे बनाते हैं; पर पूर्व का प्रधान अभाव धर्म नहीं है, उनके पास धर्म पर्याप्त है; जलते हुए हिंदुस्तान के लाखों दुःखार्त भूखे लोग सूखे गले से रोटी के लिए चिल्ला रहे हैं। वे हमसे रोटी मांगते हैं, और हम उन्हें देते हैं पत्थर! क्षुधातुरों को धर्म का उपदेश देना उनका अपमान करना है, भूखों को दर्शन सिखाना उनका अपमान करना है"। यहाँ स्वामी विवेकानन्द के व्याख्यान में लाखों क्षुधा पीड़ित हिन्दुओं के प्रति मानवीयता एवं संवेदनशीलता

दिखाई देती हैं। स्वामी विवेकानन्द के संचार में सच कहने की ताकत दिखाई देती है, भारत देश की महानता और अच्छाई का गुणगान करते हुए वह भारत की कमियों को नहीं छिपाते हैं। स्वामी विवेकानन्द किसी भी धर्म से पहले मानवता को रखते हुए दिखाई देते हैं।

स्वामी विवेकानन्द का शिकागो विश्व धर्म सम्मलेन में पांचवा व्याख्यान 26 सितम्बर 1893 को 'बौद्ध धर्म: हिन्दू धर्म की निष्पत्ति' विषय पर था, इस व्याख्यान में स्वामी विवेकानन्द कहते हैं— "हिन्दू धर्म बौद्ध धर्म के बिना नहीं रह सकता और बौद्ध धर्म हिन्दू धर्म के बिना। लेकिन बौद्ध और ब्राह्मण के प्राथम्य भारतवर्ष के पतन का कारण है"। स्वामी विवेकानन्द का मानना था कि सभी धर्मों को एक दूसरे के साथ चलना चाहिए अगर हम धर्मों में भेद करेंगे तो हमारा देश उन्नति नहीं कर सकता। स्वामी विवेकानन्द अपने अंतिम अधिवेशन के भाषण में कहते हैं कि "अगर कोई आशा कर रहा है कि यह एकता किसी एक धर्म की विजय और बाकी सब धर्मों के विनाश से सिद्ध होगी, तो उनसे मेरा कहना है कि 'भाई तुम्हारी यह आशा असंभव है'। क्या मैं यह चाहता हूँ ईसाई लोग हिन्दू हो जायें? कदापि नहीं, ईश्वर ऐसा न करें! क्या मेरी यह इच्छा है कि हिन्दू या बौद्ध लोग ईसाई हो जायें? ईश्वर इस इच्छा से बचाए!" स्वामी विवेकानन्द ने कभी किसी धर्म का विरोध नहीं किया उन्होंने किसी भी धर्म के विनाश की कामना नहीं की। वे हमेशा सभी धर्मों को सामान रूप से देखते हैं। स्वामी विवेकानन्द कहते हैं कि "शुद्धता, पवित्रता, और दयाशीलता किसी सम्प्रदाय विशेष की एकान्तिक सम्पत्ति नहीं है, एवं प्रत्येक धर्म ने श्रेष्ठ एवं अतिशय उन्नत चरित्र स्त्री-पुरुषों को जन्म दिया है। अब इन प्रत्यक्ष प्रमाणों के बावजूद यदि कोई ऐसा स्वप्न देखे कि अन्य सारे धर्म नष्ट हो जायेंगे और केवल उसका धर्म ही जीवित रहेगा, तो उस पर मैं अपने हृदय के अन्तःस्थल से दया करता हूँ और उसे स्पष्ट बतलाये देता हूँ कि शीघ्र ही, सारे प्रतिरोधों के बावजूद, प्रत्येक धर्म की पताका पर लिखा रहेगा— 'सहायता करो, लड़ो मत'। 'पर-भाव ग्रहण, न कि पर-भाव विनाश'। समन्वय और शांति न कि मतभेद और कलह!" स्वामी विवेकानन्द ने अपने व्याख्यानों के माध्यम से लोगों के

बीच सहिष्णुता का भाव जगाने का प्रयास किया है, उनके अनुसार मनुष्य की प्रगति सभी को साथ लेकर चलने से न कि मतभेद कर आपस में लड़ने से होगी। हम कभी भी किसी को नीचा दिखा कर ऊपर नहीं उठ सकते, हमारा हिन्दू धर्म हमें मानवता की सीख देता है, वसुधैव कुटुम्बकम् की सीख देता है। 'बोस्टन इवनिंग ट्रांसक्रिप्ट' समाचार पत्र के एक अंक में लिखा था कि हजारों की संख्या स्वामी विवेकानन्द को 15 मिनट सुनने के लिए घंटों इंतज़ार करती थी। अतः जानबूझकर स्वामी विवेकानन्द के व्याख्यान को अंतिम में रखा जाता था ताकि हजारों की संख्या आखिरी तक कार्यक्रम में उपस्थित बने रहें। स्वामी विवेकानन्द का व्यक्तित्व आकर्षक एवं संचार प्रभावशाली था, उनकी बातें सीधे लोगों के अंतःकरण को स्पर्श करती थी। जब स्वामी विवेकानन्द अमेरिका और ब्रिटेन गए थे उस समय भारत ब्रिटेन के अधीन था लेकिन उनके संचार में इतनी ताकत थी अपने संवाद से भारतीय ज्ञान की पताका उन्होंने अमेरिका और ब्रिटेन में फहराई।

स्वामी विवेकानन्द के अभिभाषण का मीडिया कवरेज— 11 सितम्बर 1893 को विश्व धर्म महासभा की शुरुआत हुई, जिसमें स्वामी विवेकानन्द ने 'धर्म महासभा रू स्वागत का उत्तर' अमेरिकावासियों को संबोधन किया। अगले दिन अमेरिका के सभी प्रमुख अखबारों ने स्वामी विवेकानन्द को कवर किया। शिकागो सम्मलेन के उद्घाटन के अगले दिन 12 सितम्बर 1893 के अंक में 'शिकागो टाइम्स' ने स्वामी विवेकानन्द के व्यक्तित्व का वर्णन इस प्रकार किया है— जिस चेहरे और पोशाक ने सबसे अधिक ध्यान आकर्षित किया, विशेष रूप से महिलाओं को, वह स्वामी विवेकानन्द का था, विवेकानन्द एक ब्राह्मण भिक्षु हैं, और हार्वर्ड के प्रो. राइट ने यह कहते हुए उद्धृत किया है कि वे दुनिया के सर्वश्रेष्ठ शिक्षित व्यक्तियों में से एक हैं। 'शिकागो टाइम्स' के कवरेज के अनुसार यह कहा जा सकता स्वामी विवेकानन्द ने विदेश में भी भारतीय परिधान धारण किया था। किसी देश का परिधान वहाँ की संस्कृति को दर्शाता है, स्वामी विवेकानन्द सन्यासी वस्त्र धारण कर भारत की संस्कृति को विश्व के समक्ष प्रस्तुत किया है।

'शिकागो एडवोकेट' में 28 सितम्बर 1893 के अंक

में स्वामी विवेकानन्द का एक वर्णन मिलता है जिसमें शिकागो एडवोकेट ने लिखा— “कुछ विषयों में सबसे आकर्षक व्यक्तित्व था ब्राह्मण संन्यासी, स्वामी विवेकानन्द का। नारंगी वस्त्र पहने केसरिया साफ़ा धारण किए हुए, सफ़ा दाढ़ी डौल एवं सुन्दर चेहरेवाले, तथा विशाल, सूक्ष्म एवं गहरी पैनी आँखों से युक्त एवं सरलतापूर्वक परिस्थिति पर अधिकारपूर्ण प्रभुता, आन्तरिक आनन्द से विभूषित एक व्यक्तित्व उनका अंग्रेजी का ज्ञान ऐसा था मानो वह उनकी अपनी ही मातृभाषा हो।” शिकागो एडवोकेट ने अपने कवरेज में स्वामी विवेकानन्द के व्यक्तित्व को दर्शाते हुए उनके ज्ञान का भी जिक्र किया है। स्वामी विवेकानन्द हिन्दी एवं संस्कृत के साथ अंग्रेजी भाषा में भी पारंगत थे, एक भारतीय संन्यासी के मुख से स्पष्ट अंग्रेजी के उच्चारण से वहाँ के लोग काफ़ी प्रभावित हुए।

‘बोस्टन ईवनिंग ट्रान्स्क्रिप्ट’ के पत्रकार को किसी तरह धर्मसभा प्रतिनिधियों से पर्दे के पीछे मिलने का मौका मिला। अगले दिन उन्होंने श्वोस्टन ईवनिंग ट्रान्स्क्रिप्ट के 30 सितम्बर 1893 के अंक में एक रिपोर्ट प्रकाशित की जिसमें स्वामी विवेकानन्द के व्यक्तित्व एवं संवाद शैली के बारे में पत्रकार लिखते हैं— “जिस असाधारण व्यक्तित्व से मैं मिला वे हैं, ब्राह्मण संन्यासी, स्वामी विवेकानन्द। हिन्दुस्तानियों की शानदार गठन लिए हुए वे एक भव्य एवं बलिष्ठ पुरुष हैं, उनका चेहरा सुडौल नाक—नक्शवाला, शुभ्र दातों से सुशोभित एवं स्वच्छ दाढ़ी किया हुआ है। जब भी वे किसी से वार्तालाप करते हैं तो उनके सुगठित होंठ अक्सर एक सद्भावपूर्ण मुस्कराहट में अलग होते हैं। उनके आकर्षक मस्तक पर उन्नत नारंगी अथवा लाल पगड़ी होती है, एवं उनका कमरबन्द नारंगी अथवा गाढ़े लाल रंग का चोगा (यह उनके परिधान का तकनीकी नाम नहीं है) उनके घुटने के नीचे तक लटकता रहता है। वे अति उत्कृष्ट अंग्रेजी बोलते हैं, तथा निष्कपटता से किए गए हर प्रश्न का जवाब देते हैं।” श्वोस्टन ईवनिंग ट्रान्स्क्रिप्ट के पत्रकार जब उनसे जाति व्यवस्था से सम्बन्ध के बारे में पूछते हैं तो स्वामी विवेकानन्द उत्तर देते हैं कि जाति तो एक सामाजिक प्रथा है; धर्म को उससे कुछ भी लेना—देना नहीं हो; सभी जातियों से मेरा साहचर्य रहेगा।

विश्व धर्म महासभा में उपस्थित लोग स्वामी विवेकानन्द के व्याख्यान से प्रभावित हुए बिना नहीं रह सके, विश्व धर्म महासभा के उद्घाटन के अगले दिन शिकागो के प्रमुख समाचार पत्रों ने विश्व धर्म महासभा के साथ विशेष रूप से स्वामी विवेकानन्द को कवर किया। समाचार पत्रों में स्वामी विवेकानन्द के व्यक्तित्व, परिधान, ज्ञान एवं संचार शैली का जिक्र किया गया।

निष्कर्ष— विश्व धर्म संसद के माध्यम से स्वामी विवेकानन्द ने जिस भारतीय ज्ञान को विश्व के समक्ष जिस रूप में प्रस्तुत किया वह वाचिक परम्परा का एक अनूठा उदाहरण है। स्वामी विवेकानन्द के लिए भारतीय होना, भारतीय ज्ञान का धारण करना उत्साह एवं गर्व की अनुभूति थी। स्वामी विवेकानन्द का उद्देश्य भारतीय ज्ञान को विश्व के समक्ष प्रस्तुत कर भारतीय ज्ञान परम्परा की श्रेष्ठता एवं अखण्डता को उजागर करना था। धर्म संसद में स्वामी विवेकानन्द अपने भाषणों में विश्व बंधुत्व, साहचर्य, सद्भाव, सानन्द, सद्गुण, समभाव, सहिष्णु, श्रेष्ठता, संतोषप्रद, सद्विचार यह सभी गुण जो भारतीय ज्ञान परम्परा के सारतत्व थे जो सदियों से विद्यमान थे इन सभी का अंश विविध विषयों में प्रस्तुत करते हैं और भारतीय ज्ञान की महानता पर प्रकाश डालते हैं।

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The Role of Women in Indian Media: Progress, Challenges, and Future Directions

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Abstract

The role of women in Indian media has evolved remarkably over the past decades, reflecting broader societal changes and shifting gender norms. Historically, women in Indian media were confined to stereotypical roles, often limited to supporting characters in film or secondary positions in journalism. Their presence was largely peripheral, and their contributions were frequently undervalued. However, the last few decades have seen a transformative shift as women increasingly occupy leadership positions and influence various aspects of the media landscape.

In journalism, women have moved from traditional roles of reporters to become influential editors, anchors, and decision-makers. Pioneering journalists such as Barkha Dutt and Nidhi Razdan have broken new ground, shaping news narratives and raising critical issues. In the film industry, women have transitioned from being merely actresses to becoming prominent directors, producers, and writers. Figures like Zoya Akhtar and Mira Nair have brought diverse and nuanced perspectives to storytelling, challenging conventional norms and expanding the scope of Indian cinema.

The advent of digital media has further accelerated this transformation. Social media platforms and digital content creation have empowered women to build their own brands, advocate for social causes, and reach global audiences. Women influencers and entrepreneurs are redefining the media landscape, creating content that reflects a wide array of experiences and perspectives.

Despite these advancements, significant challenges remain. Gender bias, pay disparities, and limited representation in top executive roles continue to hinder women's full participation and advancement in the media sector. Addressing these challenges requires robust policies, supportive networks, and initiatives to promote gender equality and inclusion. By fostering a more equitable media environment, the industry can better reflect the diverse voices and experiences of its audiences, ensuring that women's contributions are recognized and valued across all media platforms.

Introduction

The Indian media landscape is a rich and multifaceted realm that includes print, broadcast, and digital platforms. This diversity has allowed women to play

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crucial roles in shaping its development and narratives. Historically, women have been involved in Indian media from its early days, starting with print journalism in the late 19th and early 20th centuries. Figures such as Muthulakshmi Reddi and Begum Roquiah Sakhawat Hossain began to pave the way for female journalists and writers, challenging social norms and providing critical perspectives on societal issues.

As media evolved, women's participation expanded into radio, television, and eventually digital media. In television, women began to emerge as influential news anchors and producers, while in film, actresses like Nargis and Meena Kumari became iconic figures who not only entertained but also addressed social issues through their performances. The rise of digital media further democratized content creation, giving women new platforms to express themselves and connect with audiences directly.

Despite these advancements, women in Indian media still encounter significant challenges. Gender bias remains pervasive, with women often facing stereotypes and limited opportunities compared to their male counterparts. Pay disparities and representation gaps in senior leadership positions continue to hinder progress. Moreover, workplace harassment and the struggle for work-life balance add additional layers of difficulty for female media professionals.

This paper aims to provide a comprehensive analysis of the role of women in Indian media by examining their historical contributions and the progress made over time. It will explore the barriers women face, including systemic biases and inequities, and discuss the necessary steps to promote a more inclusive and equitable

media environment. By highlighting these issues, the paper seeks to contribute to the ongoing dialogue on gender equality and representation in the media sector.

Historical Context

1. Early Representations

Women's involvement in Indian print media began in the late 19th and early 20th centuries, marked by the pioneering efforts of figures like Muthulakshmi Reddi and Begum Roquiah Sakhawat Hossain. Muthulakshmi Reddi, a prominent social reformer, used her platform to advocate for women's education and social reforms, contributing significantly through her writings in journals and newspapers. Begum Roquiah Sakhawat Hossain, an influential Bengali feminist, established the magazine **Nari Shiksha**, which focused on women's issues and education, challenging societal norms and promoting female empowerment. These early contributors were instrumental in introducing female perspectives into journalism, highlighting social issues affecting women, and pushing for reform. Their efforts laid the groundwork for future generations of women in media, setting a precedent for the active participation of women in advocating for social change through the print media.

Broadcast Media: In India, the advent of radio and television marked a significant shift in women's participation in the broadcast media. Initially, their roles were confined to traditional positions such as news readers and actors, often portraying conventional, family-oriented characters. This reflected the societal norms of the time, where women were expected to adhere to established gender roles.

However, as media evolved and societal attitudes began to change, women started to expand their presence beyond these

traditional confines. They began taking on more diverse roles, not only in front of the camera but also behind the scenes as producers, directors, and scriptwriters. This shift was fueled by a growing recognition of women's capabilities and the demand for content that resonated with a wider audience. Over time, women in Indian broadcast media became influential figures, contributing significantly to the industry's development and challenging the stereotypes that once limited their participation.

2. Emergence of Female Leaders

Cinema: The Indian film industry has been a significant platform for showcasing and challenging societal norms, particularly through the emergence of powerful female leaders in cinema. Actresses like Nargis, Meena Kumari, Shabana Azmi, and Smita Patil have played pivotal roles in this transformation, using their craft to push the boundaries of traditional gender roles and address pressing social issues.

Nargis, a trailblazer in Indian cinema, became an icon with her portrayal of resilient and complex female characters. Her role in *Mother India* (1957) is particularly noteworthy, as she embodied the struggles and strength of an Indian woman in the face of adversity. This film not only cemented her status as a leading actress but also highlighted the potential of cinema to reflect and influence societal values.

Meena Kumari, often referred to as the "Tragedy Queen," brought a depth of emotion and nuance to her roles that resonated with audiences. Her performances in films like *Pakeezah* (1972) and *Sahib Bibi Aur Ghulam* (1962) delved into the inner turmoil and societal constraints faced by women, challenging

the conventional portrayals of femininity and offering a more introspective view of their struggles.

The 1970s and 1980s saw the rise of Shabana Azmi and Smita Patil, who became synonymous with the parallel cinema movement in India. Both actresses were known for choosing roles that depicted strong, independent women confronting societal issues. Shabana Azmi's performances in films like *Arth* (1982) and *Ankur* (1974) addressed themes such as infidelity, domestic violence, and women's rights, while Smita Patil's roles in *Manthan* (1976) and *Bhumika* (1977) explored rural empowerment and the complexities of female identity.

Together, these actresses not only challenged the traditional portrayal of women in Indian cinema but also used their influence to bring attention to critical social issues. Their legacy continues to inspire new generations of filmmakers and actors to use cinema as a medium for social change and gender equality.

Journalism: The late 20th century marked a transformative period in Indian journalism, with women like Barkha Dutt, Prabhu Chawla, and others emerging as prominent figures in news reporting and analysis. These journalists not only broke new ground in their field but also redefined the role of women in media, challenging stereotypes and setting new standards for journalism in India.

Barkha Dutt, a pioneer among women journalists, gained national prominence during her coverage of the Kargil War in 1999. Her fearless reporting from the war zone brought her recognition and set a new benchmark for on-the-ground journalism

in India. Dutt's ability to bring human stories to the forefront, coupled with her insightful analysis, made her a household name and inspired many young women to pursue careers in journalism. Over the years, she has continued to cover significant national and international events, pushing the boundaries of traditional news reporting.

Prabhu Chawla, though primarily known as a male journalist, was part of the broader movement where the lines between investigative journalism and hard-hitting political analysis were being explored and expanded by both male and female journalists alike. Women journalists in this era, like Dutt, demonstrated that they could handle the intense pressures and challenges of political journalism, a domain that had been largely male-dominated.

Other women journalists also rose to prominence during this period, bringing diversity and depth to Indian journalism. These women tackled hard-hitting issues such as politics, social justice, and international relations, offering fresh perspectives and challenging the status quo. Their work contributed significantly to the evolution of Indian media, ensuring that journalism became more inclusive and representative of the country's diverse population.

The late 20th century, thus, stands out as a period when women in Indian journalism not only made their mark but also redefined the field, paving the way for future generations of female journalists.

Progress and Achievements

1. Increased Representation and Leadership

Editorial Positions: Women have

increasingly occupied senior editorial roles in newspapers and magazines, contributing to more diverse viewpoints in media content.

Directorial Roles: In film and television, women directors like Zoya Akhtar and Mira Nair have gained recognition for their work, bringing fresh perspectives to storytelling.

2. Digital Media Revolution

Social Media Influence: Women have leveraged social media platforms to build personal brands, influence public opinion, and address social issues. Influencers and content creators like Prajakta Koli and Kusha Kapila exemplify this shift.

Entrepreneurship: Women have founded digital media startups, creating platforms that cater to niche audiences and promote gender-inclusive content.

Challenges Faced by Women in Indian Media

1. Gender Bias and Stereotyping

Representation Issues: Women are often typecast in stereotypical roles, and their contributions are sometimes undervalued. This bias is prevalent across various media formats, including film, television, and advertising.

Representation issues in media have long been a significant concern, as women are frequently typecast into stereotypical roles that reinforce traditional gender norms and undermine their contributions. This bias is pervasive across various media formats, including film, television, and advertising, leading to a narrow and often distorted portrayal of women's experiences and abilities.

In films, women are often relegated to roles that emphasize their appearance or domestic responsibilities, such as the "damsel in distress," the devoted wife, or

the nurturing mother. These characters typically lack depth and are portrayed as secondary to male protagonists. Even when women take on leading roles, they are often depicted through the lens of male fantasies or expectations, reducing their characters to one-dimensional figures. This typecasting limits the diversity of female experiences represented on screen and perpetuates harmful stereotypes.

Television also mirrors this trend, where women are frequently cast in roles that align with traditional gender norms. Female characters are often shown as emotional, dependent, or focused on their relationships and family life. While there has been some progress in recent years with the introduction of more complex and empowered female characters, these portrayals are still not the norm. Women in powerful or non-traditional roles are often scrutinized more harshly than their male counterparts, and their successes are sometimes downplayed or attributed to factors other than their competence.

In advertising, women are often depicted in a way that objectifies them or reinforces outdated stereotypes. Advertisements frequently portray women in domestic settings, emphasizing their roles as caretakers or homemakers, while men are shown as decision-makers or breadwinners. Even when women are featured in professional contexts, their appearance is often highlighted more than their skills or achievements, reinforcing the notion that a woman's value is tied to her looks.

These representation issues contribute to a culture where women's contributions are undervalued, and their potential is overlooked. By limiting the roles women can play in media, society reinforces restrictive gender norms that have real-

world consequences, such as gender bias in the workplace, unequal opportunities, and the perpetuation of gender-based violence. Addressing these biases requires a concerted effort from creators, producers, and audiences to demand and support more diverse and realistic portrayals of women in all forms of media.

Pay Disparities: Pay disparities in media reflect a broader issue of gender inequality in the workplace, where women often earn less than their male counterparts for similar roles and responsibilities. Despite their contributions and talent, women in film, television, and journalism frequently face wage gaps that are justified by outdated norms or biased perceptions of their worth. This inequality persists across various levels, from entry-level positions to top-tier roles, and is further exacerbated by the underrepresentation of women in leadership positions within the industry. Addressing these disparities is crucial for achieving true gender equity in the media sector.

2. Workplace Environment

Harassment and Safety: Instances of sexual harassment and unsafe working conditions remain concerns in the media industry. Despite regulatory frameworks, incidents of abuse persist, affecting women's professional experiences.

Work-Life Balance: The demanding nature of media careers often poses challenges for women trying to balance professional and personal responsibilities.

3. Limited Opportunities for Advancement

Leadership Gaps: Women are underrepresented in executive and decision-making roles in media organizations. This lack of representation can hinder the implementation of gender-sensitive policies and practices.

Access to Resources: Women often have less access to funding and support for their projects, impacting their ability to pursue ambitious media ventures.

Future Directions

1. Promoting Gender Equality

Policy Implementation: Media organizations should implement and enforce policies that promote gender equality, including equal pay, anti-harassment measures, and family-friendly practices.

Mentorship and Training: Providing mentorship and professional development opportunities for women can help bridge the leadership gap and support career advancement.

2. Encouraging Diverse Voices

Content Creation: Encouraging diverse female voices in content creation can lead to more inclusive and representative media narratives. Supporting women filmmakers, writers, and journalists is crucial for this effort.

Audience Engagement: Media platforms should engage with audiences to understand their diverse needs and perspectives, ensuring that content reflect varied experiences.

3. Supporting Women Entrepreneurs

Funding and Resources: Providing financial support and resources for women-led media startups can help foster innovation and diversify the media landscape.

Networking Opportunities: Creating networking platforms for women in media can facilitate collaboration, knowledge sharing, and career development.

Conclusion

The role of women in Indian media has seen a remarkable transformation over the years. Initially, women were largely

confined to traditional roles, both on and off-screen, reflecting the broader societal expectations of the time. In the early days of Indian cinema and broadcast media, women were often cast in stereotypical roles as homemakers, romantic interests, or secondary characters whose stories revolved around male protagonists. Behind the scenes, their presence was limited, with few women occupying leadership or decision-making positions.

However, as societal norms began to shift and the media landscape evolved, women started to break these barriers and make significant contributions across various sectors of the industry. Female journalists like Barkha Dutt emerged as powerful voices, bringing attention to critical issues through investigative reporting and in-depth analysis. In film and television, actresses like Nargis, Meena Kumari, Shabana Azmi, and Smita Patil challenged traditional gender norms and used their craft to highlight social issues, pushing for more complex and nuanced portrayals of women.

Despite these advancements, significant challenges remain. Gender bias continues to be a pervasive issue, often manifesting in pay disparities, unequal opportunities for leadership roles, and a lack of recognition for women's contributions. Workplace conditions in the media industry can also be difficult for women, with issues such as sexual harassment, lack of support for work-life balance, and insufficient representation in decision-making processes being common concerns. Moreover, the portrayal of women in media still often leans toward stereotypes, perpetuating outdated notions of gender roles and limiting the diversity of female representation.

Addressing these challenges requires a concerted effort to implement comprehensive policies that promote gender equality and create supportive work environments. This includes enforcing equal pay, providing mentorship and career development opportunities for women, and ensuring strict measures against harassment. Additionally, fostering inclusive practices in content creation is essential for broadening the representation of women in media, both in front of and behind the camera.

By actively promoting gender equality and supporting diverse voices, the Indian media can become a more dynamic and inclusive space. This not only benefits the industry by bringing in a wider range of perspectives and stories but also reflects the diversity and complexity of the society it serves. Empowering women in media is not just about fairness; it's about enriching the cultural and social fabric of the nation through a more balanced and representative narrative.

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CHALLENGES OF FAKE NEWS IN THE ERA OF SOCIAL MEDIA

* Dr. Khursheed Alam

ABSTRACT

The research aims to investigate the complex challenges posed by the dissemination of fake news in the modern era of social media and to identify effective strategies for mitigation. This study seeks to comprehensively analyze the multifaceted issue of fake news, including its origins, ramifications, and potential remedies, within the context of the pervasive influence of social media platforms. The research employs a mixed-method approach, combining qualitative content analysis of fake news stories with quantitative surveys to gauge public susceptibility to fake news. Data is collected from various social media platforms and credible news sources. Additionally, expert interviews are conducted to gain insights into strategies for countering fake news. The study reveals that the proliferation of social media has indeed facilitated the rapid dissemination of fake news. The causes of fake news include sensationalism, political agendas, and profit motives. Its consequences encompass public misinformation, polarization, and threats to democracy. Potential solutions involve enhancing digital literacy, implementing fact-

checking mechanisms, and regulating social media content. It is vital to recognize that combating fake news requires collaborative efforts from governments, technology companies, and media organizations.

Keywords: Social Media, Fake News, disinformation, misinformation, digital literacy, fact-checking, media ethics,

INTRODUCTION

The advent of social media has revolutionized the way information is created, distributed, and consumed. While it has brought numerous benefits, such as enabling instant communication and information sharing, it has also given rise to significant challenges. One of the most pressing issues in the digital age is the rampant spread of fake news. Fake news refers to false or misleading information presented as factual news. Although fake news has been around since the invention of the printing press, its impact has increased greatly with the advent of the internet and social media. It is becoming a worldwide phenomenon to manipulate the algorithms of social media and search engines in order to reach massive audiences and mislead news consumers. Fake videos, news articles with altered

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media logos, bots, and hired commentators in pursuit of a positive online reputation (troll farm) are all too frequent today. Free speech is being restricted by governments who claim they need to protect citizens from bogus news. Some websites that investigate and debunk hoaxes are Snopes and Alt News and Social Media Hoax Slayer in India. The editor of the Indian newspaper Postcard News was imprisoned for disseminating rumors intended to sow conflict among different religious groups. It is a well-documented case of international online manipulation that Russia was accused of using bots and fake news to influence the 2016 US elections. In recent years, Russian meddling in elections in the United States and Western Europe has been the primary issue over content manipulation. Faced with increasing scrutiny in the aftermath of the Cambridge Analytical data scandal, Facebook has introduced a new set of restrictions designed to ensure authenticity and openness among advertisers and publishers in an effort to combat false news and political misinformation. According to the National Crime Records Bureau, the number of cases brought against individuals for 'circulating fake/false news/rumours' under Section 505 of the Indian Penal Code (IPC) grew by 214% in 2020. Media outlets in India should make fact-checking standard operating procedure and raise public awareness by reporting on the issue. In today's highly connected world, the rapid dissemination of false information is of grave concern. Recent law and order problems in Tamil Nadu can be traced back to a malicious disinformation effort in which social

media was used to spread false reports of violence against migrant laborers from Bihar. Even though the Tamil Nadu police were fast to respond and contradict these false allegations with accurate information, this instance demonstrates how fake news may undermine democratic institutions.

What is fake News?

"Fake news" refers to made-up stories that seem like those in the media but don't reflect the same editorial standards or goals. Conversely, fake news sites do not follow the same editorial standards and procedures as legitimate news organizations do. There is some overlap between fake news and other forms of information disorder, such as misinformation (inaccurate but well-intentioned) and disinformation (deliberately incorrect information).

LITERATURE REVIEW

In recent years, identifying fake news has been one of the most prominent study subjects (Sengupta et al. 2021). Before the advent of modern technology, yellow journalism was commonly used to disseminate false information for the purpose of spreading "glory news," such as humorous stories, accidents, gossip, and criminal reports (Islam et al., 2020). The properties of social media make it easier for fake news to propagate in the digital world, while a user may broadcast fake news to neighbors, their friends, and so on (Habib et al. 2019). Because of everyone's reliance on social media, misinformation can spread indefinitely (Singh and Sharma 2021). In addition, comments on fake news might change every time, which further undermines the credibility of actual news

and contributes to the rapid propagation of fake news (Yang et al. 2021). Whether it's governments or entire populations, fake news can have far-reaching consequences (Kim and Ko, November 2021). Detection methods for fake news sometimes include numerous methods, such as those based on machine learning, linguistic analysis, and prior knowledge (Vereshchaka et al., 2020). With the proliferation of mobile devices and the ease of WiFi connections, popular social media platforms like Twitter, YouTube, Instagram, Facebook, and WhatsApp have provided users with access to news and entertainment. Many different types of false news personas exist on social media and new media platforms (Sharma 2021). Despite having good benefits on society and social media, all technologies have their downsides (Mridha et al. 2021). Moreover, the latest research explores the numerous advantages of fake news detection.

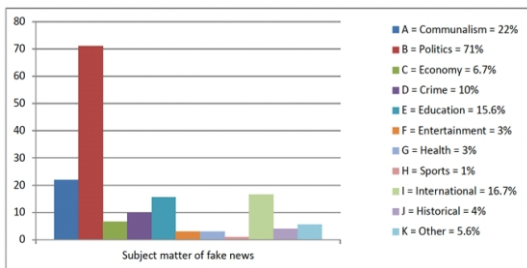


Figure 1: Subject Matter of Fake News

The proliferation of online media, social-networking sites, and news portals is largely attributed to the spread of fake news in recent years (Bondielli and Marcelloni 2019). While it is important to verify the accuracy of news reports, most people lack the skills to do so (Zhou and Zafarani 2020; D'Ulizia 2021). Researchers are encouraged to focus more

on methods for identifying bogus news. Several studies have focused exclusively on certain types of news, such as political or e-commerce reviews, but more work has been done recently to detect false news (Rama Krishna et al. 2021). As a result, they have built several features related to their interest and used some standard datasets to do so. Problems with dataset bias and subpar performance in recognizing off-topic news have plagued these experiments (Beer and Matthee, 2020). Therefore, it is important to evaluate various datasets on various models and investigate their efficiency or performances to see if these models are appropriate for various classes of news that are widely disseminated on social media (Ahmad et al., 2020). However, traditional investigations of fake news detection strategies tend to narrow their attention to either a small subset of models or a specific subset of the dataset (Dabbous et al., 2020a). Therefore, it is important to evaluate a model for identifying bogus news. The phenomenon of fake news, defined as intentionally deceptive information disseminated under the guise of news reporting (Tandoc, Lim, & Ling, 2018), has gained considerable attention in recent years due to its prevalence on social media platforms. Several scholars have explored the challenges posed by fake news, particularly in the context of social media.

One of the main challenges highlighted in the literature is the rapid spread and reach of fake news through social media networks. Allcott and Gentzkow (2017) found that false stories are more likely to be shared and spread on social media than

true stories. This can be attributed to the sensational nature of fake news, which often evokes strong emotional responses (Vosoughi, Roy, & Aral, 2018). Another challenge is the difficulty in identifying and distinguishing fake news from legitimate news sources. With the rise of user-generated content and the proliferation of online news outlets, it has become increasingly challenging for consumers to discern the credibility of news sources (Tandoc et al., 2018). Social media platforms, in particular, have been criticized for not doing enough to combat the spread of fake news and for providing a conducive environment for its dissemination (Allcott & Gentzkow, 2017). The impact of fake news on public opinion and behavior is also a significant concern. Research has shown that exposure to fake news can influence individuals' beliefs, attitudes, and voting behavior (Allcott & Gentzkow, 2017). This has raised concerns about the potential for fake news to manipulate public opinion and interfere with democratic processes (Tandoc et al., 2018). Furthermore, the challenges posed by fake news are exacerbated by the role of social media algorithms in amplifying content that is likely to engage users, regardless of its veracity (Pariser, 2011). This creates a feedback loop that reinforces the spread of sensational and misleading content (Vosoughi et al., 2018). In response to these challenges, various strategies have been proposed to combat the spread of fake news on social media. These include fact-checking initiatives, media literacy education, and algorithmic interventions to limit the visibility of fake news (Tandoc

et al., 2018). However, the effectiveness of these strategies remains a topic of ongoing debate, and there is no one-size-fits-all solution to the complex problem of fake news.

The proliferation of fake news on social media has garnered a lot of attention in recent years. Fake news is described as "intentionally deceptive information disseminated under the guise of news reporting" (Tandoc, Lim, & Ling, 2018). Several researchers have written about the difficulties associated with fake news, especially in the online social media sphere. The literature consistently calls attention to the problem of fake news and its quick dissemination via social media as one of the most pressing issues facing society today. Allcott and Gentzkow (2017) discovered that misleading stories are more likely to be shared and spread on social media than truthful stories. This can be linked to the sensational nature of fake news, which typically elicits strong emotional responses (Vosoughi, Roy, & Aral, 2018). It's also tough to tell fake news from real news, which presents its own set of problems. Consumers' ability to determine the veracity of news sources has gotten more difficult in recent years as a result of the expansion of online news outlets and the rise of user-generated content (Tandoc et al., 2018). When it comes to disseminating false information, social media sites have come under fire for allegedly not doing enough (Allcott & Gentzkow, 2017). Another major issue is the potential influence of fake news on public sentiment and actions. Fake news can affect people's opinions, attitudes, and even how they vote, according to studies

(Allcott & Gentzkow, 2017). Due to this, people are worried that fake news could sway public opinion and disrupt democratic processes (Tandoc et al., 2018). Social media algorithms also play a role in boosting information that is likely to interest consumers regardless of its validity, adding to the difficulties created by false news (Pariser, 2011). This forms a feedback loop that aids in the propagation of false and misleading information (Vosoughi et al., 2018). Many solutions have been offered to counter the proliferation of false information on social media in light of these difficulties. The visibility of fake news can be reduced by programs like fact-checking, media literacy education, and algorithmic interventions (Tandoc et al., 2018). There is no silver bullet to the complicated problem of false news, and the efficacy of these tactics is still up for dispute.

CAUSES OF FAKE NEWS IN SOCIAL MEDIA

Ease of Content Creation: One of the primary causes of fake news on social media is the ease with which content can be created and disseminated. Social media platforms allow virtually anyone to publish information without the need for editorial oversight. This low barrier to entry means that even individuals with malicious intent or those lacking credibility can produce and share content, making it challenging to discern the accuracy and authenticity of information.

Anonymity and Pseudonymity: Many social media users can remain anonymous or use pseudonyms, which can embolden them to spread false information without fear of accountability. This anonymity

reduces the personal consequences for sharing fake news and encourages the creation of deceptive content.

Profit Motives: Some individuals and entities intentionally create fake news for financial gain. Clickbait articles and sensationalized headlines can attract more website traffic, leading to increased ad revenue. This financial incentive drives the production and dissemination of false or misleading content.

Confirmation Bias: Social media platforms often use algorithms to curate users' news feeds based on their interests and past behavior. This results in users being exposed to content that aligns with their preexisting beliefs and opinions, reinforcing confirmation bias. People are more likely to believe and share information that confirms their existing views, even if it's untrue.

Echo Chambers and Filter Bubbles: Social media algorithms can create echo chambers and filter bubbles, where users are only exposed to information and opinions similar to their own. This insular environment can make it challenging for users to encounter diverse perspectives and reliable sources, further fueling the spread of fake news within like-minded communities.

Virality and Clickbait: Social media platforms reward content that generates engagement, such as likes, shares, and comments. This encourages the creation of sensationalized or emotionally charged content, often at the expense of accuracy. Fake news stories with provocative headlines are more likely to go viral, as users are drawn to clickbait.

Lack of Media Literacy: Many social

media users lack the critical media literacy skills necessary to evaluate the credibility of information sources. Without the ability to discern reliable news outlets from dubious ones, individuals are more susceptible to believing and sharing fake news.

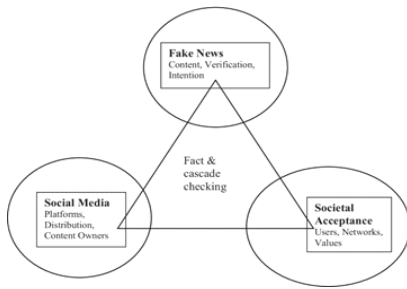


Figure 2: [Fake News on Social Media: The Impact on Society](#)

Political Polarization: Fake news often thrives in politically polarized environments. Partisan divisions can lead individuals to uncritically accept information that aligns with their political beliefs and reject information that contradicts them, making it easier for fake news to gain traction within specific political circles.

Algorithmic Amplification: Social media algorithms are designed to maximize user engagement, which can inadvertently amplify fake news. Content that generates controversy or outrage may be algorithmically promoted, further disseminating false or misleading information to a wider audience.

Foreign Influence and Disinformation Campaigns: State actors and other malicious entities may use social media to spread fake news as part of disinformation campaigns. These campaigns can be politically motivated and seek to

manipulate public opinion in other countries, leading to the cross-border spread of fake news.

CONSEQUENCES OF FAKE NEWS

Fake news spreads false or misleading information, eroding trust, influencing elections, exacerbating divisions, causing economic and health risks, hindering crisis management, and damaging personal lives. It threatens democracy, strains international relations, and carries legal consequences. It disrupts social cohesion, hinders issue resolution, undermines accountability, increases susceptibility to scams, and devalues expertise. Responding to fake news consumes resources, shapes policy decisions, normalizes deception, and poses national security threats. It also fuels conspiracy theories with potential harm.

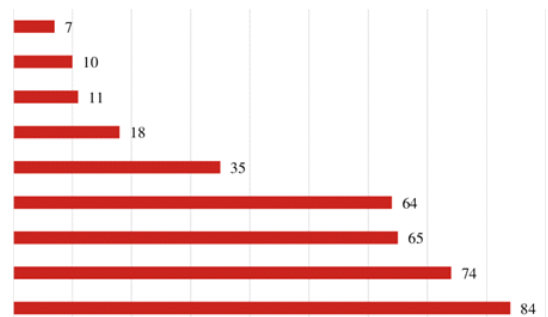


Figure 3: **Consequences of Fake News**

Suppression of Free Speech: In some cases, efforts to combat fake news may inadvertently lead to censorship and the suppression of legitimate free speech, raising concerns about freedom of expression. The proliferation of fake news places a significant burden on fact-checking organizations and journalists who work tirelessly to verify information

and correct falsehoods. As fake news gains prominence, the quality of information in the media landscape may deteriorate, diminishing the value of reliable reporting. Fake news is not confined by borders and can contribute to a global information disorder, affecting multiple countries and regions simultaneously. People exposed to fake news may become more susceptible to manipulation by malicious actors who use psychological tactics to exploit their beliefs and emotions. Fake news can discourage individuals from actively engaging in civic activities, as they may feel overwhelmed by misinformation or disheartened by divisive narratives. The spread of fake news can hinder the educational process by promoting false or incomplete information, potentially leading to misunderstandings and miseducation. Organizations, institutions, and individuals mentioned in fake news stories can suffer reputational damage, even if the information is later debunked. The dissemination of fake news can lead to economic disruption, such as boycotts of businesses or fluctuations in financial markets based on false information. The prevalence of fake news can normalize a general sense of mistrust, making it more difficult for society to function effectively and cohesively.

Freedom House's Freedom on the Net 2017 report

- At least 18 nations, including the United States, saw significant online manipulation and disinformation play a part in their elections in the past year.
- The Chinese and Russian regimes were the first to utilize covert ways

to manipulate internet discourse and silence critics over a decade ago, but the trend has now spread around the world.

- Paid Government Commentators: Opinion shapers are employed by governments in 30 countries, including Venezuela, the Philippines, and Turkey, to promote official government viewpoints, advance official agendas, and silence official government critics on social media. ¼
- Automated social media profiles are being set up by both state and non-state entities to influence online conversations.
- An estimated 75,000 Peabots, a colloquial term for automated Twitter accounts, have been used to drown out political opposition in Mexico.
- Activists' voices being drowned out online by bots spewing hate speech. The prevalence of false information has begun to obscure the truth.

A D D R E S S I N G T H E C H A L L E N G E O F F A K E N E W S

The media's role in perpetuating falsehoods and half-truths is a growing social problem. It's contributing to a toxic online environment and sparking street violence. There are over 35 crore internet users in India, making it easy for rumors, manipulated photos, click-baits, motivated articles, unverified material, and planted stories to spread quickly and effortlessly. There have been numerous cases of online

rumors directly resulting to the deaths of uninvolved people. Some ministers have been caught deleting tweets after discovering they had spread disinformation. WhatsApp is the medium most susceptible to the spread of false information in India. The millions of illiterate Indians who use mobile internet to innocently forward "good morning" greetings every day are considered to be the most vulnerable to the spread of disinformation. During the most recent Karnataka Assembly elections (2018), the media was bombarded with false information regarding competing parties and candidates. It's possible that it's not a coincidence that 76 of the 127 deaths reported worldwide between March 2014 and September 2016 were in India, where people were attempting to shoot selfies. Problematic and excessive smartphone and internet use persists.

Weakness in the Use of Digital Technologies: India's digital literacy percentage is still low, which makes it simple for false news to proliferate, as consumers typically do not have the skills to evaluate the legitimacy of news sources. About 70% of the population has either poor or no connectivity to digital services, as stated in the India Inequality Report 2022: Digital Divide. Only 2.7% of low-income households own a computer, and only 8.9% have access to the internet.

Political Use: During elections, fake news is frequently employed for political goals in India. It is difficult to regulate the dissemination of fake news since political parties utilize it to influence public opinion. India's fact-checking infrastructure is underdeveloped, with

several small, underfunded organizations (PIB fact check units) available to the public.

Scale: There are more than 1.3 billion people in India, making it tough to keep tabs on and control the country's huge and varied media landscape. Cases filed under Section 505 of the Indian Criminal Code (IPC) against persons 'circulating fake/false news/rumours' increased by 214% in 2020, as reported by the National Crime Records Bureau.

Lack of Penalties: As a result, it is difficult to stop people from creating and disseminating fake news because there are no strict punishments in place in India to prevent the spread of fake news.

Opacity of Social Media Platforms: Social media platforms are becoming the principal arena for public dialogue, but only a select few people exercise disproportionate influence there. Lack of openness by social media platforms is a major barrier to preventing the spread of false information. Unfortunately, even when platforms have made certain types of data public, the information is not always presented in a way that makes it simple to analyze.

Anonymity: The most well-known justification for anonymity is the desire to speak truthfully in the face of repressive governments or to prevent one's opinions from being associated with one's actual identity. While it's great that people may speak their minds without fear of retaliation, the potential for the spread of misleading information is exacerbated.

Rapid Spread: Social media platforms and online forums can allow fake news to spread rapidly, often reaching large

audiences before it can be verified or debunked.

Polarization and Confirmation Bias:

People tend to believe news that aligns with their existing beliefs, even if it's not true. This confirmation bias can make it difficult to correct misinformation once it has taken hold.

Difficulty in Verification: It can be challenging to verify the authenticity of information, especially with the rise of sophisticated deepfake technology and other forms of manipulation.

Impact on Democracy: Fake news can influence public opinion and voter behavior, potentially undermining democratic processes and institutions.

Limited Regulation: The regulation of online content is complex and varies by country. This can make it difficult to enforce standards for truthfulness and accuracy.

Crisis Situations: In times of crisis, such as during a natural disaster or a global pandemic, the spread of fake news can create panic and hinder the response efforts.

Sophisticated Techniques: The use of bots, troll farms, and other sophisticated techniques to amplify fake news makes it harder to identify the sources of misinformation and hold them accountable.

Global Challenge: Fake news is a global problem that crosses borders and can be influenced by foreign actors, making it harder to control and combat.

Impact on Trust: The prevalence of fake news can erode trust in media,

government, and other institutions, making it harder for people to discern what information to trust.

Technology Changes: As technology evolves, new platforms and communication channels can emerge, creating new avenues for the spread of fake news.

Fake News Damages: Popular Examples from India

- 2013 Muzzafarnagar riots: a false film stoked religious tensions.
- 'Jana Gana Mana' is the best national anthem in the world, according to UNESCO (WhatsApp). Assets belonging to Dawood around Rs 15000 Cr were seized in Dubai. (Zee News, ABP).
- Republic, Zee news, TOI, etc. all report that in the first hour after President Kovind's Twitter debut, he attracted 3 million followers.
- According to Zee News, Narendus's ascent to power was foreseen by Nostradamus. Video Shows Assault on Dying Woman (The Hindu)
- The Saudi fatwa that says men can eat their wives if they're hungry (AajTak). Putting a nano-sized GPS tracker in 2000 rupee notes (November 2016).
- Predicted Salt Shortage for November 2016
- Reports of kidnappings spark mob violence in Jharkhand.
- The Russian photo being used by the minister to demonstrate the LED-electrification of streets
- The Indian border was depicted

using a photo from the border between Spain and Morocco in the MHA's annual report.

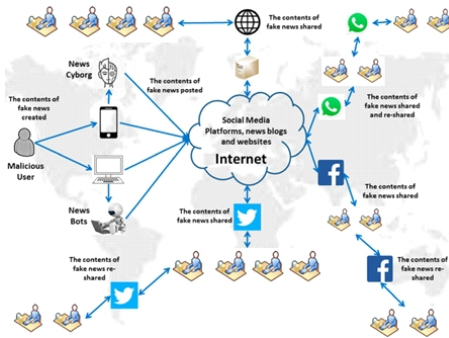


Figure 1: Propagation of Fake News on Social Media: Challenges and Opportunities

- Najeeb Ahmed, the missing JNU student, has reportedly joined ISIS.
- Tablighi Jamaat Event Blame (2020): In April 2020, there was a significant amount of fake news and misinformation surrounding the Tablighi Jamaat event in Delhi. False claims and misleading information were spread, blaming the entire Muslim community for the spread of COVID-19 in India.
- COVID-19 Misinformation (2020-2021): Throughout 2020 and 2021, a wide range of fake news and misinformation related to COVID-19 circulated in India. This included false cures, conspiracy theories, and inaccurate information about the virus's origins and transmission.
- Farmers' Protest Misinformation (2020-2021): During the farmers' protests in India in late 2020 and early 2021, various misleading narratives and fake news were

propagated by different parties to support their agendas. This included misinformation about the farm laws and the protests themselves.

- Fake COVID-19 Cures (2020-2021): Several instances of fake news involving alleged COVID-19 cures and preventive measures were widely shared. Some of these included unproven remedies like drinking cow urine or using certain herbs.
- Vaccine-Related Misinformation (2021): As India began its COVID-19 vaccination campaign in early 2021, fake news about the vaccines' safety and efficacy spread. Misleading claims and rumors about vaccine side effects were also common.
- Social Media Hoaxes (Various Years): False information and hoaxes on social media platforms were prevalent, affecting individuals and communities. These ranged from fake incidents of violence to fabricated stories about celebrities.
- Kerala Floods Misinformation (Various Years): During natural disasters like the Kerala floods in 2018 and subsequent years, fake news and doctored images were shared, often leading to panic and confusion. False claims about rescue operations and exaggerated casualty figures were among the misinformation circulated.
- Election-Related Fake News

(Various Years): Fake news often surfaces during elections in India. Misleading information about candidates, political parties, and voting processes can influence public opinion and the electoral outcome.

- **Religious Misinformation (Ongoing Issue):** India has seen instances of fake news related to religious tensions and communal violence. False narratives, edited videos, and manipulated images have been used to incite hatred and divide communities.
- **WhatsApp Rumor Mills (Ongoing Issue):** WhatsApp is a popular platform for the dissemination of fake news in India. False messages and videos, especially those related to health scares or communal tensions, tend to spread rapidly through private messaging.
- **Misinformation About Air Quality (Various Years):** In major Indian cities like Delhi, fake news and manipulated data regarding air quality levels are often shared to downplay the severity of pollution-related issues.
- **Fake Job Offers and Education Scams (Ongoing Issue):** Scammers often use fake news to lure individuals into fraudulent job offers or educational programs. These scams can lead to financial losses for unsuspecting victims.

LEGAL AND REGULATORY MEASURES

Regulation and Legislation to Curb Fake News in India

- In India, there is no law that explicitly prohibits "fake news." The right to freely publish news is implicit in the First Amendment's protection of free expression in Article 19.
- If the Press Council of India, a regulatory authority, determines that a newspaper or news agency has violated journalistic ethics, it may issue a warning, reprimand, or censure to the newspaper, news agency, editor, or journalist.
- The private television news and current affairs broadcasters are represented by the News Broadcasters Association (NBA). The self-regulatory group investigates criticisms about digital publications.
- The Indian Broadcasting Foundation (IBF) also investigates viewer complaints about offensive or otherwise problematic programming.
- Complaints against offensive or misleading programming on television can be filed with the Broadcasting Content Complaint Council (BCCC).
- Sections of India's criminal code could be used to combat hoaxes: To prevent the spread of false information, one can use the provisions of Code of Criminal Procedure sections 153 (willfully giving provocation with aim to

incite disorder) and 295 (injuring or defiling place of worship with intent to offend the religion of any class).

- If a person intentionally commits any of the offenses listed in Section 43 (damage to computer, computer system) of The Information Technology Act, 2000, he faces up to three years in prison and/or a fine of up to five million rupees (or both).
- A civil or criminal defamation case is another option for those who have been harmed by false news to pursue legal action. You can sue someone for defamation if they violate your rights under the Indian Penal Code's Sections 499 (defamation) and 500 (whoever defames another will be punished with simple imprisonment for a term which may extend to two years, or with fine, or with both).

Government Response and its Withdrawal, April 2018

- To combat false news across the media, the government modified the 'Guidelines for Accreditation of Journalists' on April 2, 2018, allowing for the suspension or revocation of accreditation for journalists prior to the conclusion of a recommended 15-day probe.
- In response to media criticism, it was rescinded within fifteen hours.
- The World Press Freedom Index (2017) ranks India at #136 out of 180 countries. 3/4
- Press freedom advocates forced the Rajiv Gandhi government to scrap

a defamation bill from 1988. This legislation was an attempt to criminalize 'criminal imputation' and 'scurrilous publications' in response to media coverage of corruption scandals like Bofors.

Efforts by the Government to Tackle Fake News

1. The Ministry of Electronics and IT formally announced changes to the Information Technology Rules, 2021 in April 2023 with the publication of the IT Amendment Rules, 2023. Important clauses about disinformation are as follows:

- The Central Government has decided to establish a fact-check unit, which will have the authority to flag as "fake" or "misleading" any information found online that relates to the Union Government.
 - The fact check team will request that any internet intermediaries remove any content that has been determined to be false. ISPs will be required to filter out websites hosting illegal material.
2. They fear losing their safe harbor, which protects them from litigation against third-party content, if online intermediaries do not delete such content.
- Making "reasonable efforts" to remove content "identified as fake or misleading" by the fact check unit is one way to combat the spread of disinformation online and is recommended by

the fact check unit as part of its mission to "reduce fake content."

3. Section 505 of the IPC addresses the dissemination of false information with the intent to cause panic or fear among the general population.
 - The dissemination of false information with the goal to instigate hate or violence between groups is a crime under Section 505 (1) of the IPC.
4. Provisions to limit the abuse of people' data on digital platforms are included in the Digital Personal Data Protection Bill 2023 (which has not yet been enacted).
5. Section 54 of the Disaster Management Act of 2005 criminalizes the dissemination of false information or false warnings about catastrophes with the intent to cause widespread fear among the general public.
6. The Counter-Terrorism Committee of the United Nations Security Council issued the Delhi Declaration in 2011: India has raised alarm over the rising prevalence of internet and other ICTs like social media.

Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021:

According to a proposed amendment to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, social media sites would be obligated to delete posts that

have been verified as false by the Press Information Bureau's fact check section. This regulation was made to prevent the proliferation of false information and propaganda on social media.

IT Act 2008: Crimes committed through the use of electronic means of communication are governed by Section 66D of the IT Act 2008. This includes legal action against those responsible for spreading hate speech online. Those responsible for disseminating disinformation via electronic means may face consequences under this statute.

Disaster Management Act 2005: The Epidemic Diseases Act of 1897 and the Disaster Management Act of 2005 (particularly during Covid-19) prohibit the dissemination of false information designed to incite widespread fear.

Indian Penal Code of 1860: It controls the spread of false information that could incite violence or smear someone's reputation. Individuals who disseminate false information with the intent to provoke violence or smear someone's reputation can be prosecuted under this law.

Global initiatives for controlling Fake News

Many nations are working to counteract the spread of false information by doing things like:

- A Disinformation Code of Practice has been adopted by the European Union (EU). This includes measures like transparency in political advertising, support for fact-checkers and researchers, tools to uncover deception, and steps to

discourage manipulative behaviour.

- The United Kingdom is now developing an Online Safety Bill that would mandate the regulation of harmful information on social media.
- The Turkish parliament passed a measure criminalizing the dissemination of false information, which may result in a prison sentence of up to three years for those responsible, including journalists and social media users.

WHERE DO WE GO FROM HERE?

Help people become more media literate as a means of countering fake news. People require training in how to assess information for accuracy, evaluate claims, and identify trustworthy news outlets.

Legal Reforms: There are regulations in place in India to combat disinformation, but they need to be enforced more strictly. The ever-changing nature of online media necessitates revisions to existing laws.

Journalism that is Responsible: Journalists must take responsibility for their work and act ethically at all times. Media outlets may help spread the word about the need of responsible reporting and double-checking their facts.

Inspire the Social Media Giants to do Something: It is imperative that social media sites take further measures to detect and remove false information. They can collaborate with fact-checking organizations and employ AI tools to spot instances of fake news.

Support Groups that Verify

Information: Organizations dedicated to fact-checking the news and educating the public about the dangers of fake news can play an important role. The government and the media should show their support and encouragement for these groups. Since its beginning in November 2019, the Press Information Bureau's (PIB) fact checks team has debunked 1,160 instances of incorrect information.

Encourage responsible social media use : The usage of social media is the personal responsibility of each user. They need to be more skeptical of the information they find online and less likely to forward fake news articles.

Encourage a Mindset of Questioning: Schools and communities must work to develop students' critical thinking skills. People need to be encouraged to question what they read and hear and to seek out credible sources of information.

Media Literacy Education: Teach people how to critically analyze news sources, check facts, and discern between credible and non-credible information. Educational programs can be implemented in schools, but also through public service campaigns and online platforms.

Fact-Checking: Encourage and support fact-checking organizations and initiatives. Fact-checking websites can help debunk false information, and social media platforms can use these resources to label or remove fake news.

Transparent Algorithms: Social media platforms can be more transparent about how their algorithms work. If people understand how certain stories or posts are being shown to them, they can better evaluate their credibility.

User Reporting Tools: Enhance the ability for users to report false information on social media platforms. This can help platforms identify and remove fake news more efficiently.

Collaboration with News Organizations: Social media companies can partner with credible news organizations to promote accurate information and reduce the visibility of false stories.

Critical Thinking: Foster critical thinking skills that help individuals question information, understand different perspectives, and make informed decisions.

Public Awareness: Raise public awareness about the problem of fake news and how it can manipulate opinions and behaviors.

Technology Solutions: Develop and implement technological solutions, such as artificial intelligence, to detect and limit the spread of fake news on social media platforms.

Promote Critical News Consumption: Encourage people to diversify their news sources and avoid echo chambers that can reinforce existing beliefs and misinformation.

CONCLUSION

The challenges of fake news in the era of social media are complex and multifaceted. The causes, consequences, and potential solutions discussed in this paper highlight the urgent need for a concerted effort by individuals, media organizations, social media platforms, and governments to combat the spread of fake news. As we continue to navigate the

digital age, addressing these challenges is paramount to preserving the integrity of information and the foundations of democratic societies. Oftentimes, the motivation behind the creation and dissemination of fake news is to advance one's political or electoral standing. Often government's own party and agency (via the hidden purchase of political ads and IT cells) may be engaged. This practice is on the rise, especially in countries like China and Russia that exercise extensive control over their citizens' access to the internet. Any future regulation to restrict fake news should take the complete picture into account and not blame the media and go for knee-jerk reactions; in this age of new media anyone can develop and spread new for undisclosed profits. Fake news control is difficult since failing to do so could cause national and international instability, while overreacting could undermine democracy. Public education, strengthened legislation, and the work of tech companies to develop proper algorithms for news curation are all necessary to combat content manipulation and fake news in order to restore faith in social media without jeopardizing internet and media freedom. 'Recognizing fake news' has been included to the curriculum in some Italian schools as part of an experimental program. India should also seriously stress cybersecurity, internet education, false news education in the academic curriculum at all levels.

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Digital Inclusion and Community Radio: Bridging the Information Gap in Rural Communities

* Dr Kiran Panchal

Abstract:

This study examines the complex interplay between digital inclusion, community radio, and rural development, with a specific emphasis on the contribution of community radio in addressing the information disparity within rural areas. This research examines the role of community radio in promoting digital inclusion via its facilitation of information access, promotion of community involvement, and empowerment of individuals in rural locations. The study is based on an extensive examination of relevant literature that incorporates ideas related to digital inclusion, the influence of community radio, and rural development. To gather data, a mixed-methods approach is used, which involves conducting qualitative interviews, surveys, and content analysis.

This study is mostly conducted within various rural areas, with case studies as the main framework. These case studies provide an extensive examination of the difficulties, possibilities, and levels of digital inclusion that exist within these communities. The conceptual framework

provides a framework for the analysis of crucial factors, such as digital literacy, technological accessibility, and community engagement. Through the use of both quantitative and qualitative data analysis techniques, this research aims to elucidate the complex processes by which community radio facilitates digital inclusion and, therefore, fosters rural development.

The results of this study shed light on the significant impact that community radio has in promoting digital literacy, facilitating community engagement, and meeting the specific information requirements of those living in rural areas. This discussion provides an analysis of the aforementioned results in relation to the wider body of research about digital inclusion and the influence of community radio. It emphasizes the practical implications that these findings have for policymakers, community radio stations, and stakeholders engaged in rural development projects.

The present study undertakes a complete examination of pertinent theoretical frameworks pertaining to digital inclusion,

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the influence of community radio, and the advancement of rural development. Through the synthesis of different viewpoints, the study produces a comprehensive conceptual framework that provides guidance for the investigation of several aspects, such as the impact of community radio on the improvement of digital literacy and the facilitation of access to pertinent information.

The research used a mixed-methods methodology, using qualitative interviews, questionnaires, and content analysis techniques. The study methodology has been carefully crafted to effectively capture the wide range of experiences found within rural communities. This approach enables a comprehensive and detailed comprehension of the many obstacles and possibilities associated with digital inclusion. Case studies conducted in various rural situations provide valuable insights into the intricate dynamics that are at play.

The conceptual framework serves as a guiding framework for the identification and operationalization of crucial factors, including digital literacy, technological access, and community engagement. By conducting a comprehensive analysis of data, including both quantitative and qualitative results, this study aims to elucidate the complex effects of community radio on digital inclusion and, subsequently, rural development.

Introduction

The transformative power of digital technologies in shaping contemporary societies is undeniable, yet the benefits are

not evenly distributed [Norris, P. (2001)]. The term "digital divide" encapsulates the persistent gap in access to and utilization of digital technologies, with rural communities often bearing the brunt of this disparity [Norris, P. (2001)]. Rural areas, characterized by geographical remoteness and limited infrastructure, face challenges in accessing and harnessing the potential of digital tools for socio-economic development.

Digital inclusion, a concept rooted in the principles of social equity and justice, seeks to bridge this divide by ensuring that all individuals, regardless of their geographical location or socio-economic status, have equitable access to and utilization of digital technologies [Norris, P. (2001)]. However, achieving digital inclusion in rural communities requires a multifaceted approach that considers the unique challenges and opportunities present in these contexts.

Statement of the Problem

Rural communities experience a distinct information gap that impedes their ability to participate fully in the digital age. Limited access to the internet, technological illiteracy, and the absence of relevant local content contribute to this gap, hindering the potential benefits that digital technologies can bring [UNDP. (2019)]. As a result, rural populations often find themselves excluded from crucial information related to healthcare, education, agricultural practices, and government services.

Amidst these challenges, community radio has emerged as a powerful tool for

information dissemination in rural areas [Wilson, E. J. (2004)]. Community radio stations, often run by local communities for local communities, have a unique ability to connect with the grassroots. Their localized content, community-centric programming, and the oral tradition of storytelling align seamlessly with the cultural fabric of rural societies [Wilson, E. J. (2004)]. However, the potential synergy between digital inclusion initiatives and community radio remains an underexplored terrain.

Objectives of the research

1. Examine the Function of Community Radio in Rural Areas Regarding Information Dissemination.
2. Evaluate the Effects of Community Radio on Information Disparity.
3. Specify the obstacles and prospects that arise from the amalgamation of community radio and digital inclusion.
4. Suggest Strategies to Augment the Collaborative Capabilities of Community Radio and Digital Inclusion Initiatives.

The objective of this research is to examine the complexities associated with community radio and digital inclusion, with the intention of determining how their convergence can be enhanced to foster rural communities that are better informed, more empowered, and more

interconnected.

Assess the Present Condition of Digital Inclusion in Rural Communities: The objective of this study is to conduct a comprehensive examination of the digital environment as it currently stands in rural regions. Through the evaluation of accessibility to digital technologies, degrees of technological literacy, and the presence of pertinent content, a thorough comprehension of the present condition of digital inclusion shall be cultivated.

It is crucial to comprehend the intricacies of community radio and its efficacy in engaging with audiences in rural areas. This objective entails an analysis of the extent, consequences, and obstacles encountered by community radio stations operating in rural areas.

This research endeavour will examine the concrete results that arise from community radio endeavours. Through an examination of case studies and testimonials, this research endeavours to evaluate the extent to which community radio aids in narrowing the information divide in rural communities.

It is critical to acknowledge the potential obstacles and prospects for cooperation that may arise between community radio and digital inclusion initiatives. The aim of this objective is to uncover obstacles and determine strategies for successful integration.

The research will provide practical suggestions for improving the collaboration between community radio and digital inclusion initiatives, with the ultimate goal of increasing their combined

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influence on rural communities.

Statement of the Problem

Rural communities have a unique knowledge deficit that hinders their full engagement in the digital era. The limited availability of internet connectivity, lack of knowledge and skills in using technology, and the unavailability of locally relevant information all contribute to this gap, impeding the potential advantages that digital technologies may offer². Consequently, rural residents often experience exclusion from vital information pertaining to healthcare, education, agricultural practises, and government services.

In the face of these difficulties, community radio has arisen as a potent instrument for the distribution of information in rural regions. Community radio stations, often managed by local communities for the benefit of local communities, has a distinctive capacity to establish connections with the grassroots. Their material that is specific to a particular area, programming that focuses on the community, and the practise of storytelling via spoken words fit well with the cultural values of rural societies³. Nevertheless, the unexplored potential collaboration between digital inclusion efforts and community radio has yet to be fully investigated.

Methodology

This study employs a qualitative research approach to thoroughly investigate the interdependent connection between digital inclusion and community radio in rural areas. The research will use qualitative methodologies such as conducting in-

depth interviews and using theme analysis to elicit detailed insights and narratives.

The method of purposive sampling will be used to carefully pick individuals who possess a wide range of viewpoints. The key informants will consist of community radio broadcasters, local community leaders, and citizens who have diverse experiences in digital inclusion and community radio in rural areas.

The collection of comprehensive qualitative data will be achieved via conducting face-to-face in-depth interviews. The purpose of open-ended questions is to investigate participants' perspectives, encounters, and stories on the impact of community radio in sharing knowledge and its connection with digital inclusion. The interviews will be recorded in audio format, with the participants' agreement, in order to guarantee precision during later analysis.

Data analysis refers to the process of inspecting, cleaning, transforming, and modelling data in order to discover useful information, draw conclusions, and support decision-making.

The qualitative data will be analysed using thematic analysis to discover and examine reoccurring themes and patterns. The procedure includes the methodical encoding, classification, and analysis of participants' replies. This technique enables a comprehensive comprehension of the intricacies associated with digital inclusion and community radio in rural environments.

In order to strengthen the validity of the qualitative results, a process called member checking will be used. This

involves giving participants the opportunity to examine and confirm the accuracy of the interpretation of their remarks. In addition, the researcher will use peer debriefing and reflexivity to guarantee their knowledge of possible biases and how they may affect the study.

This study complies with ethical protocols, guaranteeing that participants provide informed permission, maintaining anonymity, and safeguarding their rights. Participant privacy will be protected by the use of secure storage mechanisms and anonymization of all data.

Limitations

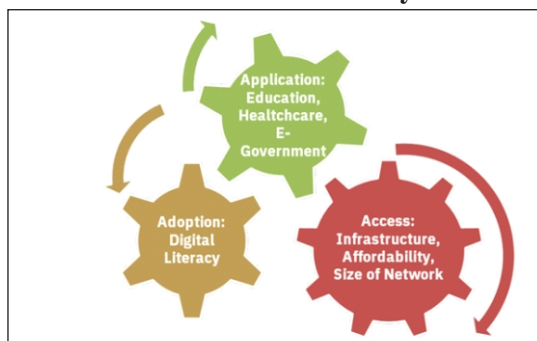
Qualitative research offers comprehensive insights, but its conclusions may be limited to particular contexts and not readily applicable to situations outside of the chosen rural areas. Moreover, the replies of participants may be subject to the effect of social desirability bias.

This qualitative technique aims to reveal the first hand experiences and viewpoints of those living in rural areas, therefore enhancing our comprehension of the interaction between digital inclusion and community radio.

This study used open-ended questions during in-depth interviews to investigate the interaction between digital inclusion and community radio in rural areas. During this process, Radio Broadcasters, Community Leaders, and a few Residents participated in a debate that centred upon the unique characteristics of rural places that should be considered when creating digital inclusion efforts. The gathering also sought to collect the future vision for the role of community radio in fostering digital

inclusion in rural regions. The main emphasis was on improving the collaboration between digital inclusion initiatives and community radio to benefit the community.

Figure 1: Framework for Measurement of Digital Inclusion Radio broadcasters who serve the local community:



Source: Adapted from <https://digitalinclusion.umd.edu/content/what-digital-inclusion>

Community radio has served as a crucial means of support during times of crisis. During the floods, we disseminated live alerts, evacuation protocols, and organised relief efforts. We have gotten positive comments from locals who attributed our broadcasts to life-saving outcomes. Nevertheless, maintaining this influence beyond emergencies is a difficulty, and we are investigating methods to include digital platforms for ongoing involvement. We have seen a favourable influence on computer literacy, especially among elderly individuals. The response to our programmes on using cell phones and accessing internet services has been quite favourable. Nevertheless, there are difficulties in ensuring a continuous and uniform level of digital involvement. Continuously striving to maintain a balance between conventional radio material and digital efforts is a persistent endeavour.

Community leaders:

Community leaders play a crucial role in this process. Community radio serves as a focal point for distributing local notices and advertising events. Our partnership with government-led digital literacy seminars resulted in a notable rise in participation subsequent to its promotion on our broadcasts. The difficulty is in maintaining interest beyond the first awareness, and we are investigating methods to establish digital literacy as a continuous collective endeavour.

The convergence of digital inclusion and community radio has great potential. The community radio station has played a crucial role in raising awareness about government initiatives pertaining to digital literacy. Nevertheless, in order to have the greatest influence, it is necessary to implement more focused efforts that are specifically designed to meet the distinct requirements and preferences of our citizens.

Inhabitants:

Obtaining access to digital technology in our neighbourhood might be difficult because of restricted connection. Community radio has served as a vital resource for us, offering essential information on healthcare services, government initiatives, and facilitating our connection to the wider digital realm. Nevertheless, obstacles such as network disruptions hinder our capacity to fully exploit digital prospects. We commend the efforts to close this disparity.

By use of community radio, I have acquired knowledge about cell-phones,

internet services, and digital literacy programmes. The radio transmissions in our regional vernacular enhance the sense of connection. Notwithstanding the advancements made, obstacles such as network dependability and the need for practical instruction endure. We anticipate increased concentration of efforts in these specific domains.

Questions for General Reflection:

In our society, traditional practises have significant importance, hence any digital inclusion approach must uphold and include our cultural norms. Customised training programmes that take into account our specific requirements, including the integration of local languages and real-life illustrations, would be advantageous. Implementing this method would guarantee that digital activities are in harmony with our cultural values and promote increased acceptance and engagement.

Cultural elements have a significant influence on our community. Utilising community radio stations that broadcast in our local dialects is more effective in connecting with communities. In order to enhance cooperation between digital inclusion programmes and community radio, it is essential to facilitate community-led dialogues to verify that these activities are in accordance with our core principles. The incorporation of inclusion will augment the efficacy of these activities.

Anticipating the Future:

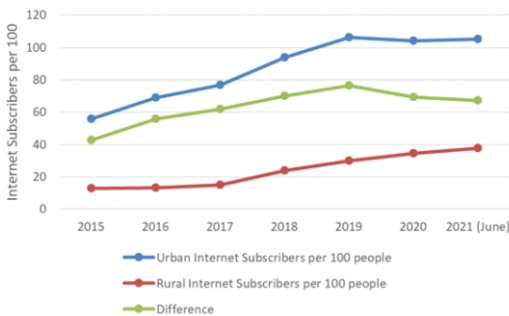
When we imagine the future, we anticipate that community radio will transform into a

vibrant centre for teaching digital skills. To enhance digital literacy, it would be beneficial to include interactive sessions, engage local influencers as digital advocates, and use social media channels. The objective is to provide a holistic ecosystem that effortlessly combines conventional and digital information channels.

With the progress of technology, we hold the belief that integrating pictures into radio broadcasts has the potential to bring about significant changes. This has the potential to augment comprehension of digital ideas, particularly for those with weak reading skills. Furthermore, it would be advantageous to investigate collaborations with technology businesses to develop community-oriented digital solutions, such as customised applications that answer specific local requirements.

Digital Inclusion in Rural Communities

Figure 1.2: Urban and Rural Internet Subscribers per 100 Population 2015-2021



Source: TRAI PIR Reports 2015, 2016, 2017, 2018, 2019, 2020 and 2021

Digital inclusion refers to the capacity of people and groups to effectively use information and communication technology. It is well acknowledged that facilitating digital access and promoting

the adoption of internet use have beneficial effects on the development and welfare of communities. Experiencing digital isolation may have a detrimental effect on an individual's capacity to acquire knowledge and improve their economic, social, and civic participation prospects. Social segments that lack access to digital resources are more prone to experiencing disadvantages in areas such as education, healthcare, financial services, employment, and social recognition. Frequently, persons with little education and means, such as rural inhabitants or ethnic minorities, are denied access to these resources. The disparity between those who possess wealth and those who do not is influenced by several causes, not just restricted to internet connectivity, but mostly by its utilisation. Digitally inclusive society can only be accomplished when all persons possess the capacity to use the advantages provided by ICTs. The concept of digital inclusion encompasses matters pertaining to opportunity, access, knowledge, and competence.

Numerous researchers and policy makers have made efforts to precisely define digital inclusion by establishing criteria that facilitate its quantification.

While the concepts of empowerment and participation are considered significant in comprehending digital inclusion, the measurement mostly relies on access and use as the key determining factors.

This study lays a large emphasis on the relevance of digital inclusion in rural areas, with a particular emphasis on the provision

of equitable and equal access to digital technology as well as the utilisation of digital technology in regions that are geographically remote and often overlooked. For the purposes of this investigation, the term "digital inclusion" refers to the existence of digital infrastructure, the level of expertise that people possess in the use of technology, and the integration of digital tools into activities that are performed on a daily basis. Therefore, it is vital to get a full awareness of the current state of digital inclusion in rural communities in order to properly place the significance and potential of community radio in these settings into correct context. It is possible that the benefits that digital technologies have the potential to provide might be hampered by obstacles such as limited access to the internet, a lack of technical understanding, and the absence of digital content that is appropriate in the local area. The purpose of this project is to research digital inclusion in rural regions, with a particular emphasis on determining the specific needs and challenges that are there. This study will serve as a foundation for evaluating the role that community radio plays in shortening the digital divide and fostering a digital environment that is more welcoming to people of all backgrounds. The purpose of this investigation is to shed light on the intersection between digital inclusion and community radio, with the ultimate goal of making a contribution to the development of strategies that improve the overall well-being and empowerment of people living in rural regions.

Role of Community Radio

This research places significant emphasis on the function of community radio, which serves as a robust and regionalized communication medium that is crucial for the distribution of information in rural areas. Community radio stations, which are frequently managed and operated by the local populace, play a vital role in disseminating pertinent news, cultural programming, and pragmatic guidance that is specifically designed to address the community's requirements. Within the framework of this research, comprehending the function of community radio necessitates an analysis of the ways in which these stations contribute to the dissemination of information, foster community involvement, and uphold the social cohesion of rural communities as a whole.

Residents rely heavily on community radio for communication, particularly in regions where access to mainstream media or the internet is scarce. The utilisation of regional dialects in broadcasts increases the content's accessibility and relatability, thereby cultivating a sense of community and collective identity. The objective of this research is to investigate the manner in which community radio aids rural communities in accessing information, with a specific focus on digital inclusion.

In addition, community radio possesses the capacity to enhance consciousness and engagement in a multitude of endeavors—including initiatives aimed at promoting digital literacy, governmental schemes, and community-initiated undertakings. Through its capacity to connect conventional digital

communication methods with contemporary approaches, community radio has the potential to significantly impact the digital literacy and general welfare of rural communities.

Fundamentally, comprehending the function of community radio in this study necessitates delving into its diverse ramifications on the dissemination of information, safeguarding of cultural heritage, and promotion of community agency within the distinctive milieu of rural environments. An examination of the intersection between community radio and digital inclusion initiatives will yield significant knowledge regarding the possibility of mutual benefit between these domains. This, in turn, will aid in the formulation of more efficient approaches to comprehensive community development.

Bridging the Information Gap

In rural areas, there is sometimes a significant disparity in the availability and accessibility of essential information compared to urbanised regions. The existence of this gap may be attributed to several causes, including restricted availability of mainstream media, technical difficulties, and a dearth of material that caters to the unique requirements of rural communities.

The study aims to comprehend the role of community radio as a dynamic catalyst in reducing the disparity in access to information. Community radio stations, which function inside and for local communities, has a distinct capacity to provide culturally relevant, linguistically comprehensible, and context-specific

information. An analysis of the function of community radio is crucial for understanding the ways in which these localised channels help to educate and empower rural communities.

Furthermore, the research examines the potential synergy between digital inclusion projects and community radio in addressing the information disparity. This entails evaluating the effects of digital literacy initiatives, the accessibility of online resources, and the incorporation of digital technologies to improve the spread of information in rural areas.

The research focuses on the theme of "Bridging the Information Gap" and aims to explore the interdependent connection between community radio and digital inclusion. It seeks to provide a thorough comprehension of how these approaches can collaboratively enhance the accessibility, relevance, and inclusivity of information for people living in rural areas. The primary objective is to ascertain efficacious tactics that enable communities to get the necessary knowledge for flourishing in the digital era.

Conclusion

This study explores the complex dynamics of connecting rural communities by addressing the information gap. It specifically examines the relationship between community radio and digital inclusion programmes. The issues mentioned, such as poor connection, technology literacy limitations, and resource limits, highlight the complex nature of the impediments that rural populations have when trying to access and

use digital information.

Nevertheless, within these difficulties are substantial prospects. To effectively tackle the mentioned difficulties, it is crucial to provide community radio stations with technology resources, develop customised digital literacy programmes, encourage collaborative alliances, and establish novel content distribution channels. These options not only strengthen the function of community radio in spreading information but also enable citizens to efficiently navigate the digital realm.

The convergence of community radio and digital inclusion efforts offers a potential opportunity to enhance information accessible in rural regions. This study promotes an inclusive strategy that recognises the cultural sensitivities and distinct requirements of each community. It emphasises the need of respecting local values while also embracing the transformational capabilities of digital technologies.

Capacity development plays a vital role in bridging the knowledge gap. To maximise the advantages of digital inclusion, it is crucial to provide resources towards training programmes for both community radio staff and citizens. Furthermore, it is essential to promote government assistance and policies that prioritise the inclusion of digital infrastructure in rural regions in order to provide a favourable climate for long-lasting transformation.

As we adapt to the changing world of

technology and communication, it is crucial to see bridging the information gap as more than just a technical project, but as a comprehensive community development effort. The localised aspect of community radio, along with deliberate initiatives to use digital technology, has the potential to revolutionise the way information is obtained, exchanged, and utilised in rural areas.

This study highlights the significant potential for transformation that arises from the combination of community radio and digital inclusion. Through tackling obstacles and capitalising on favourable circumstances, we establish the path for a rural population that is more interconnected, knowledgeable, and empowered in the era of digital technology.

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How Indian Press is adapting to the Changing Media Environment: A Study of the Indian National Newspapers

*Chitralkha Agrawal **Dr. Sayan Dey

Abstract

The Indian media landscape is transforming as a result of digitalization, and traditional print media are experiencing significant income losses. The corona pandemic has made things worse for the Indian press, making it more challenging for Print Media to maintain its competitive edge in a market that is becoming more digitally fractured and digitized. Newspapers have shifted to new revenue-generating models based on technical advancement and digital forays. Realigning products and business strategies to address operational issues in the globalized market are currently a serious concern for all media businesses. The current study aims to comprehend the technological changes that the Indian legacy media is going through, as well as the challenges and viewpoints that it must overcome to stay profitable and competitive. The study is based on qualitative information that was gathered through semi-structured interviews with the business managers and editors of India's top four national newspapers, and

discusses how newspapers' production, distribution and revenue streams management is adapting to the technologically rebuilt globalised market.

Keywords: Changing media, Newspaper management, Print media, Media and technology, Media business.

1. Introduction:

The Indian media industry has been undergoing major transition due to the digitalization of content and changing consumer preference (Rao, 2019). News production process, distribution networks and advertising revenue are shifting on digital space at a rapid speed after Covid pandemic that caused legacy print media suffer significant advertising as well as subscription revenue losses (Kohli-Khandekar, 2021). With an increasingly fragmented market, it has become challenging for newspapers to maintain their competitive edge, necessitating the adoption of new revenue-generating models through innovative digital forays and continuous technological innovation (Kung 2017; Kohli-Khandekar, 2021).

Previous studies by Indian scholars

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highlight how the newspaper organizations have forayed in digital space with news websites, YouTube channels, podcasts, news apps and strong social media presence. They are making aggressive efforts to gain as much market space as they can in digital news market (L. Hemlata, 2020). Multimedia content production is high in the print media companies and their digital wings are witnessing an unprecedented growth with online platforms emerging as dominant news distribution channels (Tambat 2018, Behera 2019, Gupta, 2021). With decreasing number of ads and readers, there are many challenges print media industry is facing in order to remain competitive and relevant in the market. Organizations are making changes in their newspaper management process as well as revenue models to both keep up with the market and to gain profits (Khandekar, 2013). It is important to study the changing market environment of print media to understand its economic and operational challenges that digital media has posed before the newspaper organizations of India and which are the steps they are taking to keep the business afloat.

Conceptual Framework:

The study uses concepts of business model given by Osterwalder & Pigneur (2010) to explain the effect of digital technology primarily on the revenue streams and the distribution channels of newspapers. The scholars explain business model as a plan or strategy that a company uses to create, deliver, and capture value for its customers and stakeholders and it outlines how a company will generate revenue, make a profit, and sustain its operations over time

(Osterwalder & Pigneur, 2010). A business model typically includes following components: value proposition, customer segments, distribution channels, revenue streams, cost structure, key activities, key resources, key partnerships and customer relationships.

By developing a clear and effective business model, companies can better understand their customers' needs, create products or services that meet those needs, and ultimately build a sustainable and profitable business (Osterwalder & Pigneur, 2010, Chesbrough 2010, Zott et al. 2011, Osterwalder et al. 2014). While revenue streams refer to the sources of income that a company generates through its products, services, or other business activities; they can take various forms, depending on the nature of the business. For example sales revenue, subscription revenue, advertising revenue, transaction fees, service fees etc., are different revenue sources (Linder & Cantrell 2000, Chesbrough & Rosenbloom 2002, Teece 2018). Distribution channels on the other hand are the mediums or ways through which a company delivers its products or services to the customers (Osterwalder et al. 2014).

The researchers study the top 4 legacy newspaper brands of India; Dainik Jagran, Amar Ujala, Times of India, and Hindustan Times through qualitative methods to find out the answers of the following research questions:

1. How new media technology has affected the business and news production process of legacy print media organizations in India?

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2. Which are the new challenges newspaper industry of India is facing?
 3. Which are the new revenue streams and distribution channels that have been adopted by the Indian print media?

It is significant to highlight that the researchers in this study, approach the digital offerings of the newspaper firms as the extensions of print media business, which have been viewed as necessary for market survival and sustainability. Both formats (legacy print paper and their digital extensions) despite being entirely distinct and having separate production and distribution requirements have been handled as a single composite unit in this study to comprehend and clarify the current economic situation of legacy print media.

2. Review of Literature:

The effect of technology on print media business has been a subject of keen interest of many past global and Indian scholars. International Scholars like Picard (2003, 2012, 2016, 2018), Audenhove et al (2008) have been researching the trend since very early. They have given important insights about how the digital journalism would change the press scenario. Kung (2017) is another scholar who studied the transition of US newspapers from print to technology and enlisted the challenges it posed for legacy media. Indian scholars like L. Hemlata (2020), Behra (2019), Tambat (2018) studied Indian newspapers to find out how the digital technology is causing shift changes in the newspaper business in India. In a recent study, Gupta (2021)

pointed out that the use of social media to consume, create and distribute media content is high among newspapers and it is emerging as a dominant news distribution platform. Kshetri & Voas (2018), Ali & Pathak (2019) studied how the digitalization has caused the complete overhaul of the traditional newsroom while Parashar & Dash (2018) studied Times of Indian newspaper to find out how the press reporters are working as multimedia reporters to keep up with the needs of digital news platforms. Khandekar (2013), a prominent author on the writings of the business of Indian news papers has noted that the media companies are losing print advertising revenue due to digital proliferation. She, in her recent work (Kohli-Khandekar, 2021) has specified how the Covid era has proved to be a difficult time for newspaper business with most of them losing physical product subscriptions and shifting to digital at a great speed. Jain (2020) also noted the trend. But there clearly exists a research gap in how technology has affected the business practices of print media products and which are the new revenue streams Indian newspapers are developing to stay profitable in the market.

3. Methodology:

Semi structured interviews of the business/marketing/sales and editorial professionals of Dainik Jagran, Amar Ujala, Times of India and Hindustan Times editions of Delhi, UP and Haryana were conducted to find the answers of the research questions. The respondents were selected through purposive sampling on the basis of following common features:

- Editorial: The respondent working in the capacity of editor in the selected newspaper's organizations or having experience of working in editorial section for 15 years.
- Business: A marketing, sales or advertising professional in the chosen organization having an experience of 15 years working with print media.

There were 18 semi-structured interviews in total. Purposive sampling was used to choose the respondents since it best matched the study's goals and its purpose. Not all people working in the capacity of journalists or executives are aware of the new business and editorial issues print media is currently facing, as well as its strategic response and preparation to tackle those market challenges. Only top-level employees of the company are aware of these exclusively strategic information domains because they are all responsible for analyzing market difficulties, developing strategies, and creating execution plans. As a result, through the use of purposive sampling, the respondents who could respond to the research questions were chosen. Secondary data was collected from the websites of all three

SN	Organization	Editors	Sales/ Marketing/ Advertising Professionals	Total no of respondents
1	Amar Ujala	2	2	4
2	Dainik Jagran	3	2	5
3	The Times of India	2	3	5
4	Hindustan Times	2	2	4

newspapers.

Table#1: Demography of the respondents: SN Organization Editors Sales/ Marketing/ Advertising

Professionals
Total no of respondents
Amar Ujala 2242
Dainik Jagran 3253
The Times of India 2354
Hindustan Times 224

4. Results and Findings:

4.1 Effect of technology and the challenges:

All the respondents clearly hint that new media technology has had a significant impact on the news producing process while mostly negatively affecting the business of legacy media firms. Speedy digital technology proliferation post 2016 when due to inexpensive data availability people started shifting to digital media for news consumption. They faced reader fragmentation as a result of the accessible and low-cost (usually free) availability of internet news material with an abundance of options. An increasing proportion of young people prefer digital platforms to newspapers for news consumption. As a result ad revenue also gradually started shifting from print to digital. Newspapers were witnessing slow growth in subscription and sales revenue till 2020, but the drastic hit came during and after corona years.

As stated by the editor, Dainik Jagran-Pandemic years (2020-2021) further created the dent in legacy media's business as circulation of newspapers went down steeply. Physical newspaper was seen as an infection carrier and for many months people halted taking newspapers completely. It was a good habit forming time when traditional newspaper readers started consuming news through digital media. It came as a big challenge for newspaper organizations that observed

both their advertising and subscription revenues went down.”

The major challenges included not only to run the business despite the profit crunch but to also put efforts in bringing back the reader base and adding new readers. The most common challenges respondents from all three newspapers zeroed in were 1- dealing with the cash crunch owing to a loss in advertising and subscription revenue, 2- finding ways for content innovation to meet the need of customers and to retain both the existing readers and advertisers.

Effect of technology on other components of business models

Value proposition: The value proposition is enhanced for both the business and the end customers. Better cross promotion deals, product and service sample, consumer feedback collection, contextual advertising, and PR editorials for businesses are all part of the b2b value proposition. A variety of content, including personalized, hyper-local, and specialty material, adds value for end customers. Readers are also provided value-added, cost-effective bundle subscription options.

Customer segments: The diversity of material targets all types of customers and market sectors. Newspapers may now easily target niche audiences with the help of digital offerings.

Cost structures are being simplified through cost-cutting methods such as personnel retrenchment, the elimination of unneeded or rudimentary phases in the manufacturing process, and the use of the internet.

- The generation of news for multimedia is now one of the key activities.
- Key resources include the editorial team of the legacy media, social media and online platforms such as Twitter, Facebook, and WhatsApp, Instagram and other similar mediums that generate news.
- Key partnerships in news arena are being formed mainly with digital content hosts like Google and FB that help keep the content of a particular news media accessible.
- Customer relationship is an important part that is formed through ensuring active participation of consumers in various activities and events.

All the respondents acknowledged that the rise of digital media has had a negative impact on the growth of traditional print media business. Readers are quickly converting to digital. As a result, traditional media outlets are keener than ever to increase their news offerings through digital channels. They have established sophisticated, cutting-edge digital wings in their organizations that are disseminating content via websites, YouTube channels, news apps, podcasts, social media platforms, and independent third-party apps. The brand name has is a valuable asset that aids in market expansion and shifts the credibility of legacy media to its digital as well as other revenue streams. Brand names give an edge to the media organizations which are facing fierce competition in digital market

from both traditional and global competitors as well as from individual writers.

An important observation made by the respondents was that the power to make social and political effect that was previously held by legacy media has now migrated to social media.

4.2. Effect on news production process:

The process of producing news is expensive and involves expenses for the newsprint paper, editorial work, publication, and distribution. Three factors have significantly influenced newspaper production: 1- the introduction of the internet and mobile in news gathering practices, 2- the shift in distribution channels from only physical to hybrid or phygital (a combination of physical and digital), which altered news production demands, and 3- the cost-cutting strategy adopted by print media organizations as a result of a decline in business revenue. The following common changes have been seen in the news production processes:

- The use of mobile phones and the internet has expanded, which helps to reduce field reporting costs.
- While all three newspapers having established state-of-the-art digital wings, the production process have changed from print media to multimedia.
- The physical newspaper team that collects news and distributes it to digital wing counterparts remains the fundamental news gathering team.
- Digital wing reporting is primarily restricted to desk reporting, which

includes desks such as lifestyle desk, social media desk, national desk, and entertainment desk.

- Investigative reporting is declining due to time and economic constraints.
- The editorial department of a newspaper is still the backbone of its digital production, which has helped it gain a competitive advantage in the market.
- Hyper-local content is in great demand and is being generated as a top priority in order to gain customers in both existing and new markets.
- The editorial workforce of the newspaper is being reduced, whilst the digital newsroom is expanding with the addition of web-savvy (mainly young) employees.

4.3. Evolution of distribution Channels and evolution of Revenue Streams::

Distribution channels include physical circulation, online distribution through websites and social media, apps, podcasts and distribution through third party apps as well as directly on host platforms through RSS feed. Interestingly, not only the new distribution channels, innovative distribution models are also being adopted that include:

1. Institutional distribution in hospitals and industries; where the newspapers would be distributed on subscription basis for a definite time span (mostly for a year). The model is same as TOI's NIE

(newspaper in education) model.

2. Smart Distribution: To strengthen distribution in the geographical areas that are more relevant from advertising point of views.

- Digital distribution channels for e-papers include websites and mobile apps.
- Distribution channels for digital news content include website, Apps, podcasts, RSS feed, third party apps and social media websites.

If we talk of revenue streams, advertising is still the primary revenue source for print media, but the model has moved from physical to 'phygital' (a term coined by a TOI respondent) which is a hybrid of newspaper and digital space advertising and subscription. It should also be highlighted that, despite significant increase in digital advertising, it contributes for only 5-6% of print advertising revenue, with digital aggregators such as Google and Facebook accounting for the majority of the digital revenue pie. The following are the primary revenue streams for the legacy media:

1. Phygital advertising
2. Phygital subscription
3. Client solutions that is mainly B2B revenue generation system, in which print media organizations give solutions to the advertising, promotion as well as sampling

needs of advertisers.

4. Events
5. Selling of editorial space for publication relation purposes
6. Diversification in other businesses

5. Discussion

As Mathai & Jeswani (2021) recommended the integration of print and digital business for the survival of legacy media in future, this particular study observed the practical application of the advice by all four newspapers in the shape of a hybrid 'phygital' business model. The majority of consumer durables and FMCG advertising has switched to digital media, and all three newspapers that operate in both digital and physical mediums strive to offer their clients the finest hybrid promotion options in order to maximize income. It is crucial to understand that digital advertising accounts for only a minor portion (5-6%) of the total print advertising income. So even if the percentage of digital advertising has increased manifold (by 35%) in comparison to print, it is not generating as much profit as print advertising does. As a result, cost cutting strategies have become an important aspect of media management in today's digitalized world. Bureau offices are being shut, employees are being retrenched and resources and production processes are being streamlined using creative methods, as an efficient cost-cutting technique. As news is now produced for multimedia, the news production process has become faster and more complex. Increased Use of mobile phones and internet for news gathering

practices is both a necessity and need of today's news operations as it helps in, 1- lowering the expense of field reporting and 2- expediting news gathering process. It lets the newspaper brand gain a competitive edge by breaking news in the digital consumer market.

The findings are similar to that of the Indian as well as global researchers and establish the homogeneity of the responses print media worldwide has generated to sustain in market (see Parashar & Dash 2018, Kohli-Khandekar 2021, Kung 2017). As distribution outlets and income models have evolved, so have the needs for news production and the skill set required for news publication. The traditional working staff of newspapers has borne the brunt of the trend, with those who were unable to upgrade their skill set to fit in a digitalized newsroom being retrenched or facing little to no career progression.

A key discovery is that the digital wings make the best use of legacy media resources. All the senior journalists and their sources are supplying a ready journalism network to the newly formed digital wings. Another significant asset that offers all newspapers an advantage over other companies in the digital industry is their brand name. All organizations make continuous efforts to maintain the brand name and to increase brand equity in order to leverage the market presence and business. The trend was also observed by the previous researchers (see L. Hemlata 2020). Despite all the resources and advantages, the road to success is not simple for legacy media.

Newspapers, like the new digital

distribution channels, are also attempting to implement new distribution models for their print media products. The respondent from the Times of India marketing team explained how the firm is using the smart distribution approach to increase subscriptions in places that are most profitable from an advertiser's perspective. Similarly, a Jagran respondent explained how their sales staff is attempting to increase subscriber revenue through institutional distribution, a tactic similar to TOI's newspaper in education (NIE) initiative. This demonstrates how legacy media teams, in addition to developing in the digital market, are working hard to find new markets for their core print product. The evolution of revenue streams by newspapers may also be seen in the age of digital dominance. They are primarily concerned with phygital advertising revenue, phygital subscription revenue, client solution revenue, and advertorial revenue.

Event organization is another essential revenue source that not only helps in obtaining significant profits from advertisers and sponsors, but is also critical for brand building and customer acquisition. That is why each of the three newspapers hosts three to four events per year. They have all diversified into various business areas and their brand name is the major asset that aids and simplifies that diversification. The legacy media does not want to leave any stone unturned in saving and monetizing its print legacy, nor does it want to fall behind the emerging digital news market. A concerted effort is being made to get the optimum combination of both.

The most difficult tasks are ensuring content innovation and retaining newspaper business. Although having a digital wing as business extension is the need of the hour and is witnessing high and speedy growth, no media organization wants their print publications to become obsolete. In fact it is an important base that helps in customer acquisition in digital media outlets of the company. Also, because of the social nature of Indian readers, all respondents from all three media groups feel that the newspaper business will survive for a long time, but that it will never regain its former splendour. As also claimed by Aneez et al. (2016), despite registering a slow growth, the core print product of all three organizations continues to become the main revenue generator and played key role in online customer and business acquisition. A critical challenge however, is to prevent newspaper cannibalization by its digital arm. This is a severe problem that foreign experts have found as well (see Kung 2017). The editor, digital content, Amar Ujala, deems it a key issue that many media organizations are debating and attempting to resolve.

6. Conclusion

As new media technology has negatively impacted the newspaper business due to the convenience and choices it offers to the readers and affordable as well as scientific advertising facility it provides to the advertisers, the legacy print media are struggling to maintain their relevance in the market through the promotion of innovative content and the introduction of new revenue streams. With so many

options for readers in the current globalised media world, it can be difficult to remain competitive with traditional material. As a result, the print media firms are experimenting with creative digital content to attract readers. The profits are shifting to a "phygital" model, where advertising is still the main source of income. Although the majority of advertising has moved online, newspapers are having a difficult time transitioning their subscription revenue online. Print media is witnessing this shift through the rapid and urgent need-of-the-hour move from print to digital, as well as the growth of digital wings and the contraction of print staff and editorial operations. It is crucial to note that the print legacy brand continues to be the main asset of the print media industry that not only lends legitimacy to the digital excursions, but also aids in consumer and business growth. The study concludes that print media in India is employing both tried and tested tactics as well as creative techniques to capitalize on the digitalized market and stay up with changing economic realities.

Limitations: The researchers faced a communication barrier in the shape of the news media professionals' concern and hesitation about sharing the information of the organizations they work with because of organizational regulations. They requested that their identities should be kept private.

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Impact Of Visual Content On Brand Engagement In Content Marketing

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Abstract

The increase in technology use has created communication channels that have facilitated essential connections, particularly between geographically separated people. Although the Internet-enabled service was developed to improve communication by disseminating knowledge and encouraging interpersonal interaction, its rising popularity suggests that it has a tremendous potential to act as a new efficient platform for starting business transactions and processes known as Social Commerce.

The study analyses are intended to assist practitioners and academics in determining if multimedia may effectively be the driving force behind the adoption of social media, particularly in firms that entail social engagement with customers. The research focuses on how this fact might be established through social media adoption and acceptance of the Internet application. By conducting an online poll with actual Twitter users, this case study aimed to analyse the current pattern usage of commercial social media sites.

Keywords – Social commerce, content marketing, brand engagement¹.

Introduction

Visual material is essential for attracting consumers' attention and boosting their engagement with company messages. In a content marketing setting, studies show the importance of visual cues like captivating graphics and videos in grabbing and holding consumers' attention.

Strong brand-consumer interactions can be facilitated by the evoking of emotional responses through the use of visual content. According to research, emotionally engaging visual material increases brand engagement and creates favourable brand connections.

Visual content can be a potent tool for telling stories and communicating brand messages. Brands may successfully communicate their values, mission, and brand stories through visual components, forging a stronger bond with consumers.

1.1 Social Sharing and Virality:

Compelling Visual material is more likely to be shared on social media, which raises brand awareness and user engagement. According to studies, visual content is crucial in promoting social sharing and creating viral marketing impacts.

1.2 User-Generated Visual Content: The growth of user-generated content (UGC) has impacted brand engagement tactics. Brand engagement and authenticity can be significantly impacted by consumers' engaged creation and sharing of visual material related to businesses.

1.3 Emerging Technologies: Technological advancements like augmented reality (AR), virtual reality (VR), and interactive visual elements provide new opportunities for visual content marketing. These innovations let users interact with material in fresh ways, delivering immersive experiences and boosting brand engagement.

In conclusion, visual material is essential for brand engagement and content marketing. Its capacity to draw viewers in, arouse feelings, enable storytelling, and promote social sharing helps to increase brand engagement and loyalty. The results of this assessment of the literature emphasize the value of visual content in modern marketing strategies. Further study is required to examine the effects of new technologies and how they might be incorporated into visual content marketing strategies as technology advances. Marketing professionals may design effective ways to engage and connect with their target audience in an increasingly visually driven digital landscape by understanding and utilizing the power of visual content.

2. Objectives

1. To determine the effectiveness of visual content in increasing brand engagement in content marketing.
2. To identify the most engaging types of

visual content in content marketing.

3. To investigate which social media platforms are most effective for visual content marketing.
4. To provide insights into how visual content can be used to increase brand awareness and recognition.
5. To contribute to the existing literature on the importance of visual content in content marketing

3. Methodology

1. Conduct a literature review to understand the current state of knowledge on visual content in content marketing and brand engagement.
2. Design and distribute a survey to collect data on consumer engagement with different types of visual content in content marketing.
3. Synthesize the findings from the literature review, survey, interviews, and social media analysis to draw **c o n c l u s i o n s** and make recommendations for visual content marketing strategies.

4. Literature review

In order to interact with consumers and foster brand loyalty, content marketing has emerged as a critical corporate tactic. Marketers have been investigating how visual content affects brand engagement in content marketing due to the growth of social media platforms and the growing significance of visual content. The purpose of this survey of the literature is to give a broad overview of the field's body of work.

The value of visual material in content marketing has been emphasised by several research. According to a Hubspot

study from 2015, social media postings containing images got 150% more retweets than ones without (Hubspot, 2015). Buzzsumo also found that Facebook posts with photographs had 2.3 times higher engagement than ones without images (Buzzsumo, 2017). These results imply that visual material can greatly boost brand engagement in content marketing.

An excellent strategy for raising brand identification and awareness is visual content. Here are some methods for leveraging visual content to accomplish these objectives:

Maintain a consistent brand throughout all visual content using the same colours, fonts, and logos. This continuity promotes brand recall and contributes to developing a recognizable brand identity.

4.1 Infographics and Data Visualization: Produce infographics and visualizations that are visually appealing to deliver information clearly and excitingly. These shareable visual formats can raise awareness of your brand by being spread via social media and other venues. Utilize memorable and eye-catching images that complement the tone and values of your brand while being of a high calibre. A memorable image increases the likelihood that it will be shared and can help your viewers form a lasting impression.

4.2 Video storytelling: Use videos to convey engrossing tales about your brand. Storytelling stirs the heart and forges a closer bond with the audience. Videos can make a lasting impression and increase brand identification, featuring testimonials, behind-the-scenes footage,

or imaginative storytelling.

Encourage your audience to produce and distribute visual material featuring your brand. In addition to fostering a sense of community, user-generated material acts as genuine social proof for your business, enabling it to reach a larger audience.

4.3 Collaborations with influencers: Increasing the awareness of your brand by working with influencers who support it. Influencers can provide aesthetically engaging material for their devoted audience, highlighting your goods or services, increasing your reach and building brand recognition.

Use platforms primarily focused on visual material, such as Instagram, Pinterest, and TikTok, to engage with them. Use relevant hashtags, engage with your audience, and frequently upload aesthetically appealing and shareable content to increase discoverability.

4.4 Include interactive components in your visual material, such as polls, quizzes, and augmented reality (AR) or virtual reality (VR) experiences. In addition to engaging your audience, these interactive formats can produce memorable experiences that raise brand awareness.

4.5 Maintain a continuous and active presence on the most relevant digital platforms. To keep your brand visible and in the minds of your target audience, share graphic content frequently through your website, blog, social media platforms, and email newsletters.

However, marketers must ensure their visual content is relevant and contextually appropriate to effectively engage with their target audience.

4.6 Social Media Metrics And Visual Content Marketing.

Social media metrics are numerical statistics that are used to examine and assess the efficiency of social media marketing campaigns. The following essential metrics can offer insightful data when assessing which platforms are best for visual content marketing:

a. Reach The total amount of distinct users who have seen your visual content. It shows the size of your audience's prospective audience and the accessibility of your content on a specific platform.

b. Impressions: The total number of times that consumers have seen your visual content on their displays. It displays how frequently visitors see your material in their feeds or timelines.

Engagement Measurements

c. Likes: The number of users who have shown support and interest by liking your visual work.

The quantity of user-generated comments on your visual material reflects interaction and engagement.

d. Shares: The number of times viewers have distributed your visual material among their own networks is a sign of its virality and wide distribution.

The percentage of visitors who click on a link or call-to-action in your visual content to go to a particular location (such as a website or landing page) is known as the click-through rate (CTR). It gauges how well traffic and conversions are generated.

e. Conversion Rate: The proportion of users who, after engaging with your visual

content, took the intended action (such as making a purchase or subscribing to a newsletter). It evaluates how effective your content is at generating. It evaluates how well your material produces significant results.

f. Follower Growth: The rate at which your social media following expands. It shows the expansion and potential audiences reach of your brand.

g. Audience Demographics: Details on your social media audience's attributes, including age, gender, location, and interests. You can evaluate how well a platform fits your target audience by knowing the demographics of your audience.

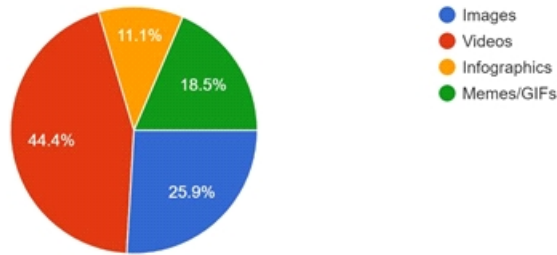
h. Engagement Rate: The proportion of your audience or followers who interact with your visual material by liking, commenting on, and sharing it. It gauges how actively and interactively the audience participates.

i. Virality: The rate and extent to which your visual material is shared and engaged with on social media networks. It suggests the possibility of improved brand exposure and organic reach.

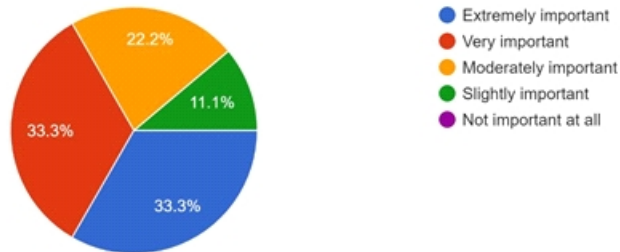
5. Findings & Analysis of the Study

A survey was designed and distributed to collect data on consumer engagement with different types of visual content in content marketing and analyze the survey data using statistical methods to identify the most engaging types of visual content.

Which types of visual content do you find most engaging?

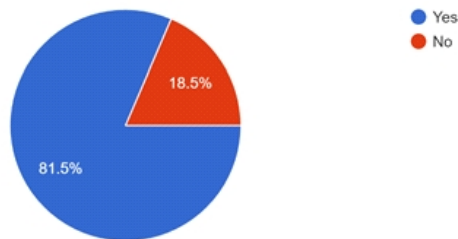


How important is high-quality visual content in capturing your attention?



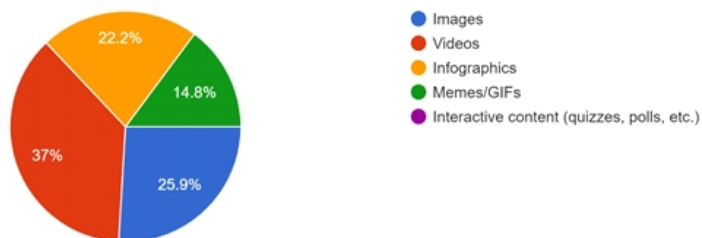
Have you ever made a purchase or taken any action (such as signing up for a newsletter or attending an event) after engaging with visual content in content marketing?

3

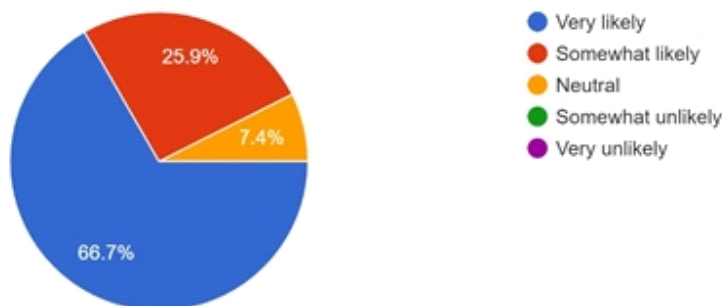


if you answered "Yes" to the previous question, which type(s) of visual content prompted you to take action?

1



How likely are you to share visual content that you find engaging with your friends or social media followers?



5. 1 Synthesize the literature review, survey and social media analysis findings to draw conclusions and recommend visual content marketing strategies.

In light of the discoveries from the study, meetings and virtual entertainment examination, we can compose the data to reach determinations and make proposals for visual substance-promoting techniques. Here is a synopsis of the vital discoveries and relating proposals.

- **Most Captivating Sorts of Visual Substance:**

As the review and virtual investigation indicated, recordings and pictures were reliably distinguished as the most captivating kinds of visual substance.

- **Proposal:** Spotlight on making great recordings and outwardly engaging pictures to catch crowd consideration and increment

commitment.

- **Factors Impacting Visual Substance Commitment:** The review uncovered that elements like pertinence, profound allure, uniqueness, and lucidity of message altogether impacted visual substance commitment.

Suggestion 1: Guarantee your visual substance is pertinent to your interest group, inspires feelings, stands apart with exceptional and imaginative components, and conveys an unmistakable message.

Decisive Stages for Visual Substance Showcasing: The virtual entertainment examination demonstrated that Instagram and YouTube reliably performed well regarding reach, commitment, and transformation rates for visual substance promoting.

Proposal 1: Distribute assets and spotlight endeavours on Instagram and

YouTube to use their visual-centred nature and dynamic client base.

Client Created Content and Force to be reckoned with Coordinated efforts: The overview and writing audit featured the viability of client produced content and powerhouse joint efforts in visual substance advertising.

Suggestion 2: Urge your crowd to make and share their visual substance highlighting your image, and team up with significant powerhouses to enhance your image's scope and validity.

Intuitive and Vivid Encounters: The writing audit and study underscored the effect of intuitive and vivid visual encounters on commitment and brand review.

Proposal 2: Integrate intuitive components, for example, tests, surveys, expanded reality (AR), or computer generated reality (VR) encounters, to make noteworthy and connecting with visual substance encounters.

Suggestion 3: Reliable Marking and Narrating: The writing survey and meetings featured the significance of reliable marking and narrating in visual substance advertising.

Proposal: Keep up with steady marking components across your visual substance and use narrating procedures to associate

with your crowd profoundly and fortify memorability.

Suggestion 4: Observing and Enhancement: The web-based examination underlined the significance of persistently checking measurements and adjusting procedures in light of information driven bits of knowledge.

Suggestion 5: Consistently track and dissect virtual measurements, try different things with various visual substance organizes, and advance your procedures given the presentation results.

Suggestion 6: Interest group Understanding: Discoveries from the overview and writing survey stressed the meaning of understanding your interest group's inclinations, socioeconomics, and conduct.

Suggestion 7: Put resources into statistical surveying and crowd investigation to acquire knowledge into your leading interest group's inclinations, interests, and web-based entertainment utilization propensities to tailor your visual substance.

Conclusion

By combining these discoveries, brands can upgrade their visual substance-promoting systems by zeroing in on drawing in video and picture content, utilizing stages like Instagram and

YouTube, consolidating intelligent encounters, using client-created content and powerhouse coordinated efforts, keeping up with predictable marketing, and constantly checking and advancing their endeavours given information driven bits of knowledge. Figuring out the interest group and conveying meaningful and genuinely engaging substance will additionally fortify the effect of visual substance advertising techniques.

Conclusion

In content marketing and brand engagement, visual material is crucial. Its capacity to draw viewers in, arouse feelings, enable storytelling, and promote social sharing helps to increase brand engagement and loyalty. The results of this assessment of the literature emphasize the value of visual content in modern marketing strategies. Further study is required to examine the effects of new technologies and how they might be incorporated into visual content marketing strategies as technology advances.

Marketing professionals may design

effective ways to engage and connect with their target audience in an increasingly visually-driven digital landscape by understanding and utilizing the power of visual content.

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Indian Knowledge, Tradition, and Communication: A Tapestry of Wisdom

*Miss.Rashmi Pandey

Abstract:

The tapestry of India's knowledge tradition is an intricate mosaic, reflecting the profound interplay of wisdom, tradition, and communication within the Indian context. This abstract offers a glimpse into the profound connection that exists in India between knowledge, tradition, and communication. Indian knowledge tradition, a repository of wisdom that spans millennia, encompasses a multitude of domains, including philosophy, science, mathematics, spirituality, and art. Anchored in ancient texts such as the Vedas, Upanishads, and epic narratives like the Mahabharata and Ramayana, this tradition has been molded and reshaped over time through a dynamic fusion of ideas and influences. Central to this tradition is the belief that knowledge is a living entity, constantly evolving, and transmitted from one generation to the next. Communication serves as a linchpin in the preservation and dissemination of this profound knowledge. The oral tradition, characterized by the 'guru-shishya' (teacher-disciple) relationship, has been a cornerstone of Indian learning for centuries. This personalized method of knowledge transmission ensures that

wisdom is not merely accumulated but also embodied and experienced by each successive generation.

Title:

Indian Knowledge, Tradition, and Communication: A Tapestry of Wisdom

India, a land of immense diversity, has long been celebrated for its rich tapestry of knowledge, tradition, and communication. Rooted in ancient wisdom and spanning millennia, India's cultural heritage has left an indelible mark on the world. This article delves into the multifaceted dimensions of Indian knowledge, the resilience of its traditions, and the ever-evolving modes of communication that have shaped this vibrant nation.

Ancient Wisdom and Indian Knowledge Systems

Indian civilization is one of the oldest in the world, with a history that stretches back thousands of years. Throughout this expanse of time, India has nurtured a remarkable array of knowledge systems. The Vedas, ancient scriptures dating back to around 1500 BCE, are revered as the foundational texts of Hinduism and contain profound insights into philosophy, spirituality, and ethics. These texts, along with other classical scriptures like the

Upanishads and the Bhagavad Gita, form the bedrock of Indian philosophy.

One of the most significant contributions of Indian knowledge systems is the development of mathematics. Ancient Indian mathematicians, such as Aryabhata and Brahmagupta, made pioneering discoveries in algebra, geometry, and trigonometry. Their work laid the foundation for modern mathematics and helped shape the way we understand numbers and their properties.

Medicine in India has its roots in the ancient texts known as the Charaka Samhita and the Sushruta Samhita. These texts, dating back to the 6th century BCE, provide comprehensive insights into Ayurveda, an ancient system of medicine that emphasizes holistic well-being and natural remedies. Ayurveda continues to thrive in India and around the world as a complementary healthcare system.

The Indian knowledge system also made significant strides in astronomy and astrology. The Surya Siddhanta, an ancient treatise on astronomy, provides calculations for the motion of celestial bodies and the measurement of time. Indian astrology, known as Jyotisha, remains a deeply ingrained part of Indian culture, guiding decisions and life events based on celestial alignments.

Traditions as Living Threads

India's traditions are like living threads that weave through the fabric of everyday life. These traditions are deeply rooted in spirituality, religion, and cultural practices that have been passed down through generations.

Religious diversity is a hallmark of India. Hinduism, Buddhism, Jainism, Sikhism,

Islam, Christianity, and various tribal and indigenous belief systems coexist in this land. The tradition of religious tolerance and pluralism is a testament to India's ability to embrace diversity. This pluralism has enriched Indian culture, leading to a multitude of festivals, rituals, and ceremonies that are celebrated with great fervor across the country.

Yoga and meditation, deeply rooted in Indian tradition, have gained global prominence for their holistic approach to physical and mental well-being. Yoga, with its various schools and styles, continues to attract practitioners from all over the world. It serves as a bridge between ancient wisdom and modern lifestyles, promoting harmony, balance, and mindfulness.

The concept of dharma, or one's duty and moral responsibility, is another vital aspect of Indian tradition. Dharma guides individuals in leading ethical lives and fulfilling their societal roles. This concept has shaped Indian society for centuries and continues to influence moral and ethical decision-making.

Indian art and culture are also reflections of its rich traditions. Classical Indian dance forms like Bharatanatyam, Kathak, Odissi, and Kathakali are steeped in mythology and spiritual themes. Traditional Indian music, with its diverse instruments and vocal styles, has captivated audiences worldwide. Indian literature, from the epics of the Mahabharata and the Ramayana to the works of Rabindranath Tagore and R.K. Narayan, showcases the depth of Indian storytelling and literary prowess.

Communication: Ancient Roots,

Modern Transformation

Communication in India has undergone a remarkable transformation, reflecting the country's evolving identity on the global stage. In ancient times, communication primarily took place through oral traditions, including storytelling, epic recitations, and the passing down of knowledge from generation to generation. The oral tradition remains vital in India, as storytelling continues to be an integral part of Indian culture.

The invention of scripts and written languages in India was a significant milestone in the history of communication. Sanskrit, one of the world's oldest languages, served as the foundation for many Indian languages. The development of scripts like Brahmi and Devanagari facilitated the preservation and dissemination of knowledge through written texts. The use of palm leaves, birch bark, and later paper, allowed for the creation of enduring literary and religious works.

The advent of printing technology in India, following the introduction of the printing press by Europeans, revolutionized the dissemination of knowledge. It played a pivotal role in the spread of ideas, literature, and newspapers during the colonial period and the subsequent fight for independence.

In modern times, India has witnessed a digital revolution that has transformed communication in unprecedented ways. The country's IT sector has become a global powerhouse, with Indian professionals contributing significantly to the technology industry worldwide. The widespread adoption of smartphones and

the internet has connected millions of Indians to the global digital ecosystem, enabling communication, education, and commerce on an unprecedented scale.

The rise of social media in India has given voice to diverse perspectives and enabled the rapid dissemination of information and opinions. Platforms like Facebook, Twitter, and Instagram have become integral to political discourse, social activism, and cultural expression. Additionally, homegrown platforms like WhatsApp and TikTok have further reshaped the way Indians communicate and share content.

However, this digital transformation has also brought challenges, including concerns about the spread of misinformation and the impact of social media on mental health. India's communication landscape continues to evolve, with policymakers and citizens grappling with these complex issues.

Preserving the Past, Embracing the Future

India's ability to preserve its ancient knowledge systems while embracing modern communication technologies is a testament to its adaptability and resilience. Efforts to digitize ancient texts, manuscripts, and cultural artifacts are ongoing, ensuring that this wealth of knowledge remains accessible to future generations.

The Indian education system plays a pivotal role in transmitting traditional knowledge and fostering critical thinking. Institutions like the Indian Institutes of Technology (IITs) and Indian Institutes of Management (IIMs) are globally renowned for their contributions to

science, technology, and business. At the same time, institutions like the National Institute of Fashion Technology (NIFT) and the National School of Drama (NSD) celebrate and promote traditional arts and crafts.

The government of India, recognizing the importance of cultural preservation, has designated numerous sites, including UNESCO World Heritage Sites, to protect and promote India's cultural heritage. These efforts aim to ensure that the architectural wonders, historical monuments, and ancient temples continue to stand as testaments to India's glorious past.

Conclusion:

Indian knowledge, tradition, and communication are intertwined elements of a vibrant and dynamic culture that has thrived for millennia. India's ancient wisdom continues to inspire and guide individuals around the world. Its traditions, steeped in spirituality and diversity, are a source of strength and resilience. The ever-evolving modes of communication in India reflect its capacity to adapt to the changing times while preserving its deep-rooted heritage. As

India forges ahead in the 21st century, it does so with the knowledge that its past is a wellspring of wisdom, and its traditions are the foundation upon which it builds its future.

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A STUDY OF YOUTH PERCEPTION ON SELF REALIZATION IN MEDIA IN INFORMATION ERA

*Miss Iram Tasleem

ABSTRACT

At present times when deluge of information and news have been produced in every second by media houses, the common man is hardly getting any time to ponder upon the its content and contextual meanings. Besides, information and communication technology has digitalized and drastically changed the needs and aspirations of the consumers. In this scenario there is clarion call for self realization in media in order to cultivate mindfulness and broadening of intellectual horizon for self development and making progress in the journey to effectively use and gratify ones own needs through media. Self realization can be defined as the path which involves the elaborate process of knowing oneself and leads people to a meaningful and fulfilling life. The present paper will focus on the challenges and opportunities in self realization in media. The focus group discussion will be used as a research methodology to understand various connotations , arguments and perceptions to attain deeper understanding of the topic. Media students of Haridev Joshi University of Journalism And Mass Communication from both academics and who are working also as professionals will be selected as sample to study the subject.

KEYWORDS- Self Realization, Media,

News, Communication, Information, Digital, Technology

INTRODUCTION

"Self-realization" in the context of media typically refers to the process of individuals or characters in media coming to a deep understanding and awareness of their true nature, purpose, or potential. It involves a journey of self-discovery and personal growth that may be depicted in various forms of media, including literature, film, television, or digital content.

In storytelling, self-realization often serves as a significant theme or character arc. Characters may go through challenges, conflicts, or transformative experiences that lead them to a profound realization about themselves, their values, or their place in the world. This realization can bring about positive change, personal development, or a shift in perspective of the audience.

For example, a character might initially be unaware of their strengths, weaknesses, or the impact of their actions on others. Through the course of the narrative, they might confront their own limitations, face difficult truths, or achieve a deeper understanding of their identity. This self-awareness can lead to personal growth, empathy, or a reevaluation of priorities. In summary, self-realization in media refers to

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the depiction of characters undergoing a process of self-discovery and achieving a profound understanding of themselves, often resulting in personal growth and transformation.

According to James (1890), a person's self is the —sum total of all that he callshis. He was the first person who suggests that people have many —selves, such asreal self, ideal self, and social self. Jersild (1965) emphasizes on concept of self, thatthe self, as it finally evolves, is made up of all that goes into a person's experiences of his individual existence.

It is a person's —inner world.It is a composite of a person's thoughts and feelings, strivings and hopes, fear and fantasies, his view of what he is,what he has been, what he might become, and his attitudes pertaining to his worth.

Allport (1961) describes self in this way, that the self is something of which we are immediately aware. We think of it as the warm, central, private region of our life. As such it plays a crucial part in our consciousness (a concept broader than self), in our personality (a concept broader than consciousness), and in our organism (a concept broader than personality). Thus it is some kind of core in our being. (Hurlock 1988).

Understanding of self offers a foundation for one's experience of being in the world and a tool for a person or group to coordinate joint action and move towards cherished goals.

REVIEW OF LITERATURE

An article given by Ania Molenda (2017) described collective identity that according sociological definition, collective identity is about a group's common interest, experience and solidarities. It helps to express people's belonging, shared idea of political and

cultural realm.

Jonathan M. Cheek and Stephen R. Briggs (1982) their study focuses on the relationship between social and personal aspects of identity with public and private self consciousness. They identify that public self consciousness is correlated significantly with the social aspect of identity and on other hand private self consciousness is correlated significantly with personal aspect of identity. Yadollah Mehri, Seyed mostafa Salari, Milad Sabzeharaye Langroudi, and Hamid Bahramzadeh (2011) They study to find out the relationship between differentiation of self and aspect of identity (AIQ-IV). They identify with regression analyses that aspect of differentiation of self will influence aspects of identity. They concluded that individuals who were emotionally reactive and less able to regulate their emotions, having difficulty in maintaining a clear sense of self in relationship and who engage themselves either in emotional cut-off or fusion with others, experienced the greatest interpersonal distress and psychological problem. In contrast they also found that those who were better able to emotionally regulate, think clearly under stress, and stay in good emotional contact with others. They added that they maintained a clear sense of self in those relationships, reported the highest level of psychological and interpersonal well-being.

John J. Sosik, Jae Uk Chun, Weichun Zhu (2013) says that their results revealed that there

is a sort of positive relationship. They say that follower psychological empowerment mediates the differential interactive effects of leader charisma and constructive and destructive narcissism on follower moral identities.

RESEARCH METHODOLOGY

This research paper is based on qualitative analysis. Film analysis has been adopted as research method aimed textual analysis of films and visual media to explore themes, genres, narrative structures, visual aesthetics to various aspects including techniques to find out their types and importance of portrayal of self realization in the media.

FINDINGS

Achieving self-realization in media involves carefully crafting narratives, character development, and thematic elements to guide audiences through a journey of self-discovery. Here are several key elements and techniques that creators often use to portray self-realization in media:

A) Through character and their journeys- In television serials and films Introduce characters with distinct traits, strengths, and flaws. Establish their initial state, which may include ignorance about themselves or a lack of awareness regarding their potential. Through conflict and challenges these characters confront their weaknesses, fears, or misconceptions. These challenges can be external or internal, but they should be significant enough to catalyze personal growth. The resistance adds depth to their journey and makes their eventual realization more impactful. Example- Beautiful film "Wake Up Sid" (2009) the protagonist, Sid, starts as a carefree and irresponsible young man. His self-realization journey begins when he fails his college exams and faces the consequences of his choices. Sid encounters challenges that force him to confront his lack of direction and responsibility. His friendship with Aisha and mentorship from his father play pivotal

roles in his transformation. The changing seasons in the film symbolize the stages of Sid's personal growth. As the seasons change, so does Sid's understanding of himself and his aspirations.

B) Symbolism and Metaphor: In films or serials the visual cues, symbols, or metaphors that represent the internal struggles or transformations of the characters. This can include changes in the environment, recurring motifs, or symbolic objects that mirror the character's journey. Example in the film "Udaan" (2010), Coming-of-Age Story: "Udaan" follows Rohan, a teenager expelled from boarding school, as he returns home to an oppressive father. The film explores Rohan's struggle for independence, creative expression, and self-realization against familial expectations. The artistic expression and Rohan's passion for writing and his desire to pursue a career in literature become integral to his self-discovery. The film portrays the conflict between personal aspirations and societal norms.

C) The television serial is also can be good example where self realization can be traced for example Sarabhai vs Sarabhai" (2004-2006). This sitcom revolves around the Sarabhai family, specifically the character of Sahil Sarabhai. Throughout the series, Sahil navigates the expectations of his sophisticated, upper-class family and discovers his own identity. While the show is a comedy, it subtly explores societal expectations, individual aspirations, and the importance of staying true to oneself. Sahil's humorous encounters with his eccentric family members contribute to his self-realization. The impact of self-

realization in media is multifaceted and can have significant effects on both individual viewers and society as a whole. Here are some key aspects of the impact of self-realization in media:

D) Personal Reflection and Empathy: Media representations of self-realization can inspire individuals to reflect on their own lives, values, and aspirations. Characters undergoing self-discovery can serve as relatable figures, encouraging viewers to explore their own identities and choices. Witnessing characters grapple with internal struggles and achieve self-awareness fosters empathy among audiences. It allows viewers to connect with diverse experiences and perspectives, promoting a better understanding of the human condition. For example in film *Tamasha Ved*, played by Ranbir Kapoor, is a young man leading a monotonous life, conforming to societal expectations. His journey toward self-realization begins when he meets Tara, and together they explore the idea of embracing one's true passion and breaking free from societal norms. The film seamlessly blends elements of theater, storytelling, and real-life experiences to convey the importance of authenticity and self-discovery. Ved's character undergoes a transformation as he learns to embrace his true self.

E) Social and Cultural Influence: Media has the power to influence societal norms and expectations. Narratives that emphasize individuality and the pursuit of personal truth can contribute to cultural shifts, challenging stereotypes and encouraging acceptance of diverse identities. For example the film *English Vinglish* centers around Shashi, played by Sridevi, a housewife who faces ridicule for not being fluent in English. Her journey to learn the

language becomes a metaphor for self-empowerment and gaining confidence.

Shashi's self-realization goes beyond language proficiency; it extends to recognizing her own worth and capabilities. The film addresses the societal pressure placed on individuals, particularly women, to conform to certain expectations.

F) Mental Health and Well-being: Media that depicts characters engaging in self-reflection and seeking help for mental health issues contributes to the destigmatization of mental health discussions. It encourages viewers to consider the importance of their own emotional well-being. Example- *Dear Zindagi* The film revolves around Kaira, played by Alia Bhatt, a young cinematographer struggling with personal and professional challenges. Her sessions with a therapist, played by Shah Rukh Khan, lead to self-realization as she confronts her fears, insecurities, and past traumas. The film takes a unique approach by incorporating therapy sessions, making it a thoughtful exploration of mental health and self-awareness. The narrative encourages viewers to introspect and understand the importance of addressing emotional well-being. Characters navigating mental health challenges or undergoing self-realization can contribute to awareness and acceptance, fostering a more supportive societal attitude toward mental health issues.

G) Educational Value: Stories of self-realization often contain valuable life lessons and moral insights. Viewers, especially young audiences, can learn from characters' experiences, gaining wisdom about decision-making, resilience, and the importance of authenticity. Engaging with

narratives that explore complex themes can stimulate cognitive processes, encouraging critical thinking and self-reflection. This intellectual engagement can contribute to personal growth and development. For example "Mahabharat" (1988) the epic television series explores the complex characters of the Mahabharata, and Arjuna's character arc is particularly focused on self-realization. The Bhagavad Gita, a part of the Mahabharata, is a conversation between Arjuna and Lord Krishna that delves into existential and moral dilemmas. The dialogues in the Bhagavad Gita serve as a tool for Arjuna's self-realization. It provides a philosophical framework for understanding duty, righteousness, and the self.

H) **Cathartic Experiences:** Media can serve as a cathartic outlet for individuals facing similar challenges as portrayed in the stories. Characters overcoming obstacles and achieving self-realization may offer hope and inspiration to those navigating similar journeys in real life. Viewers often form emotional connections with characters, and witnessing their growth can provide a sense of emotional release and connection, contributing to a shared human experience. Example can be taken of Ishaan a special child in the movie Taare Zameen Par who struggled and ridiculed for being slow learner but actually diagnosed with disease later, his emotional journey succeeded to bring out tears in every eye in audience.

D) **Cultural Identity and Representation:** Media that portrays diverse identities and experiences helps validate the existence of individuals who may feel underrepresented or marginalized. Characters finding and expressing their true selves contribute to a more inclusive

media landscape. Stories that explore cultural nuances and traditions in the context of self-realization can instill a sense of cultural pride and identity among viewers from specific communities. Example the films like Border, Karma, Refugee etc are movies which instills national pride to their audiences.

In essence, the impact of self-realization in media is profound, shaping perceptions, influencing societal attitudes, and providing a platform for individuals to explore and celebrate their own journeys of self-discovery. Through compelling narratives and relatable characters, media can be a powerful force for positive change and personal growth.

CONCLUSION

The portrayal of self-realization in media holds immense significance from the audience's perspective. The impact is deeply personal, resonating with individuals on both emotional and intellectual levels. Self-realization narratives empower audiences by offering inspirational stories of characters overcoming challenges, embracing authenticity, and finding their true selves. Viewers can draw strength and motivation from these portrayals, fostering a sense of empowerment in their own lives. Characters undergoing self-realization prompt audiences to engage in reflective introspection. Viewers may find parallels between the on-screen journeys and their own experiences, leading to a deeper understanding of personal values, goals, and areas for growth. The emotional connection formed with characters navigating self-discovery fosters empathy among the audience. Shared struggles and

triumphs create a sense of camaraderie, reinforcing the idea that the journey toward self-realization is a universal human experience. For audiences from diverse backgrounds, media representations of self-realization provide a platform for cultural affirmation and identity validation. Seeing characters navigate their cultural identities while pursuing personal growth reinforces the importance of embracing one's heritage. Audiences derive educational value from self-realization narratives, gaining insights into life lessons, moral dilemmas, and the complexities of decision-making. These narratives contribute to the viewers' intellectual growth and provide a source of valuable guidance. Engaging with characters' struggles and triumphs offers audiences a cathartic experience. The emotional release derived from witnessing self-realization journeys can be therapeutic, providing solace and connection during times of personal challenge. Self-realization narratives contribute to social awareness, challenging societal norms and fostering discussions about individuality, mental health, and diverse perspectives. In this way, media becomes a catalyst for positive societal change by shaping attitudes and encouraging open dialogue. Beyond mere entertainment, self-realization in media adds depth and purpose to storytelling. Audiences appreciate narratives that go beyond surface-level plots, providing a rich tapestry of characters and themes that resonate with the complexities of the

human experience.

In essence, self-realization in media offers audiences more than just a narrative; it provides a mirror to reflect upon their own lives, a source of inspiration for personal growth, and a bridge to connect with the shared journey of humanity. Through the lens of the audience, media becomes a dynamic and transformative force, shaping perceptions and contributing to the ongoing exploration of identity and purpose.

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THE CHALLENGES AND OPPORTUNITIES TO JOURNALISM IN THE ERA OF SOCIAL MEDIA

*Miss Bindu

Abstract

In a modern times social media is uses as a medium for mass communication, which influence in both forms positively and negatively. The digital revolution has open up a lots of changes in every aspect of journalism. Moreover digital technology has transformed the whole journalism. however digital media has open up new opportunities for journalism as well but it has also puts a new challenges for traditional media. And as a consequence main stream media is losing its power. This paper will discuss the impact of social media in journalism and how it is also influencing a day to day life of a human being. Numbered of studies have been attempted to describe the influence of journalism but yet in globalized digital world social media is biggest threat and opportunity for journalism. This study will explore the advantages and disadvantages of online journalism and how it is shaping the readers or receiver's mindset and media institutes on the basis of trust and content quality. descriptive research design used in the study that involves description analysis and a wholesome comparison of

traditional journalism and online journalism in the social media era and explains the relevance of journalism in digital world.

Keywords- Journalism, challenges, opportunities, social media, Relevance.

INTRODUCTION

Traditional media consists of nameless and faceless people who decide what and what not to be, how, printed or broadcasted. But in this new era of internet journalism is decided and impacted by social media. Society and their perception and a way of consuming information has changed due to the increase in internet usage.

Internet celebrated its 35 birthday on January 2018, In early 1980s world got a glimpse of technology revolution. According to Gartner Group(2017) by 2020 more than 20 billion devices will be connected to internet. Mr. Tim Berners Lee, A British founder of WWW (world Wide Web) describes his vision about internet as “*I imagined the web as an open platform that would allow everyone everywhere to share information, access opportunities and to collaborate across geographical and cultural boundaries*”.

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(Nagi, 2018)

In contemporary times internet and social media has become the integral part of our daily lives. And provides a news with entertainment. Even though social media has put of opportunities for journalism but it has also put a lots of challenges as well in front of journalism, majorly as fake news, which is hard to recognized in fast passed times. And almost got difficult to completely stop the spread of fake new. Still by analysis and Nick guidelines one can break the speed of spreading a fake news.

OBJECTIVE OF THE STUDY

1. To understand the meaning and objective of journalism.
2. To examine the challenges to journalism in social media era.
3. To examine the opportunities to journalism in social media era.
4. To analyse the impact of social media journalism to the life of human being.
5. To understand the relevance of journalism in digital world.

DATA SOURCES AND METHODOLOGY

This paper is completely based on secondary source of data. This paper only covers the challenges and opportunities to journalism in social media era and analyse the effects of social media journalism to the life of human being. This study is based on qualitative research, and analytical studies. In this paper information was collected through the Secondary sources such as books, journals, newspaper, organisations article, news blogs, websites etc. The study is

based on qualitative description , and for making that description, critical discourse method of analysis is utilized.

Communication itself includes the skills of speaking skills, listening skills, writing skills, Readingskills, when all this skills unitedly works to deliver the national and international affairs of the world to the mass it is called journalism. More elaborately the collection, preparation and distribution of news, and news related commentary and it's feature material through print media or electronic media called journalism. it includes newspaper, magazine, books, radio, motion picture, television, blogs,e-mails, podcast, webcast, social networking, social media sites. The “journalism” word was firstly applied to the reporting of current events in printed form, especially for newspaper but with the invention of television, radio, and internet in 20th century , journalism broadened its meaning to include all prints and electronic communication who deals with current and world affairs (Britannica)

TRADITIONAL MEDIA

Traditional journalism has faced tremendous ups and downs in India. In 1779, The First English newspaper “The Bengal Gazette” by James Hickey was published and in the first half of 19th century Indian language newspaper started publishing. (Bagchi,2020,ORF)

As The Guardian Editor, 'Katherine Viner' explains “*a newspaper is complete. It is finished, sure of itself, certain. By contrast digital news is constantly updated n improved upon, change*”.

Viner Said *This “complete” ness is newspaper's strength. Once something is*

published, it cannot be changed unlike in television or digital platforms. (Bagchi,2020, ORF)

Traditional media includes print media, books, magazine, radio, television. Though this media platforms still enjoys a large and loyal audience, still there is an evident shift in audience preferences. (277)

CHALLENGES TO JOURNALISM IN THE SOCIAL MEDIA ERA

1. Content quality- the content quality of traditional media is a way more strengthen and accurate than online media. The traditional journalism does not only express news, simultaneously it also says the story, and meaningfulness and contemporary events which are happening in the world and are relevant in the world to be explain and to be discussed. But on the other hands online media does not guarantee to deliver the best quality content. The major target of online media is to attract the more persons as reader or customer instead of delivering the quality content they attract by quantity content.

2. Authentic and reliable –the online journalism faces a difficulty of credibility from traditional media as traditional media is a permanent document. The author of traditional media content writer knows very well that, he is responsible and answerable to each word he writes. but on the other hand in online journalism is less reliable as they needed to provide or update their news before anyone else does and in that hurry sometimes online content writer or sources might not be specified. While speed is necessary in online journalism but it does not mean to deliver

a news without accuracy or authenticity checking.

3. Cybercrime – by the use of online media journalism opportunities sometimes terrorist groups use it as a tool for their communication, recruiting, ideological radicalization, or training. Terrorist organizations misuse online media for their own ends such as for interactions with other terrorists to coordinate for their illegal operations, which harm negative to a people life (Al-quran,2022, 152-153).

4. Editorial discipline –online journalism does not follow the editorial discipline as hard as traditional media follows. traditional newspaper has formed a process mechanism to control the journal before reaching the reader. Traditional journalism follows hierarchy in decision making for news publication. Prior reaching to reader newspaper go through the editorial filter process. If there is any mistake in newspaper editorial rechecks and re conforms the whole material and before verification and conformation of reality traditional newspaper does not publish any unauthentic news. on the other had online journalism does not pay that much attention to the same hierarchy mechanism to control news publication as traditional media does.

5. Lack of Different space for news and advertisement- Advertisement in online newspapers are falsely leading to the readers towards what they want to show to readers for maximizing their profit from advertising companies. Even though “Advertisement” is mention in every news article but it is completely

impossible to ignore that advertisement completely, in online news it is impossible to separate the advertisement from news, even this advertisement sometimes redirect to the another pages or sites, which are not as trusty as it ought to be. Which damage the authenticity and harm the image of news site or apps. Even advertising companies tries to influence the publication and editorial process of online journalism as they are the major investor in these companies, sites or apps (Grey and Aydogan 2010:314). In these conditions, it is not possible to expect from online journalism to deliver news on ethical principle basis. On the other handin traditional journalism there is a specific page for advertisements. And according to contemporary events if needed so journal can skip the advertisement and these advertisement agencies has not that much influence on publication and editorial process as they have in online journalism.

OPPORTUNITIES FOR JOURNALISM IN SOCIAL MEDIA ERA

1. Lifespan and update - The newspaper/print media is a periodic publication. Once it is published it is not possible to update it when it is delivered. The periodic life of a print newspaper is only one day, newspaper make the issue reprint only when any major development occurs, but that process requires time. The lifespan of magazine is weekly or monthly or quarterly. The life period of reports is half yearly or yearly. Life cycle of a book is yearly or years unless it is not updated published.

2. Cost and Revenue-Traditional

newspaper have the expenses of paper, ink, technology cost of production, distribution of newspaper, cost of building and regular basic expenses etc. the balance of cost and revenue has its own disadvantage. *Among the source of revenue of press enterprises are sales, promotional and advertising revenues, sales revenue constitute approximately 1/4 of the total revenues, thus it shows that sales revenue alone are impossible to meet the cost of production.* (Bulunmaz, 2010:58). Press companies can not only dependent on profit for sales revenue, sometimes even press companies are not able to bear the cost of publications and needed to be dependent on advertisement revenues.

3. Targeted audience – The print media includes newspaper, magazine, books only target to the audience who are able to read and understand the context. but on other hand digital media has ease the understanding for audience who are not able to read .

4. Global feature- according to Cohen news / television news has limit to have a global feature due to the cognitive ability of local audience to understand the global affairs. And to make that news easily understandable, it is compulsory to make that news localize, according to place/ country/ region so that people understand that clearly. Due to that reason it is hard to internationalized the news according to global features. So journalism create the story according to culture, history, political structure, economic structure, social structure of the place/ country/ region of the audience is where they located (Cohen 2002: 167-180)

5. Capacity to reach – while on one hand traditional media lacks to reach to global audience, but on the other side in online journalism just by one click any news or information can be spread globally.

Despite delivering a so many opportunities and advantages to journalism there are a lots of negative impact of social media, in a form of fake news and have an adverse impact on human being as physical, mental, emotional, social, psychological etc. (Allen,2019).

FAKE NEWS

Disinformation and fake news are lies, which have given fancy title to certain criteria. It takes no time to get viral, when posted on social media. Suddenly world has become so fast that it is out of trend to verify the information which is shared in social media. Even people easily believe and share any information that they feel is right. This is too dangerous (Zoey,1).

Fake news refers to hiding the truth and facts and spreading all types of false information, which were not happen in first place. Earlier there were very less medium of transferring the information and even very less coverage to these mediums but after the emergence of technology any information can spread across the world without checking its reliability (Zoey,1).

Currently Social media plays a pivotal role in spreading fake news. As a fast paced medium social website like Facebook with active users of 2.898 billion monthly users in April 2023, placed it in 1st world's most active user

platform (Data Reportal, 2023), and X/ twitter has approximately 450 million monthly active users in 2022 (Bank my cell, 2023) is enough to tell how actively fast and widely any news can spread, just simply spread after posting in these sites. People even share these information without verification to their ends. This further helps to spread more fake news (Zoey,2).

Privacy issue- while sharing any information in social media cause a loss of privacy in person personal information, as anyone can see or find your information at any time just by one click. Recently social media influence people life as how they act and react in their daily life (Allen,2019).

IMPACT OF SOCIAL MEDIA ON HUMAN BEING

1. Physical effect – spending long hours in social media while sitting on same place in uncomfortable posture, or lying in bed for long duration and not doing any physical activity or exercise cause several health issues such as, obesity, high blood pressure, stress, rise up in laziness in people (Allen, 2019).

2. Social effect – social media negatively impact people's social life as people found difficulty in being socialize and make face to face contact. Social media has decreased communication relations between people life. Excessive use of social media lessen the individual time which he or she can spend with in contact instead of social platforms. It adversely effects a person's daily life schedule (Allen,2019).

3. Virtual distance effect – excessive

utilizing of social media does not have positive effects. While social media help to be a bridge of global connectivity in the world but earlier those who are physically closer together are now feeling inability in their life if they separate themselves from their technological devices, such as smartphone, tablet, or laptop. This phenomenon is called 'virtual distance impact'(Wardynski, 2019).

4. Cognitive effect- over use of social media also change the development of cognitive abilities. Specially those children who grow up in isolated manner. Social media decrease the human interaction with human and replace it with gadgets and technology as human to machine interaction which create a gap in human relations but that machine can not replace relation of human being, as it impact the speed of cognitive ability development (Janero, 2007).

5. Addiction as a mental effect – it is hard to explain how something which appears to be a great tool for communication and entertainment and as harmless still turns into addiction. Like other addiction using excessive social media can also turn into addiction as how brain interpret pain , pleasure, and rewards. Like other addiction social media usage also release dopamine 'a Pleasure Chemical' in brain which is as addictive as drugs . which explains why some users become addictive to these sites (Murphy,2022). When person plays and wins in game ,his / her brain produces dopamine,serotonin, endorphins, and oxytocin , that chemical makes user happy. Same chemicals releases in human body when he posts and got like, or heart or positive

comment in their posted image on social sites as Facebook, Instagram twitter etc. human brain automatically recognize this likes as a reward and release happy pleasure chemical (Dalomba, 2022).

6. Cybercrime- the major disadvantage of social media is creating an impersonation account which appears real to other on social media. Impersonation happens in two way as one by creating fake account , or two by stealing another person's personal information. Due to that person experience privacy issue in their social media account. This leads to a cybercrime. Even sometimes they hack normal persons account for their advantages. The biggest challenge to combat these crimes is due to insufficient detection system in social media. Even fake social media profiles appear real. still there are numerous of national and international fake accounts are operated by hacker's racket (Gharwai, 2021)

TIPS TO TACKLE FAKE NEWS ON SOCIAL MEDIA

Firstly by carefully checking the URL or web address from news was forwarded.

By carefully looking is this news real or sensational or just click- bait , just to encourage like and shares?

By doing a research and analyse the news on reasoning basis.

By critical thinking and analysis basis one can check whether the news is real or fake.

News must be analyzed on unbiased basis.

Forwarded message or video about product should be analyzed on the basis of whether product or service is not being paid for selling product or service.

General public Guidelines given by nick Robins- Early in 2016 , A world news reporter for the Huffington Post can be very helpful to spot a fake news :-

- A) Read past headline.
- B) Check what news outlet that published it.
- C) Check the date and time of publication.
- D) Who is the Author?
- E) Look at what links and sources are used.
- F) Look out for questionable quotes and photos.
- G) Beware conformation bias.
- H) Search if other news outlet are reporting it.
- I) Think before sharing.

In his second research question he answered ,the most practical advice is number 9 on this list as think before sharing , wheather this information is correct and analysed or not. (Zoey, 2, Nagi, 2018)

CONCLUSION

Internet has took a revolution in journalism in a form of using a social sites. Which impacted traditional journalism as well as online journalism. And that online journalism and social sites has impacted human life and their wellbeing by spreading fake news and impacted their physical health, Psychological, behavioral health, and social impact by analysis and critical thinking before sending or spreading and news we can stop the spreading of fake news and its impact as well. As a solution instead of spending much time on social sites persons can spend much time with peoples , and do exercise, playing physical games, spending time with friends and family can

help a person to stay fit and healthy.

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Traditional Indian Knowledge System in Digital Age: Preservation, Adaptation and Communication

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Introduction:

The traditional Indian knowledge system (IKS) is a vast repository of knowledge that has been passed down through generations. With the advent of the digital age, there is a need to preserve, adapt and communicate this knowledge to a wider audience. This research paper aims to explore the various ways in which IKS can be preserved, adapted and communicated in the digital age. Title: Unveiling the Rich Tapestry of the Indian Knowledge System. India's intellectual heritage boasts a profound and intricate tapestry of knowledge that has flourished over thousands of years. The Indian Knowledge System (IKS) is a mosaic of ancient wisdom, philosophy, science, and arts that has played a pivotal role in shaping the cultural identity of the Indian subcontinent. Rooted in diverse traditions and philosophical schools, the IKS encompasses a wide spectrum of disciplines that offer insights into the fundamental questions of existence, human nature, and the cosmos.

Vedas and Upanishads: Pillars of Spiritual Wisdom:-

At the heart of the Indian Knowledge System lie the Vedas, the oldest sacred texts of Hinduism. Comprising hymns, rituals, and

philosophical teachings, the Vedas form the foundation of spiritual knowledge. The Upanishads, considered the culmination of Vedic thought, delve into the nature of reality, consciousness, and the self. Together, they provide a philosophical framework that explores the essence of existence and the interconnectedness of all things.

Ayurveda: The Science of Holistic Well-being:- Ayurveda, an ancient system of medicine, emphasizes the balance of bodily elements known as doshas. Rooted in natural remedies and holistic practices, Ayurveda views health as a state of equilibrium between mind, body, and spirit. It offers a personalized approach to well-being, focusing on preventive measures and the harmonious integration of lifestyle, diet, and herbal remedies.

Yoga: Union of Mind, Body, and Spirit:- Yoga, a globally embraced practice, originated from the Indian subcontinent. Beyond physical postures, yoga is a spiritual discipline that seeks the union of the individual soul (Atman) with the universal consciousness (Brahman). The Yoga Sutras of Patanjali provide a systematic guide to achieving mental and spiritual harmony, making yoga a transformative journey toward self-

realization.

Sanskrit Literature: Epics, Poetry, and Scientific Treatises:- Classical Sanskrit literature encompasses epic narratives like the Mahabharata and Ramayana, profound poetry, and scientific treatises. These literary treasures not only preserve the cultural heritage but also convey timeless moral and ethical lessons. The scientific treatises delve into subjects like mathematics, astronomy, and linguistics, showcasing the advanced knowledge systems of ancient India.

Philosophical Diversity: Schools of Thought:- India hosts a multitude of philosophical schools, including Vedanta, Nyaya, Vaisheshika, Samkhya, and Mimamsa, each offering unique perspectives on metaphysics, epistemology, and ethics. These diverse schools contribute to a rich philosophical discourse, encouraging contemplation and dialogue on the nature of reality and the purpose of human existence.

Cultural Arts and Architecture: Expressions of Devotion:- Indian cultural traditions find vibrant expressions in classical dance forms, music, sculpture, and painting. Temples and architectural marvels, adorned with intricate designs and symbolic representations, stand as testaments to the artistic prowess and spiritual symbolism embedded in the Indian Knowledge System.

The Indian Knowledge System is a reservoir of timeless wisdom that continues to inspire and influence the lives of millions. Its holistic approach to life, health, philosophy, and the arts reflects a profound understanding of the interconnectedness of all aspects of existence. As India progresses into the future, the preservation and adaptation of

the Indian Knowledge System contribute not only to national identity but also to a global dialogue on the enduring relevance of ancient wisdom in the modern world. Embracing this heritage offers a pathway to holistic well-being, spiritual fulfillment, and a deeper understanding of the intricate tapestry of human experience.

Preservation:

Preserving IKS is crucial to ensure that it is not lost to future generations. The Ministry of Education in India has recognized the importance of IKS and has established an IKS division to promote interdisciplinary research and critical studies in various IKS domains[1]. The division aims to ensure the availability of content and courses in 22 scheduled Indian languages through language, learning experience platforms to offer personalized learning, engaging content and 'Divyang' friendly content in Indian languages[1]. The division also promotes research and dissemination of IKS knowledge for further innovations and societal applications[2].

The Indian knowledge system is a rich and ancient tradition that spans several millennia, encompassing a diverse range of fields such as philosophy, science, mathematics, medicine, literature, and the arts. At the heart of this system is a deep-rooted commitment to the preservation and transmission of knowledge across generations.

Preservation of knowledge in India has been a holistic endeavor, involving not only the safeguarding of written texts but also the oral transmission of knowledge. The oral tradition, evident in the form of ancient scriptures and epics like the Vedas and Upanishads, played a crucial role in passing down philosophical insights,

cultural values, and scientific principles from one generation to the next.

One of the remarkable aspects of the Indian knowledge system is the establishment of educational institutions known as gurukuls or ashrams. These were centers of learning where students lived in close proximity to their teachers (gurus) and imbibed knowledge through direct interaction and experiential learning. The guru-shishyaparampara, or teacher-disciple tradition, fostered a strong sense of personal connection and mentorship, enhancing the preservation and continuity of knowledge. The written tradition in India is equally noteworthy. Ancient texts were meticulously written on palm leaves, birch bark, or other durable materials. The Vedas, Upanishads, and other classical texts were often memorized and recited verbatim by scholars, contributing to their preservation over centuries. The development of scripts such as Devanagari and the creation of treatises in various fields further facilitated the documentation and conservation of knowledge.

In the field of science and mathematics, ancient Indian scholars made significant contributions that have endured the test of time. The concept of zero, the decimal system, algebra, and trigonometry are just a few examples of India's mathematical heritage. The preservation of these mathematical principles was crucial for the advancements made by later civilizations. The Indian knowledge system also recognizes the cyclical nature of time and the importance of continuity. Concepts such as Sanatana Dharma (eternal order) emphasize the enduring nature of certain principles and values,

fostering a sense of responsibility for preserving and passing on knowledge to future generations.

Despite various challenges and disruptions over the centuries, including invasions and colonial rule, the Indian knowledge system has demonstrated resilience and adaptability. Today, there is a renewed global interest in ancient Indian wisdom, and efforts are being made to integrate traditional knowledge with modern practices in areas such as Ayurveda, yoga, and sustainable living.

In conclusion, the preservation of the Indian knowledge system has been a multifaceted endeavor involving oral traditions, written texts, educational institutions, and a deep cultural commitment to the continuity of knowledge. This rich tapestry of wisdom continues to inspire and contribute to diverse fields, serving as a testament to the enduring value of India's intellectual heritage.

Adaptation:

Adapting IKS to the digital age is essential to make it accessible to a wider audience. The recent advances and developments across the world are unsustainable and are in serious conflict. Combining technology interventions with IKS can create a great impact for leading a quality and holistic life[2]. The techniques and philosophies used in creating magnificent works of art need extensive research and AI-based intervention for understanding, classifying and then disseminating the knowledge thereof[2]. The topmost technological institutions such as IIT Madras, IIT Kharagpur, and others have established Centers of Excellence in IKS with the aim of critical classification[2]. The adaptation of the

traditional Indian Knowledge System (IKS) in the contemporary Indian perspective is a crucial and ongoing process that seeks to integrate ancient wisdom with modern challenges. IKS, deeply rooted in the country's rich cultural and philosophical heritage, encompasses a diverse range of disciplines, including Ayurveda (traditional medicine), Yoga, Vedas, Upanishads, and various other traditional sciences.

Ayurveda:- Ayurveda, one of the oldest systems of medicine, emphasizes the balance of mind, body, and spirit. In recent times, there has been a renewed interest in Ayurveda, not only in India but also globally. The holistic approach of Ayurveda, focusing on preventive healthcare and natural remedies, is gaining acceptance as people seek alternatives to conventional medicine. Integrating Ayurvedic principles into mainstream healthcare and wellness practices is a step towards embracing the traditional Indian knowledge system.

Yoga: Yoga, another ancient Indian practice, has transcended cultural boundaries and become a global phenomenon. In India, there is a growing acknowledgment of the physical, mental, and spiritual benefits of yoga. The incorporation of yoga into educational curricula, workplaces, and healthcare systems reflects the recognition of its potential in promoting overall well-being. Additionally, there are efforts to combine traditional yoga with modern exercise techniques to create a more adaptable and accessible form for diverse populations.

Vedas and Upanishads: The Vedas and Upanishads, repositories of profound philosophical and spiritual knowledge,

continue to inspire scholars and seekers. While the traditional study of these texts remains a vital part of Indian education, there is an effort to reinterpret their teachings in a contemporary context. Scholars and thinkers are exploring ways to apply the timeless wisdom embedded in these ancient scriptures to address present-day challenges, fostering a deeper understanding of life, ethics, and the human condition.

Traditional Arts and Crafts: India has a rich tradition of arts and crafts that have been passed down through generations. The revival of traditional craftsmanship not only preserves cultural heritage but also provides economic opportunities. Many artisans are now blending traditional techniques with modern designs, creating a fusion that appeals to contemporary tastes while maintaining the authenticity of the craft.

Ecological Wisdom: Traditional Indian knowledge has a deep connection with nature and emphasizes sustainable living. Concepts such as "VasudhaivaKutumbakam" (the world is one family) underline the importance of environmental conservation. With the increasing global concern for climate change and ecological sustainability, there is a growing interest in traditional Indian practices that promote harmony with nature.

Integration into Education: Efforts are being made to integrate elements of the traditional Indian knowledge system into mainstream education. This includes incorporating aspects of Indian philosophy, history, and science into school and university curricula. The aim is to ensure that future generations have a well-rounded understanding of their

cultural roots alongside modern knowledge. The adaptation of the traditional Indian knowledge system in the Indian perspective involves a delicate balance between preserving cultural heritage and addressing contemporary challenges. By recognizing the relevance of ancient wisdom in today's context, India is poised to create a harmonious synthesis of tradition and modernity, fostering holistic development and a deeper connection with its cultural roots.

Communication: Communicating IKS to a wider audience is crucial to ensure that it is not lost to future generations. The digital age provides various platforms for communication, such as social media, websites, and mobile applications. The IKS division under the Ministry of Education aims to ensure the availability of content and courses in 22 scheduled Indian languages through language, learning experience platforms to offer personalized learning, engaging content and 'Divyang' friendly content in Indian languages[1]. The division also promotes research and dissemination of IKS knowledge for further innovations and societal applications[2].

The Indian knowledge system has a rich tradition of communication that spans various forms, including oral traditions, written texts, visual arts, and interpersonal exchanges. Communication in the Indian context is deeply intertwined with the dissemination of knowledge, fostering connections, and the exchange of ideas.

Oral Tradition: One of the oldest and most enduring forms of communication in India is the oral tradition. Ancient texts, including the Vedas and Upanishads, were transmitted orally from generation to

generation. The guru-shishyaparampara, or the teacher-disciple tradition, is a prime example of this oral transmission. Spiritual teachings, philosophical insights, and cultural values were conveyed through discourses, debates, and storytelling, creating a dynamic and interactive means of passing on knowledge.

Written Tradition: The development of scripts like Sanskrit and various regional languages enabled the documentation and preservation of knowledge in written form. The meticulous transcription of sacred texts, scientific treatises, literature, and historical accounts on materials such as palm leaves and birch bark ensured the longevity of these valuable resources. The use of scripts like Devanagari played a crucial role in standardizing written communication.

Visual Communication: India has a rich tradition of visual communication through art, sculpture, and symbols. Temples and cave paintings often served as repositories of knowledge, conveying stories from epics and depicting scientific principles through intricate carvings. Symbolic representations, such as yantras and mandalas, were used to convey complex philosophical and mathematical concepts, providing an alternative mode of communication beyond written or spoken words.

Interpersonal Communication: The diverse cultural landscape of India, with its myriad languages and dialects, has given rise to a dynamic tradition of interpersonal communication. Dialogues, debates, and discussions have been integral to the exchange of ideas. The vibrant marketplace of ideas, where scholars, philosophers, and common people engaged in intellectual discourse,

contributed to the evolution and refinement of knowledge.

Modern Communication Integration: With the advent of modern technologies, India has seamlessly integrated traditional and contemporary forms of communication. The use of digital platforms, social media, and educational technology has facilitated the dissemination of knowledge to a global audience. Institutions and individuals are leveraging these tools to preserve traditional wisdom, promote cultural exchange, and engage in dialogues that transcend geographical boundaries.

Cultural Festivals and Performing Arts: Cultural festivals, dance, music, and theater have been powerful mediums of communication in India. Traditional art forms, such as classical dance and theater, often depict mythological stories and convey moral lessons. Festivals serve as occasions for community bonding and the transmission of cultural values, enriching the fabric of society through shared experiences. In conclusion, the Indian knowledge system's communication methods are diverse, dynamic, and deeply rooted in the cultural and philosophical ethos of the region. The interplay between oral and written traditions, coupled with the integration of visual arts and modern communication technologies, reflects the adaptability and resilience of India's communication heritage. This ongoing synthesis ensures that the wealth of knowledge continues to be communicated, evolving with the times while staying rooted in its foundational principles.

Conclusion:

In conclusion, the traditional Indian knowledge system is a vast repository of

knowledge that has been passed down through generations. With the advent of the digital age, there is a need to preserve, adapt and communicate this knowledge to a wider audience. The Ministry of Education in India has recognized the importance of IKS and has established an IKS division to promote interdisciplinary research and critical studies in various IKS domains. The division aims to ensure the availability of content and courses in 22 scheduled Indian languages through language, learning experience platforms to offer personalized learning, engaging content and 'Divyang' friendly content in Indian languages. The division also promotes research and dissemination of IKS knowledge for further innovations and societal applications. Combining technology interventions with IKS can create a great impact for leading a quality and holistic life. The techniques and philosophies used in creating magnificent works of art need extensive research and AI-based intervention for understanding, classifying and then disseminating the knowledge thereof.

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Women Power on OTT

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Abstract:

OTT (over-the-top), the present and future entertainment media is breaking the stereotypes of presenting women characters. It delivers various mosaic progressive content that is not only wiping up stereotypes but also making a future path for women. It does justice to female characters and allows them to show their acting skill. Unlike the supporting accessorized heroines found in movies, the OTT web series introduces women as mighty, empowered, and fearless. This dynamic representation has the potential to reshape the audience's perception of a female character. Strong women characters were hardly ever uplifted on the big screen. Over the last decade, OTT gave chance to women to tell their stories freely and take the central stage. For this entertainment media now women have a space to breathe fresh and an equal representation as men. The onscreen portrayal of women can play a significant role in ending the effect of the male gaze and its influence on the societal view. Nowadays women-centric web series are catching the attention of viewers and no surprise, among audience popularity trends are noticeable. The purpose of this study is to analyze the positive portrayal of women in OTT web series through their

independent individual characters. The recent surge in OTT transformed female characters from glamour girls, housewives, or vamps to police officers, criminal lawyers, surgeons, etc. Data collected for this research paper is secondary and the research is exploratory. This study will conduct a qualitative analysis of a few Indian web series that show women as full-fledged lead characters.

Keywords: OTT, female characters, web series, stereotypes, women



Introduction:

Over the Top refers to technology that provides content over the internet. It's commonly known as OTT, this little term explains the new way to deliver TV, and film content over the web without the need for cable, or satellite broadcast. It goes beyond the STB (Set Top Box) technology. Video-on-demand (VOD) and live-streaming content services are provided by this entertainment media in two types of modes, one is pay-to-access and another one is free-to-access. 1st independent Indian OTT platform BIGFlix was launched by Reliance Entertainment in 2008. Name of some popular players are

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Netflix, Amazon Prime, Disney Hotstar, Zee5, Spotify, Apple Music much more on the list. To stream the OTT, the audience needs a high-speed internet-connected device that supports the application. Mobile, computers, and smart TVs will work as a device for that. OTT has gained popularity for its easy accessibility. And people are able to enjoy diverse content at their fingertips. OTT service is associated with video, and audio streaming and also SMS networks. At the beginning of covid outbreak, OTT played the saviour role of the entertainment industry and became the future of entertainment media. In recent years this media platform experienced rapid and wealthy growth. The uprising of this technology affected the traditional broadcasting system including TV cable networks and big screens. According to the Telecom Regulatory Authority of India (TRAI) broadband subscribers in India in 2010 was 10.29 million, and in 2023 it increased to 856.81 million.

Presenting women's character in the entertainment industry was not that powerful before. Mostly we can remember them as supporting characters of the main lead male character. OTT revolutionized that frame and gave the centre stage to women. Women-centric films cannot fight a male-centric film at the box office, does not matter how much good content it is. The sexualization of women in Indian films is a very normal thing for makers and audiences too. Their physical appearance mostly focuses on sexuality. And this appearance plays an important role in making profit for that film. A female character means attracting viewers through beauty. Every mainstream film contains an item song where makers find a

miserable way to attract male audiences. The lyrics and visuals of that song must objectify women's bodies. With revealing dresses, dance, and expression makers only focus on profit, not the impact of all these things on society. Filmmakers believe that it is a necessary element of a film. *"The film opens with the woman as object of the combined gaze of spectator and all the male protagonists in the film. She is isolated, glamorous, on display, sexualised. But as the narrative progresses she falls in love with the main male protagonist and becomes his property, losing her outward glamorous characteristics, her generalized sexuality, her show-girl connotations; her eroticism is subjected to the male star alone."*— Laura Mulvey, film theorist.

Media technology is changing the way of consume entertainment content of their audience rapidly. Digital streaming is not only the trend now, it's the future of the entertainment industry. India is the 2nd largest in the world in internet use. And the covidpandemic was a blessing for digital media, it grew more than anything. Digital streaming platform was entertainment agent for the audience but now it becomes a way of education, health awareness, And so on. Our country is becoming more progressive socially and economically, but gender bias, stereotyping, and patriarchy are still alive in people's minds. Actress and director Nadine Labaki comments *"Cinema is not only about making people dream. It's about changing things and making people think."* For the advancement of society technology or the economy is not enough, need to change old traditional orthodox thinking, and promote quality. A huge number of working women

can be found in rural or urban, but hardly a big screen represents them. Instead of that they glorify rape, eve-teasing, harassment in public, etc. And for the obvious, the hero gets more remuneration than the heroine. A late-twenties female actress becomes the mother of a fifty-plus-old man, and if she gains weight then her career is finished. In the film industry body shaming can be found openly and rigorously. Heroes are portrayed as aggressive, leading, and powerful, heroines should be soft, docile, and vulnerable. Women watch this kind of content from childhood, so they expect to be identified by their partners like actresses. Films already influenced enough and forced them to think as if they are dependent on men. Media is the mirror of society, and OTT uses the opportunity to influence its viewers positively. The first all-women protagonist series was *'Four More Shots Please'*. The audience is mostly habituated to seeing male friendship, but OTT shows female bonding here. According to the BARC (Broadcast Audience Research Council) Report, 2019, shows of web series are in vogue and has a broad scope to change societal aspect. Story of web series are refreshing and feature female protagonists as liberated and self-reliant. A notable change in the entertainment industry is digital streaming making space for marginalized artists in the mainstream, we can name actress Karishma Tanna in *'Scoop'*. She was from Hindi television, not a famous Bollywood heroin. In an interview, she said *"OTT platforms have created so much space for actors like us, who want to shine and showcase our talents. There is a sense of satisfaction in OTT."* A forty-plus actor would not get work in Bollywood, but OTT has changed everything. As a popular

media digital media platform is the most powerful tool to demolish stereotypical portrayals of women. As per the Indian Over-the-Top (OTT) Platforms Report 2020 report published by the MICA Ahmedabad, the number of male viewers of OTT apps is more than female viewers in India. Here also female ratio is low, but the most influencing new media, could help to increase the ratio of women everywhere.

Review of Literature:

Agarwal and De Das (2022) in their study *"Indian web series - revolutionising the portrayal of indian women in mainstream media"* described how viewers of OTT are appreciating the changes in women's representation. Indian web series are taking responsibility for depicting women's characters in a revolutionary way. The old stereotypical showcase is broken by those web series where females are individual identities, not dependent and sentimental sanskari types. The contents of OTT are just the opposite of neighbourly television serials. They are bold, adventurous, and experimental in nature and they follow the current social trend. There was a time when people used to see female characters in a very traditional way like an over-caring mother or loving wife, but time has changed. Now there is content like *'Lust Stories'*, *'Mirzapur'*, and *'Made in Heaven'* where women are bold, career-oriented, and powerful. Female protagonists like Radhika Apte, Sweta Tripathi, and Rishka Duggal are doing very well in projecting their modern characters and they are gaining popularity among young viewers. A women-centric film Shakuntala Devi made a profit of 10cr during the covid-19 pandemic just in

Amazon Prime. So, it's clear that digital media has the potential to create a different position for women in mainstream media. Technologies are helping to break stereotypes and shape people's minds.

Kamble (2023) explained in his paper "*OTT erasing stereotyped representation of subaltern section*" about the positive portrayal of depressed women that does justice to the character. It is the time to feature oppressed, lower-caste women as empowered. The transition of the media industry is noticeable. The influence of OTT on mainstream cinema is a good sign for future media. Being democratic OTT is making an effort for marginalized communities. Despite victimhood, it helps to tell the story of the subaltern section as educated, empowered, and with individual identity. Cinema is shifting the focus from the elite class to the subaltern with a different prospect. *Kathal*, *Made in Heaven*, and *Tali* are some of the examples that were analyzed by the researcher to feature how all these contents present women's characters in media. They are the lead characters, not just characters or supportive of other male leads. Also, this media highlights problems like social issues, patriarchy, casteism, disabilities, etc.

V.S. (2021) in his journal "*Portrayal of Female Identity in Digital Media: An Investigation Based on Selected Indian Web Series*" states that in recent years web series have presented female characters with a feminine approach. Easy accessibility, low budget, and freedom from censorship burden helped the creators in making fresh content. The orthodox thought of the older generation is now gone, women-centric stories are

showing the reality of a woman's life, how they are modern, progressive, having parties, openly talking about sex simultaneously ambitious, and powerful. OTT gives the opportunity to creators to feature a natural life space for female characters. She can share her sexual desire at the same time embrace power at her workplace. Big screens underrepresent women, narrate women as weak, needing a man to protect them and in various ways objectify their bodies, sometimes like a raped victim or item girl. Digital media provides consumers with a whole package of entertainment. Through their content digital streaming platforms are overcoming patriarchal dominance and promoting a new way of equality. *'WTF'*, *'Girl in the City'*, *'Little Things'*, and *'Lust Stories'* are some bold presentations of the female protagonists where makers talk about equal space and they don't need to be like a man to get important in a film.

Kanwar and Singh (2021) in their study "*Emerging gender role representation in indianmediathematic analysis of four more shots please web series*" mentioned names of some feminists from Indian history like Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar, Sarojini Naidu, Savitri Bai Phule, etc. And now Indian media play an important role in shaping societal perspectives. However, the media portrays everyone with gender discrimination as per the patriarchal taboo. It affects the gender role of the society. Media is setting beauty parameters by featuring thin, fair, glamorous actresses in their content. Men and women are getting stuck into this beauty standard. The virtual world is creating an obsession with the 'ideal' image of men and women. It's led to health issues,

depression, self-doubt. People are being victims of body shaming. From home to workplace, school to religious places, everywhere gender discrimination can be found. Women's representation is far different from reality; therefore, the contents of web series are trying to show some relatable views. In contrast to sacrificing mothers, and dedicated wives, it is presenting single mothers, divorced women so on.

Agarwal (2014) in her paper “*Changing roles of women in Indian Cinema*” narrated the evolution of the portrayal of women's characters in Bollywood significantly. It is the largest film industry and popular all around the world. Besides promoting Indian values, women's presentation changes are remarkable. From 1950-1970s women's character representation was quite powerful with the male character. Bollywood created a different image for 2 type of girls in the film, one is a loving, nice, sober girl who is the heroine and the other one is a vamp, who is a bold, spoiled, bad girl. In the 1980s film actress Sri Devi was the leading lady, and played strong, dominating, aggressive roles in her movies. In the 1990s female characters lost their centre stage. They were more focused on glamour, beautification, or dancing in a foreign location on romantic songs. Films like ‘*Dil to pagal hai*’, ‘*Biwi No.1*’ failed to depict the heroine as career-oriented. In the film industry female characters take a significant responsibility for the success of a film from the golden era of cinema.

OTT web series are shortlisted on the basis of empowered women representation and strong female protagonists. The following are the selected web series:

- *Dahaar* (2023)
- *Aranyak* (2021)
- *The trial – Pyaar, Kaanoon, Dhokha* (2023)
- *Scoop* (2023)



Content analysis:

Dahaad (2023)

It is a web series on Amazon Prime with crime, drama, and mystery mixing content. viewers can find Sub-inspector Anjali Bhaati (Sonakshi Sinha) as the protagonist and the story focuses on some missing women investigation. This eight-part series follows a chain of homicide suicides in public restrooms. At first, it seemed like suicide, but as the cases increased in Mundawa and other parts of Rajasthan, the investigating officer Anjali, SHO Devi Prasad Singh (Gulshan Devaiah), and Inspector Kailash Parghi (Sohum Shah) became suspicious and found a connection between all those suicide case, and they got to know that all these cases are pre-planned cold-blooded murder by someone. The investigation leads them to an ordinary Hindi teacher Anand Sawnakar (Vijay Varma) who looks innocent and a dedicated family man. Then the creators Reema Kagti and Zoya Akhtar unfolded all the missing cases one by one by SI Anjali.

Director Reema Kagti and Ruchika Oberoi highlighted how a lower-caste woman empowered herself and successfully did her work as a police officer. There is no question about her capability, but at the same time, she is judged by the higher-class man when she goes for an

investigation. Actress Sonakshi Sinha tackled this role efficiently. In this web series audience can find women are neglected by their families because they don't have money for dowry and their marriage. So, she chose to run away with her lover. There are many cases in our country where people don't file cases or try to find the girl. In the web series, Anjali is shown as the only women police officer at the station. Her mother wants her to be married only but she knows the best for her. Surrounded by other male co-workers she never feels uncomfortable. She rides her bike, also a judo champion. Her character is full of power. With her powerful gesture, she roams around at night. She is not afraid of society or villains. She did not hesitate to tell that she took contraceptive pills. The creators chose to present her as a heroic avatar, instead of an oppressed, lower-class woman, they did not portray her as victimhood. This is an example of how women directors present women characters in their content. While presenting women's murder mystery this plot does not glorify crime against women but promotes women's empowerment through Anjali's character. All the victim of this story was trapped by their lover and murdered. The lover was only Anand who changed his identity for every case and carried a fake face for his family. He targets middle-class, depressed women in various ways. He is a part of patriarchal thought, as he can do whatever wants with women even kill her. After taking her life he steals her jewellery and doesn't hesitate to give it to her wife, this is how comfortable he is after killing someone. Here we can see the wickedness of Ananda and the counterpart officer Anjali who is breaking the patriarchy and gender bias. Director

Reema Kagti said very correctly "*Patriarchy doesn't exist (only) because men want to subjugate women. It also exists because a lot of women play into it.*" The mother of Anjali and the mother of a missing girl are examples of how women are part of the patriarchy. Her daughter is a successful police officer which does not matter to her, she only wants Anjali to be married. Another case is where her daughter is missing but at least she ran away and will get married because she doesn't have money to pay a dowry for her marriage. '*Dahaad*' means Roar in English, it represents the character of Officer Anjali brilliantly. Even the poster they have created presents a strong women character. This kind of content audience can expect from today's director. Cinematographer Tanay Satam caught all the plot, villages of Rajasthan, and the realistic essence to the drama. OTT platform helps creator to show their skills without worrying about the box office.

Aranyak (2021)

It is a crime thriller genre web series on Netflix by director Vinay Waikul. Kasturi (Raveena Tandon) and Angad (Parambrata Chattopadhyay) feature as two different natures of police officers. The place of the story is Sironah, a place in North India. They both worked on a case of raped and murdered by some creature who is half man and half leopard. Before 19 years the same crime was happening in the wood of Sironah, in the present, it again happened with a French young girl. The jungle of this town is full of secrets, lies, and mystery. Kasturi's father-in-law Mahadev (Ashutosh Rana) a former policeman was about to catch that leopard man years ago, so he got involved himself with this case.

The investigation leads the police officers to the suspects minister Jagdamba's (Meghna Malik) son Kanti (Tejasvi Dev) and Bunty (Wishvesh Sharkholi) who is the boyfriend of Kasturi's daughter Nutan (Taneesha Joshi). But still, the story was not unfolding the truth. At the very last of the web series, the truth of the leopard man is revealed.

Raveena Tandon is featured as an upright and upfront police officer Kasturi who was taking a year's leave from her work to dedicate her time to her daughter's studies. In an interview, Tandon said *"I think it's a story which is led by some very strong female characters"* also she added *"But there are so many Kasturi Dogras out there in real life who are not lucky enough to have that kind of backing."* Kasturi is not that good at the kitchen but she is on point at her police duty. Writer Charudutt Acharya smartly breaks the stereotype here. She has a warm bond with her daughter but a troubled marriage. Kasturi is a mother and also a police officer, and she knew the right for her cop duty, so after the murder case she cancelled her leave and continued the investigation with Officer Angad who came as a replacement of Kasturi. Kasturi's character is not very unusual in our society, people can find a mother like Kasturi, who gave her police duty first priority. *'Aranyak'* is a series where viewers can find grown-up chemistry between two police officers who are opposite in nature and also in gender, though there is no gender bias noticeable. They are cops and doing their duties. There is another strong female character minister Jagdamba, who took the right decision for her son. Kasturi is not good at English but the writer explained *"The reason for*

Kasturi's not so good English also came from a very practical reality in our country where many officer level policemen and women who have risen from the ranks and come from vernacular backgrounds are not fluent in English. But in no way does it lessen their intelligence [or their] professional, social [and] emotional positioning." This progressive content beautifully sends a message to the audience that English is not mandatory to be strong, it's a skill only. At the workplace, people are often judged by their weak English. After a long time, the audience saw Raveena Tandon make her digital debut and it was kind of a role she was waiting to do.

The trial – Pyaar, Kaanoon, Dhokha (2023)

This drama series by Disney+ Hotstar is an Indian version of the American show *'Good Wife'* and also the OTT debut of actress Kajol. Nayanika Sengupta (Kajol) is the female lead character, and her husband Rajiv (Jisshu Sengupta) is an additional judge, charged with taking sexual favours and bribes. Police arrested Rajiv after his video went viral scandalously and seized all the property. Though Nayanika slapped him privately, and only supported him publicly, and for that, she had to face the media also. For financial needs, she got a job at her ex-boyfriend Vishal's (Alyy Khan) law firm. Despite family issues and more than 10 years of career gap, she was working hard and successfully won some cases too. The circumstance forced her to fight for her husband's case. But she was not ready to forgive her husband and found herself close to her former boyfriend Vishal. Though her husband was not honest and

she was aware of that very well, she helped her only for the family's sake. When Rajiv is declared innocent by the court, this courtroom drama series ends with another twist.

As a lawyer and mother of two children Nayanika's character was a perfect match for actress Kajol. The audience can see the helplessness and also the confidence of facing anything in her acting perfectly and how fabulously she has done this plot. She knew that truth and her husband very well, so she was not afraid to slap him. For family's sake, she had to support her husband publicly but she did not forgive him. She was judged by the media but she is not a person who ran away, she faced the conspiracy. Once she got the opportunity to resume her career, efficiently she proved herself. She is a caring mother, but she has to face the opinionated judgment of her mother-in-law (Beena Banerjee). Despite looking modern, her mother-in-law still thinks whatever her son has done, it was just a small mistake and he deserves Nayanika's forgiveness. Here the patriarchal thought is represented. This mentality judged her to take favour from her ex-bf by her co-worker. Audiences can find in this web series how a woman can come back to her form once she gets a chance. Director Suparn Varma has portrayed the harsh reality and reflection of today's society. Digital media made this stage for creators to present characters like Nayanika. The poster of the content also presented Kajol as a heroic woman. In our society, a middle-aged woman is just helpless after her husband, they sacrifice career for marriage and children. Very few women can continue their professional lives after being a mother, and this plot

reflects how important to be professionally independent. Nayanika was fortunate with her law degree before marriage, so she got an opportunity to restart, otherwise, we cannot imagine her future. She has a voice, and makers depicted this character as powerful, not as a flimsy woman. In recent years directors have taken strong women characters which is extremely necessary for today's generation. Cinema and society are influenced by each other. So, the empowered female portrayal is essential to inspire more women in reality.

Scoop (2023)

Director Hansal Mehta and Mrunmayee Lagoo Waikul were inspired by the biographical memoir '*Behind Bars in Byculla: My Days in Prison*' by journalist Jigna Vora. This Netflix series introduced actress Karishma Tanna as Jagruti Pathak, deputy bureau chief of The Eastern Age newspaper. Single mother Jagruti gave her profession the most priority, so she was ready to come back from the middle of the family holiday. In the male-dominated crime, investigation reporting she was a fire to see her report on the front page of the newspaper. As a prominent journalist, she was always supported by the editor-in-chief Imran Siddique (Mohammad Zeeshan Ayyub). She had contact and access to the police to the criminals. Her dedication to work gave her promotion at work several times and she managed to get an interview of an underworld don Chhota Rajan. After the shot of senior journalist Jaideb Sen (Prosenjit Chatterjee), she was accused of sharing the info about saint Jaideb and helping in his planned murder. From journalist to victim and being an inmate in the Byculla Jail all about Scoop.

This six-episode series features Jagruti as a

dedicated journalist. Her way of work and skills gave her early success, her other colleague was jealous of it and made comments on her character, and some people judged her by her gender. The worst scenario was neglecting her talent and hard work competitors made up their own minds that she has an affair with Imran, so he supports her always, and she must take shortcuts to success. In reality, there are uncountable examples of girls who face this judgment every day. She had easy access to the office of JCP Shroff (Harman Baweja). She had to face jealousy and gender bias at the workplace, and her personal life was already complicated. In the field of investigative journalism, she earned enough contact to compete with the senior journalist Jaideb. Her work is always in the first place, she was aware of how competitive this field is. But this rising female journalist became the victim. The show presented a picture of a female jail, and how she was tortured there. While interrogation jealous colleagues shared their biased views, so she got more into trouble. She is portrayed as a strong and intelligent woman, but viewers can see her vulnerable face at the jail. Without doing anything wrong she had to face a media trail. Being a single mother, disturbed marriage, and other problems could not affect her ambition. And her talent became her crime, and the reporter became reported. Protagonist Karishma shared that she relates to Journalist Jigna Vora a lot, *“I believe she was extremely passionate about her work.”* Content consumption has gone up a notch, and Indian consumers paying for premium subscriptions to get access to such kind of web series. The digital streaming platform has the potential

to show new, gripping content of some female journalist autobiographies. Director of this series Hansal Mehta explained in an interview *“We, as filmmakers, have the power to talk. Media has the power to bring about change. (Media) They were powerful people. They've unfortunately got muddled up. They are not supposed to be bedfellows (with the government).”*

Conclusion:

“OTT doesn't have the lens of gender. And the pressures of theatricals are off,”—Guneet Monga, film producer. Digital streaming has the power to end gender bias in its content as well as in the audience's mind. The deep-rooted patriarchy has started breaking by the OTT series. If viewers continue to perpetuate gender inequality, misogyny, and patriarchal attitudes, no media will be able to break this orthodox. When creators take the initiative, the audience should not only support them but also need to stop for asking stereotypical work. Actress Sweta Tripathi opined *“The traditional norms of women's portrayal also must be broken down by the audience because this is a game of demand and supply. If we keep watching things that are not progressive, then those things will be made.”* Online media is creating new space for content that has the potential to change perspective. All those female characters of the women-centric web series embody courage, prowess, and emancipation, it promotes feminism. The powerful women of OTT content will create the future path of representation of women.

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USE OF ICT TO TEACH LISTENING, SPEAKING, READING AND WRITING ENGLISH: AN ANALYSIS

* Dr. Sarika Dubey

Writing is a method that we depend heavily on. Over the last five decades, the planet has shrunk. It's now a worldwide village. It is possible to communicate instantly. These English-speaking professionals can compete more successfully in English speaking societies and can talk to people in other societies who do not have the common language, but share English as their second language, in their social and professional discourses. Writing also makes other language skills easier to improve. The writing act requires comprehension, vocabulary and grammar skills. Reading for more knowledge helps to develop skills in writing. Reading strengthens vocabulary for specific purposes because they have to make appropriate word choices. The orthographic system requires morphological knowledge to be mastered that is not needed in speech. Raimes not only points to the fact that writing helps to develop all these skills and strengthen grammar structures, idioms, and vocabulary, but also encourages students to experience and learn the language they have just learned. Writing is a very important skill in the language, because students find it necessary to find the right word and sentence in order to put their

thinking on paper. Another important attribute of writing is its ability to solve problems and to think logically. Writers collect data, read, observe, discuss, synthesize and evaluate data. The students' ability to think logically and solve problems is increased by taking part in all these activities, as they conceptualize and state ideas.

During the language learning process the students must learn to listen, speak, read and write four language skills. Writing is categorized from the four language skills as one of the productive skills, because language is not received but produced. While writing and speaking are both useful skills, these two skills are fundamentally different. The variations lie in different dimensions, such as textual characteristics, social-cultural norm, using pattern and cognitive processes.

Penny Ur (2004), points out some striking differences between spoken and written discourses. They are:

a. Permanence: Written text is secure and permanent. The reader has the convenience, time or speed to read the written text, while the speech is temporary. The speaker must be interrupted for a few reasons, and the speech must be followed

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at the pace defined by the speaker each time, the speaker's words must be presumed.

b. Explicitness: For the contents, the written text is explicit and the references are clearly indicated. In speech, there must be no clear description of the real-time situation and information exchanged between the speakers, which can be presumed.

c. Density: In a written text the material appears even more extensively where the knowledge in speech is condensed and conveyed with several repetitions, glosses and fillers in more phrases.

d. Detachment: the written text is time and space, unknown and the writer is alone to his readers. The listener is present with speech and input is given immediately.

e. Organization: A written text is generally structured in accordance with the grammar rules; the language used is correct and formal. A speaker has the right to change his / her speech.

f. Slowness of production and speed of reception: In contrast to speaking, writing is very slow. Written text can better be understood when interpreted by them while the other person reads it aloud, opposed to hearing the same text.

g. Standard language: In general, a standard language is used in the writing of a text. The language can be understood in regional dialects of the speaker, although the written language has been understood universally.

h. A learnt skill: Spoken language is

acquired, at least one's mother tongue, but writing is deliberately taught and learnt.

i. Sheer amount and importance: Spoken texts are far longer than when the same ones are represented in written format. This is because of the phenomenon called „redundancy“.

Difference between Spoken and Written discourses

Since writing is a brief description of the distinction between spoken and written speeches is almost always contrasted with speaking here:

Speech means sound development, when no sound is recorded.

Speech helps to improve visual and auditory discrimination. Vocabulary, orthodoxy and structural types are important in writing.

Discourse in the presence of others is a collective activity, but writing alone is carried out.

Instant wording of statements or questions, followed by replies and responses, requires speech, writing can be made by itself.

In language, it is more threatening to respond to oral stimuli. It may lead to mental distress. Written tasks are more complicated for certain students.

When speaking, you must pay attention to pronunciation, tension and intonation patterns.

Word order isn't a language problem; it's a severe writing problem.

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TEACHING PROGRAM IN**

CLASSROOM

There is a common conviction that in second or foreign language (SLL/ FLL) learning, the younger one is stronger. The rising number of child-language students around the world is demonstrating this assertion. In India, Early Language Learning (ELL) took place. (Çelik& California, 2014). International empirical research shows that an early FLL person generally has a higher skill level than those earlier. In terms of the crucial role of age in language learning, it is generally believed that the results of the learning process are higher as the learning process begins at an early age because of a longer exposure (Enever& Moon, 2009; Genesee, 2014). Therefore, research on acquisition and learning in L2 and FL has shown that the process of L2 is easy and rapid by age , leading to very high rates of skills via language exposure (Genesee, 2014). In the early stages of schooling, there has been a global tendency to incorporate English to provide more exposure to this language (Gimenez, Tanaca, Peres, & Oliveira, 2013; Klippel, 2008; Nikolova, 2008; Nikolov& Curtain, 2000; Paul, 2003). This phenomenon has been witnessed in many parts of the world with the influence of globalized demands for higher skill levels. As Gimenez et al . (2013) have stressed, an increasing number of young children in different contexts around the world are learning English as a result of this fact. As a result of the world-wide interest, Early Language Learning in Europe (ELLiE) project led by a group of researchers aimed at 'providing a thorough insight into the policies and implementing processes for early learning foreign language programs

(FLLs) in Europe' (Enever 2011, p.9). The project results showed that there is a global trend in supporting education systems in order to get young students (YLs) to begin to learn English at an early age. In the preface of the ELLiE report the British Council representative points out that early language exposure in schools around the world has in recent years been an overall trend towards the education policy "due to demands and expectations of parents and the willingness of education authorities to improve linguistic skills and cross-cultural comprehension." As for the ELL policies of the countries of the 21st century (Tinsley & Ease, Djigunovic, 2012) the attempt to reduce the language-learning era appears to have a consensus (Damar, Gürsoy&Korkmaz, 2013). The two most common language learning models of primary education should be: introduce the new one at the beginning of compulsory education or start after two years , usually at age 8. "(p.6) Tinsles and Comfort (2012) challenged the age at which a foreign language education would start at the beginning of their research. The first is typically more prevalent than the latter in developing countries, as is mentioned in their analysis. The countries vary in their compulsory FL education at primary schools. Their countries are different. In Finland, Croatia, France, Bangladesh, Italy, Norway, Malta, Spain Sweda at the age of six; in Bulgaria, China, Cyprus, Germany , Greece, Korea, Romania, Taiwan at the age of eight; in Slovenia, Denmark, Hungary, Argentina, and Lithuania, at approximately nine years of age (Enever& Moon, 2009; Eurydice, 2008; Tinsley & Comfort, 2012).

Rationalities behind the inclusion of language in early schooling explicitly contribute to 'the international aspirations of a country and the desire to prepare children for effective participation in foreign environments' (Tinsley & Comfort 2012, p.6).

Teaching English as a foreign language in primary schools in India

Globalization has influenced language policies and initiatives across the globe, and facilitates a global dissemination of English (Hu, 2007). Many countries have revised their FL strategy based on their global English spread. However, it was a fairly recent development in India that English was incorporated into the curriculum of state primary schools (Kırkgöz, 2008). Following the educational reform of 1997, EFL is introduced at the fourth grade (Kırkgöz, 2008) as a regular mandatory school subject. Over the last decade a number of modifications have been implemented over FLE curriculum which affect not only the apprentices but also teachers and educators (Gürsoy, Korkmaz&Damar 2013). The program was then included in "Teaching English to Young Learners" (Kırkgöz, 2008) and the in-service English Language Teacher Training and Development Unit (INSET) was then established in order to provide in-service training for English teachers. As stated in Fullan (1993) teachers must serve as mediators in order to convey these changes to their students through teaching. Teachers also need to consider the causes and the reasoning behind these changes. But it was found from the research that

investigated the degree to which teachers took the proposed curriculum that they were not applied successfully in classrooms and that the experience of the teachers was different (Senal, 2009; Kırkgöz, 2008, 2009).

The primary curricular was revised according to CEFR in 2005 based on the systematic review of the curriculum and provided new ideas about how to teach YLs in English in various grades, as well as theoretical knowledge on different aspects of ELT (Ersöz et al. 2006). Despite its attempts to improve FLT, FLT practice was never uncritical. FLT is not a language instructor. Given some problems with the implementation of the curriculum for 2005, Kırkgöz (2009) points to the fact that "India needs to address current contradictions in micro-learning situations between its idealization of macro-politan goals and their realistic achievements" (p. 681). The gaps can be removed here by seeking the correct answers for the issues "FL instructors, tools available, materials used, tasks and activities applied, language skills and evaluation pursued, in order to develop FLE in the Turkey context," according to Arslan (2012, p. 96), here. In this context, the present work seeks, as a result of its creation as a result of a 4 + 4 + 4 education program (2012) and its implementation in YLs FL classrooms, to find out teachers ' views on TEYL's methodological aspects reflected in the English Languag Teaching Program ELTP (MONE, 2013). The new software will be specifically directed by the values of the ELTP.

An overview of the new

innovation:

The latest plan involves improvements in the former 2-tier education structure as well as in FLE (Gürsoy et al., 2013). While compulsory schooling has been increased from 8 to 12 years, both primary (5,5) and FLL (6,6, 2nd) years have been decreased (Damar et al. 2013; Gürsoy et al., 2013). The Law offers 2-hour and 4-hour graduates and 4-hour mandatory FL courses for 6th graduates weekly in primary school (Arslan 2012).

Most improvements in the current ELTP are focused on the improvement of communication and interactional skills in the language. Three parts of the ELTP principles were drawn up: training design, training content and language evaluation. The key emphasis of these concepts is on listening and speaking skills, which are only implemented at word level in the third degree, and thus, reading and writing practice at the lower level is limited to 10 words. The truth is that most students in India graduate from schools without the ability to participate in effective communication in the target language is considered by resume designers to emphasize oral skills. It is therefore recognized that the grammar, reading and vocabulary priority curricula do not meet the requirements of the existing language learners (Damar et al., 2013).

Given the uncertainty and unpredictability of the innovation process, the degree of implementation of curriculum innovation is dictated by "teachers' understanding of and context education in innovation" (Kırkgöz, 2008).

Carless (1998) says such requirements must be satisfied in order to carry out curriculum advancement smoothly. In the beginning, teachers should know adequate theoretical principles; in the second position, teachers should know how the proposed reform is implemented.

Wagner (1991) insists that the theory of innovation and ideas of teachers should be compatible or that progress would not be applied as curriculum designers have expected. Apart from the change in teacher's teaching actions, a major change in their beliefs is required during the management stage of curriculum innovation (Wagner, 1991 cited in Kırkgöz, 2008). For instance "to learn new ideas , new ways to deliver material and new ways of communicating with students" (Vandenberghe, 2002 cited in Kırkgöz, 2008, p. 1860), teacher preparation and help is therefore important in many ways.

In short, the introduction of new legislation can be difficult because teachers are the ones who embrace and enforce new philosophies in their education (Kennedy 1996). This "puts the teachers under pressure where there have been significant changes in attitudes and practice and where the requisite organizational and technical requirements are not met" (p. 78). TEYL also requires cultural, instructional and approach training of language teachers (Damar et al., 2013). The available resources, the professional preparation, philosophy and values of the teachers and actual activities influence the anticipated result and theoretical factors during the decision-

making process (Gürsoy et al. 2013). In its implementation, there are various considerations, such as "the school administrators, the building, the facilities and materials of the classroom, teachers, the size of the class, parents, and the students themselves" (MoNE, 2013, p.4)

ROLE OF A TEACHER IN ENGLISH LANGUAGE TEACHING

Much of the correspondence in the modern world is rendered in English as teaching medium. It is an important or a global language as everyone knows when the present world forges forward by communicating to others in order to carry out its harmonious relations. In English Language Teaching (ELT) it is particularly important to increase the student's attention if English is connected with Class Room Teaching (CRT).

Someone needs to develop experience in all four skills in order to learn strong communication skills or to succeed in communication. We are abilities to listen, communicate orally, perceive and inscribe. A student must cultivate an interest in the subject or language before learning any of these skills. In this respect, the teacher plays a major role in attracting the attention of the student through interaction between the students. A teacher is to play various positions as a learner, facilitator, assessor, manager and appraiser. A instructor must first place herself as a learner prior to teaching students and think from the viewpoint of learners. It will attract students with curiosity. Teacher functions and other aspects of the program can be explored with students in the classroom as

a part of their student preparations. Learners should imagine what roles their teacher wants, how this desire blends into other aspects of their way of learning and why teachers choose each role.

Education is just one thing, and as a teacher all these things have to be done for the pupils' education. A teacher is the person who has the expertise, tools and information to educate young students in a classroom.

There are many improvements in teaching methods and learning approaches in this fast-growing country. In addition to parents, the teacher plays an important role in the development of children's interest in a subject or language. Teachers should therefore become learners by focusing on the situation through a different perspective, before teaching students, and by making them applicable in everyday situations.

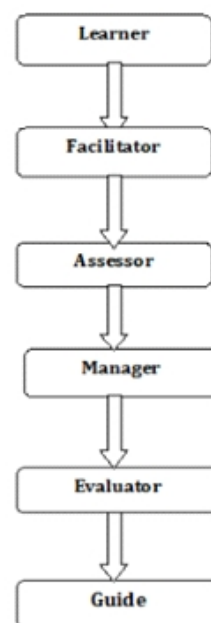


Figure 1: Different Roles of a Teacher

TEACHER AS A LEARNER

Teaching and learning are a continuous process, with methods that can differ from one generation to another. Although the education system is changing somewhat, the position of a teacher remains unchanged but with minor modifications. The role of the teacher is to persuade the student that studying in classrooms satisfies the needs and studying. An instructor will think from the viewpoint of the students before deciding to communicate with the students. When a teacher prepares from a pupil's point of view and begins teaching, the pupils can be informed without any hesitation.

TEACHER AS A FACILITATOR

This is really important for students to know that their teachers care for them and so will become the students' best facilitator in every way. As a facilitator, she will direct and assist students in self-exploring. Teachers should create the best learning environment that represents the life of students in cultures, intellectuals and languages. As an assistant, an instructor will lay the groundwork for its personal development.

TEACHER AS AN ASSESSOR

As a teacher assessment is one of the essential ways of gaining information from students through ongoing feedback. The job of the teacher is not only complete by lecturing. Evaluation is the powerful way to make learning better for students. An instructor must first determine his own findings before assessing a student and to what degree a student will gain from his or

her proper assessment. Such tests may be done through verbal input, observing, completing tasks, etc. An assessment helps a teacher to prepare and direct her to learn the potential teaching techniques.

TEACHER AS A MANAGER

The role of the teacher as a manager is an significant and integral part of the management of a class. An instructor must prepare in advance to manage the lessons within the specified period, including academics and interpersonal skills, which naturally is a place for practice. An experienced instructor can handle timings on his own basis. A teacher's strong class management with the key processes leads to the effectiveness of teaching methods.

TEACHER AS AN EVALUATOR

Because we all know, the appraisal plays a vital role in the performance of an instructor. Assessment is a subjective, academic-related method. The instructor must be an efficient assessor during the student assessment. A teacher should conduct accurate and equal assessment to represent the future of a student. One student has a large range of errors to understand. For an evaluator, an individual student should always concentrate on strengths rather than shortcomings, and every student should meet realistic standards.

Product Approach to Develop Writing Skill

Writing skill has been a great concern for researchers and ELT experts since the inception of language learning in education. Several approaches and methods for teaching native and non-

native English speakers skills were discovered. A variety of names, such as directed composition, driven composition, core of precision writing etc., named for this approach to writing. In the 1950s and 1960s, this approach was popular. Charles Fries (1945), a proponent of this approach, suggests that the wording is secondary and that it is a matter of oral language habit. Through this approach, students are presented with phrases and paragraphs to grammatically copy or modify statements such as changes through queries, word changes or classes, or combinations of phrases. Because of the strong use of vocabulary, errors are avoided. This also assesses the success or performance of students by classifying their results. A variety of writing practices, including copying, have been identified in this method. Gap filling, guided composition frames, writing, picture reading and conventional rhetoric are identified.

Specific subject-type letters can be issued to students. By following the structure of the sentences, technical terminology used to express the message, subject-verb agreement and active-passive voice use, the students must write their letters.

Teachers may also send the same letter with unfulfilled holes that the students can fill in. Subject-verb agreement, etc., should be stressed in specific grammatical exercises.

By substituting word and sentence, students may be given a letter to paraphrase it. The paraphrase can introduce synonyms and antonyms.

Remedial Exercises for Students

Mohammad Nazim and Jalal Ahemad (2012) suggest some practical exercises to improve writing skill in English of undergraduate students by their experiences. Teachers can imitate these activities to teach parts of writing skill to the students in language classroom.

1. Conventions

Copy and dictation,

Jumbled words exercises, and

Peer editing

2. Punctuation

Story telling (melody of speech),

Editing, and

Loud reading with proper punctuation awareness

3. Capitalization

Titles exercises,

Vocabulary and compound words exercises, and

Identification of capital and lower case exercises

4. Spelling

Memorization exercises,

Word completion exercises, and

Word formation exercises

5. Language Use

Form and functions exercises,

Sequence of tenses exercises, and

Gap filling/story writing exercises.

Developing English Sentences through Drill Method

Teachers should use the drill method to teach English phrases in which students should speak openly using the terms in the list. Here, students will create phrases from various periods, moods and aspects. Students need a phrase to ensure that

proper word order is expressed, or that the phrase appears grammatically right. The sample is presented here:

Table- Sentence Building through Drill Method

Dr. Shubhas	is	a	Checks	In the class
We	are	an	Broadcasted	Early morning
Group	of	were	Testing	At the cinema
doctors	was	have	Waits	Projects
People	has		Completed	
The news	had		Authentic	
Union			Breakfast	

Contribution of Microsoft Word for developing writing skill in English

As one type, Word will warn if make spelling or grammar mistakes by inserting a wavy red, green, or blue underline beneath the text that it thinks is an error, as follows:

Red underline: This indicates either a possible spelling error or that Word doesn't recognize a word, such as a proper name or place.

Green underline: Word thinks that grammar should be revised.

Blue underline: A word is spelled correctly but does not seem to be the correct word for the sentence. For example, you type "too," but the word should be "to."

Use of ICT: from word processors to web tools

• Word processor, in this case MS Word, offers some handy tools under its Tools menu which can be applied in improving writing skill. For examples:

- Spell checking
- Grammar checking
- Thesaurus
- Dictionary
- Synonym and antonym



Image -Microsoft Word Usages

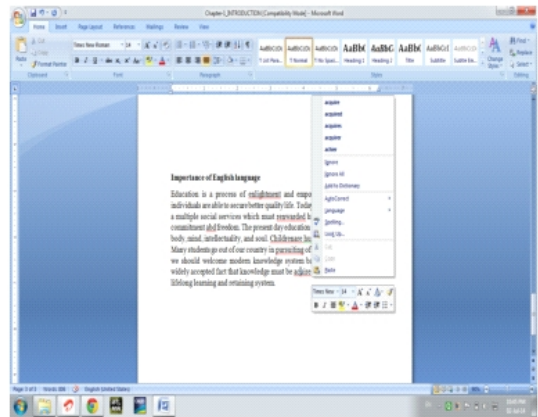
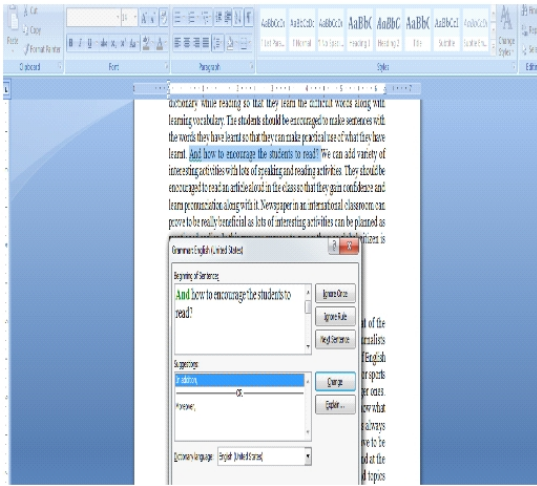


Image -Spelling Check in Microsoft Word

As already mentioned, the word Microsoft provides a facility for correction of orthography while typing in English any sentence. It also plays an important role in the growth of English writing skills. This also allows students and learners to use the English language in many ways, such as grammar tests, sentence errors, recommends that suitable speech parts be included in a sentence if the speaker makes any mistakes that this program detects and demonstrates a mistake in red , green or blue. If the form phrase full of grammatical errors is typed, the program shows the phrase with a green underline. The software provides the rationale to emphasize the sentence along with the necessary correction when the typist clicks on the right-hand button of the mouse at the phrase where the software suggests an mistake. The example is given as follows:

Image -Grammar Error Testing in



Microsoft Word

Students and teachers need to be equally worried with writing skills at undergraduate level as required for professional establishment. You must have the capacity, with the right Language, to think, organize and express your views and ideas in writing. This chapter addressed teachers and students' issues with the production of English writing skills. The program is also a obstacle to writing abilities in part, as it lacks four language skills in practices, assignments, material and practice. The written understanding of a semester program and the test at the end of the first semester cannot be mastered. Tragically, this picture of the curriculum is poor so as to avoid the student's knowledge of writing which, since the beginning of language learning in education, has become a great headache for researchers and critics. There is therefore no sense to teach communication skills or English in the curriculum of universities in northern Gujarat. In most universities, English is taught for communication but,

interestingly enough, after completing the communication courses, students are unable to write error-free. For so many reasons, students have poor written skills that are discussed in the book. The chapter uses the latest methods for the production of English writing skills for undergraduate students. Instead of getting tired, writing will be taught unforgettable. Teachers will also take an important communicative approach to teaching skills in writing. The teaching method is easier and more students are centered at the age of the 21st century. Technology has hit its height. The use of different tools and media to make language classrooms engaging is not just behind the teaching of English.

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Swami Vivekananda's Perspective on Communication: Bridging Traditional Wisdom and Modern Media

* Amit Sharma

Abstract

Swami Vivekananda's teachings have long emphasized the profound impact of effective communication, blending the richness of traditional wisdom with the necessities of modern discourse. This research paper examines Swami Vivekananda's perspective on communication, focusing on how his principles can bridge the gap between ancient Indian philosophical insights and contemporary media practices. The study explores Vivekananda's key teachings on clarity, simplicity, and ethical communication, rooted in Vedantic philosophy, and assesses their relevance in today's fast-paced media environment.

By analyzing his speeches and writings, the paper highlights the enduring value of traditional wisdom in fostering responsible and impactful communication. It also delves into the challenges and opportunities presented by modern media, emphasizing the need for ethical standards and responsible journalism. Through case studies and comparative analysis, the research demonstrates how integrating Vivekananda's principles can enhance modern media practices, offering a more holistic and ethically grounded approach to journalism and mass communication education.

The findings suggest that Vivekananda's vision for communication, which prioritizes truth, ethical conduct, and spiritual depth, is not only relevant but also essential in addressing contemporary media challenges. This study provides a framework for incorporating these timeless principles into modern media strategies, advocating for a balanced approach that honors traditional wisdom while embracing the innovations of the digital age.

Introduction

Introduction to Swami Vivekananda's Life and Philosophy

Swami Vivekananda, born Narendranath Datta in 1863, was a towering figure in the Indian spiritual renaissance and a key proponent of Vedanta and Yoga in the late 19th and early 20th centuries. A disciple of the mystic Ramakrishna Paramahansa, Vivekananda played a crucial role in introducing Indian philosophies to the Western world, especially at the 1893 Parliament of the World's Religions in Chicago. His teachings emphasized the unity of all religions, the divinity of the soul, and the importance of selfless service. Vivekananda's philosophy integrates spirituality with practical action, advocating for a balanced approach to life

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that includes both inner development and societal progress.

Importance of Communication in Vivekananda's Teachings

Communication was a cornerstone of Vivekananda's mission. He believed that effective communication was essential for spreading spiritual knowledge and fostering social change. Vivekananda's speeches and writings are characterized by their clarity, directness, and powerful rhetoric, aimed at inspiring and educating diverse audiences. He emphasized the need for truthful, ethical communication, viewing it as a means to uplift individuals and society. According to Vivekananda, the power of words and ideas can transform lives, making communication not just a tool for information exchange, but a profound instrument for spiritual and moral development.

Relevance of Bridging Traditional Wisdom with Modern Media

In today's rapidly evolving media landscape, the principles of traditional wisdom as taught by Swami Vivekananda hold significant relevance. Modern media, with its vast reach and influence, often grapples with challenges related to ethics, responsibility, and the dissemination of truthful information. By integrating Vivekananda's teachings on ethical and effective communication, contemporary media practices can be enriched, promoting a more balanced, respectful, and truthful exchange of ideas. Bridging traditional wisdom with modern media not only enhances the quality of communication but also addresses the growing need for media that upholds moral values and societal well-being.

Objectives

- To analyze Vivekananda's teachings on communication and their foundational principles.
- To assess the relevance of traditional wisdom in enhancing contemporary media practices.
- To identify strategies for integrating Vivekananda's principles into journalism and mass communication education.
- To provide a framework for a more ethically grounded and spiritually enriched approach to modern media.

Literature Review

Research on Swami Vivekananda's teachings has primarily focused on his spiritual and philosophical contributions, with a significant emphasis on his vision for education and social reform. Scholars have highlighted his advocacy for a balanced approach to education that combines spiritual wisdom with practical knowledge (Ramakrishnan, 2015). Vivekananda's communication style—marked by clarity, conviction, and moral integrity—has been studied as a model for effective public speaking and persuasive communication (Mukherjee, 2013). However, specific analyses of his teachings on communication, particularly in the context of modern media, remain limited.

The integration of traditional wisdom into modern educational and media practices has been explored in various contexts. Studies have shown that incorporating ethical and philosophical teachings from traditional sources can enhance the moral and intellectual development of students (Sharma, 2018). In media studies, there is a growing recognition of the need for ethical

journalism and the role that traditional wisdom can play in fostering responsible media practices (Patel, 2020). Research has also indicated that traditional narratives and storytelling techniques can be effectively used in modern media to engage audiences and convey complex messages (Rao, 2017).

Contemporary media plays a crucial role in shaping public opinion, disseminating information, and influencing social and cultural norms. However, the media landscape is often criticized for ethical lapses, sensationalism, and a lack of accountability (Thakur, 2019). The proliferation of digital media has further complicated issues of truth and reliability, with concerns about misinformation and the erosion of journalistic standards. Researchers have called for a re-evaluation of media practices, emphasizing the need for media literacy and ethical frameworks to guide modern journalism (Singh, 2021). Despite the extensive body of work on Swami Vivekananda's philosophy and the role of traditional wisdom in education, there is a notable gap in research specifically addressing the application of Vivekananda's communication principles to modern media. Existing studies tend to focus on broad educational reforms or ethical guidelines without delving into the practical integration of these principles in journalism and mass communication. This paper aims to fill this gap by providing a detailed analysis of Vivekananda's teachings on communication and exploring how these can be effectively applied to enhance contemporary media practices. The research will offer a framework for incorporating traditional wisdom into media education, promoting a

more ethical and responsible media landscape.

Methodology

1. Research Design and Approach

The research design for this study adopts a qualitative approach, focusing on a comprehensive analysis of Swami Vivekananda's teachings on communication and their relevance to modern media. The study aims to explore the theoretical underpinnings of Vivekananda's communication principles and identify practical strategies for integrating these principles into contemporary journalism and mass communication. The research is mostly based on textual analysis and expert interviews to gain a holistic understanding of the subject.

2. Data Collection Methods

- **Textual Analysis:** The primary data source was Swami Vivekananda's speeches, writings, and recorded lectures. These texts were analyzed to extract key themes and principles related to communication. The analysis focuses on identifying recurring motifs, rhetorical strategies, and ethical guidelines advocated by Vivekananda.
- **Interviews with Experts:** Semi-structured interviews were conducted with scholars and practitioners in the fields of communication, journalism, and media studies who are familiar with Vivekananda's work. These interviews provide insights into the practical applications of his teachings and their potential impact on modern media practices.

3. Analytical Framework

- **Thematic Analysis:** The textual analysis of Vivekananda's works was conducted using thematic analysis, a method that involves identifying and analyzing patterns or themes within qualitative data. This approach helps to systematically categorize the key principles of communication emphasized by Vivekananda and explore their implications for modern media.
- **Comparative Analysis:** Comparative analysis used to juxtapose Vivekananda's communication principles with contemporary media practices. This method highlights the contrasts and synergies between traditional wisdom and modern media approaches, providing a basis for integrating these principles into current practices.

4. Limitations of the Study

The study acknowledges several limitations. First, the reliance on textual analysis of historical texts may result in interpretations that are influenced by the researcher's perspective. Efforts were made to mitigate this by cross-referencing findings with scholarly interpretations and expert opinions. Second, the scope of the study is limited to qualitative methods, which may not capture the full spectrum of perspectives on the integration of traditional wisdom in modern media. Future research could benefit from incorporating quantitative methods to provide a more comprehensive analysis. Lastly, the study is constrained by the availability of experts familiar with both

Vivekananda's teachings and contemporary media practices, which may limit the breadth of insights obtained from interviews.

By employing a robust qualitative methodology, this research aims to provide a nuanced understanding of how Swami Vivekananda's communication principles can be effectively integrated into modern media, offering a framework for ethically grounded and spiritually enriched journalism and mass communication practices.

Swami Vivekananda's Teachings on Communication

Analysis of Key Teachings and Philosophies of Vivekananda Related to Communication

Swami Vivekananda's teachings on communication are deeply rooted in his philosophical and spiritual beliefs. He emphasized the power of words and the responsibility that comes with using them. According to Vivekananda, effective communication is not just about conveying information but also about inspiring and uplifting the audience. His speeches and writings often highlighted the importance of being concise, clear, and impactful. He believed that every word should carry the weight of truth and the light of wisdom, and he urged his followers to communicate with conviction and sincerity.

Importance of Clarity, Simplicity, and Truth in Communication

Vivekananda was a proponent of clear and simple communication. He argued that complex and convoluted language often obscures the truth and alienates the audience. For him, simplicity was not a sign of weakness but a testament to the speaker's understanding and mastery of the subject. Clarity in communication was

seen as a reflection of clarity in thought. Moreover, truth was the cornerstone of his communication philosophy. Vivekananda stressed that truthful communication builds trust and integrity, both essential for effective and meaningful interaction.

Role of Spirituality and Ethics in Effective Communication

Vivekananda's approach to communication was inherently ethical and spiritual. He believed that true communication transcends mere words and involves the transmission of values and principles. Spirituality, in his view, provided the foundation for ethical communication. He encouraged communicators to be mindful of their intentions and to ensure that their messages promoted harmony, understanding, and positive action. By embedding spirituality and ethics into communication, Vivekananda aimed to foster a culture of respect, empathy, and responsibility.

Traditional Wisdom in Vivekananda's Communication

Examples of Traditional Indian Wisdom in Vivekananda's Communication Style

Vivekananda's communication style was heavily influenced by traditional Indian wisdom. He often drew upon stories, parables, and teachings from ancient Indian scriptures to illustrate his points. His use of analogies and metaphors from the Vedas, Upanishads, and epics like the Mahabharata and Ramayana made his messages relatable and engaging. This approach not only enriched his communication but also connected his audience with their cultural heritage.

Influence of Vedantic Philosophy on His Communication Principles

Vedantic philosophy, which emphasizes

the unity of all existence and the divinity within each individual, was a significant influence on Vivekananda's communication principles. He believed that recognizing the inherent divinity in every person fosters respect and empathy in communication. This perspective encouraged him to communicate with humility and to listen with an open heart. Vedanta's focus on self-realization and truth also underpinned his commitment to truthful and meaningful communication.

Relevance of These Traditional Principles in Modern Communication Contexts

The traditional principles espoused by Vivekananda are highly relevant in today's communication landscape. In an era characterized by information overload and superficial interactions, the emphasis on clarity, simplicity, and truth is more pertinent than ever. The ethical and spiritual dimensions of his communication philosophy can help address contemporary issues such as misinformation, sensationalism, and the erosion of trust in media. By incorporating these traditional principles, modern communicators can foster more authentic and impactful interactions.

Modern Media and Communication

Overview of Modern Media Landscape and Communication Strategies

The modern media landscape is vast and multifaceted, encompassing traditional print and broadcast media, as well as digital platforms and social media. Communication strategies have evolved to include multimedia content, interactive engagement, and real-time updates. The rise of digital media has democratized

information dissemination, allowing individuals and organizations to reach global audiences instantly. However, this landscape also presents challenges, such as the spread of misinformation, the decline of traditional journalism standards, and the emphasis on speed over accuracy.

Challenges and Opportunities in Modern Media

Modern media faces several challenges, including the need for constant content generation, maintaining credibility in an age of misinformation, and navigating the ethical implications of new technologies. However, these challenges are accompanied by opportunities. The widespread accessibility of digital platforms allows for greater diversity of voices and perspectives. Innovative communication strategies, such as data journalism and interactive storytelling, offer new ways to engage and inform audiences. There is also a growing demand for media literacy education to help consumers critically evaluate information sources.

Importance of Ethics and Responsibility in Modern Journalism and Mass Communication

Ethics and responsibility are crucial in modern journalism and mass communication. The media's role in shaping public opinion and influencing societal norms underscores the need for ethical standards and accountability. Journalists and communicators are tasked with the responsibility of providing accurate, fair, and unbiased information. Upholding ethical principles helps build trust with audiences and ensures that media serves its role as a pillar of democracy. In this context, the integration of ethical guidelines inspired by traditional wisdom, as advocated by Vivekananda, can significantly enhance the credibility and

impact of modern media.

Bridging Traditional Wisdom and Modern Media

Analysis of How Traditional Wisdom Can Enhance Modern Media Practices

Traditional wisdom, as articulated by Swami Vivekananda, can enhance modern media practices by infusing them with ethical and spiritual dimensions. The principles of clarity, simplicity, and truth can help combat misinformation and sensationalism. Ethical communication fosters trust and credibility, essential for maintaining the media's role as a reliable information source. Additionally, the spiritual aspect of communication encourages empathy and respect, promoting more constructive and meaningful dialogues in the media.

Case Studies or Examples Where Traditional Principles Have Been Successfully Integrated into Modern Media

Several case studies demonstrate the successful integration of traditional principles into modern media. For example, media organizations that prioritize ethical journalism and transparency, such as the BBC and The New York Times, have maintained high standards of credibility and trust. Initiatives like constructive journalism, which focuses on solutions-oriented reporting, reflect the principles of positivity and responsibility advocated by traditional wisdom. Furthermore, educational programs that incorporate ethical training for journalists highlight the practical application of these principles in media education.

Strategies for Incorporating Vivekananda's Communication Principles into Journalism and Mass

Communication Education

To incorporate Vivekananda's communication principles into journalism and mass communication education, several strategies can be employed:

- **Curriculum Integration:** Include courses on ethical communication, spirituality in media, and the historical impact of traditional wisdom on journalism.
- **Workshops and Seminars:** Conduct workshops and seminars led by experts on Vivekananda's teachings, focusing on their application in modern media contexts.
- **Practical Training:** Implement practical training modules that encourage students to apply principles of clarity, simplicity, and truth in their reporting.
- **Ethical Frameworks:** Develop and adopt ethical frameworks inspired by traditional wisdom to guide journalistic practices and decision-making.
- **Case Study Analysis:** Encourage students to analyze case studies where traditional principles have enhanced media practices, fostering a deeper understanding of their relevance and application.

By integrating these strategies, journalism and mass communication education can produce media professionals who are not only skilled in their craft but also grounded in ethical and spiritual values, aligning with Swami Vivekananda's vision for effective and responsible communication.

Discussion

The analysis of Swami Vivekananda's

teachings on communication reveals several key principles that are highly relevant to modern media. Vivekananda's emphasis on clarity, simplicity, and truth provides a strong foundation for ethical communication practices. His belief in the power of words to inspire and uplift underscores the importance of responsible and impactful communication. The integration of traditional wisdom, particularly Vedantic philosophy, into communication highlights the role of spirituality and ethics in fostering meaningful interactions. Modern media, with its vast reach and influence, stands to benefit greatly from these principles, addressing contemporary challenges such as misinformation, sensationalism, and the erosion of trust.

Integrating traditional wisdom with modern media practices has profound implications for the media industry. By adopting Vivekananda's principles of clarity, simplicity, and truth, media organizations can enhance their credibility and build trust with their audiences. Ethical communication, rooted in traditional wisdom, can serve as a counterbalance to the pervasive issues of misinformation and sensationalism, promoting a more informed and discerning public. The emphasis on spirituality and ethics can also foster a media environment that prioritizes empathy, respect, and constructive dialogue, contributing to a more harmonious and cohesive society. Additionally, incorporating traditional storytelling techniques can enrich content, making it more engaging and culturally resonant.

The integration of Vivekananda's communication principles into journalism

and mass communication education has the potential to transform the field. By embedding ethical and spiritual dimensions into the curriculum, educational institutions can produce media professionals who are not only skilled in their craft but also grounded in moral values. This holistic approach to education can foster a new generation of journalists and communicators who prioritize truth, responsibility, and empathy in their work. Practical training that emphasizes clarity, simplicity, and ethical decision-making can enhance students' ability to navigate the complexities of the modern media landscape. Moreover, the adoption of ethical frameworks inspired by traditional wisdom can guide journalistic practices, promoting a culture of integrity and accountability within the media industry.

Overall, the synthesis of findings highlights the enduring relevance of Swami Vivekananda's teachings on communication and their potential to enhance modern media practices. The implications of integrating traditional wisdom with modern media are far-reaching, offering solutions to contemporary challenges and fostering a more ethical, responsible, and impactful media environment. The potential impact on journalism and mass communication education underscores the importance of holistic and values-driven training, preparing future media professionals to contribute positively to society.

Conclusion

This research paper has explored Swami Vivekananda's perspective on communication and its relevance to modern media practices. It began by examining Vivekananda's teachings,

emphasizing clarity, simplicity, and truth in communication, rooted in Vedantic philosophy and ethical principles. The discussion highlighted examples of traditional Indian wisdom embedded in Vivekananda's communication style and analyzed their applicability in contemporary media contexts. The paper also provided an overview of the modern media landscape, identifying challenges such as misinformation and the importance of ethics in journalism and mass communication.

The synthesis of Vivekananda's teachings with modern media practices underscores the importance of bridging traditional wisdom with contemporary communication strategies. Vivekananda's emphasis on ethical conduct, spiritual values, and effective communication provides a framework for addressing the ethical dilemmas and challenges facing today's media environment. By integrating traditional wisdom, media organizations can enhance credibility, foster trust with audiences, and promote responsible journalism. This approach not only enriches content but also cultivates a media culture that values integrity, empathy, and social responsibility.

Recommendations for Future Research and Practice

Moving forward, future research and practice should focus on several key areas:

- **Further Exploration of Vivekananda's Teachings:** Conduct deeper analyses of specific aspects of Vivekananda's communication philosophy, such as his views on narrative storytelling or the role of media in social reform.

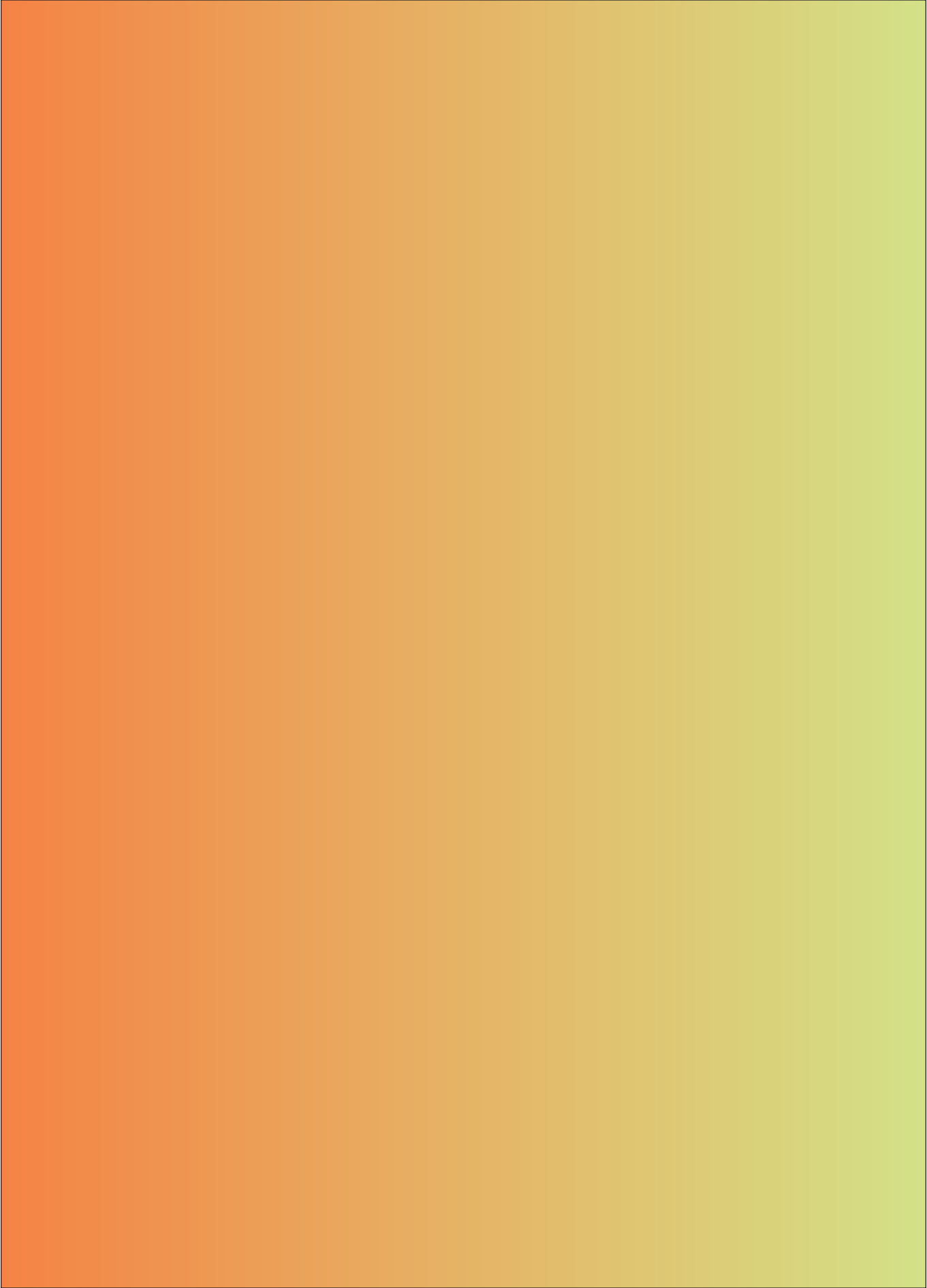
- **Empirical Studies:** Undertake empirical studies to assess the impact of integrating traditional wisdom into media practices, including audience perceptions, media consumption patterns, and societal outcomes.
- **Educational Reforms:** Advocate for curriculum reforms in journalism and mass communication education that integrate ethical frameworks inspired by Vivekananda's teachings.
- **Collaborative Initiatives:** Encourage collaborations between academia, media professionals, and spiritual leaders to develop practical guidelines and initiatives for ethical media practices.
- **Longitudinal Studies:** Conduct longitudinal studies to track the long-term effects of integrating traditional wisdom on media organizations, societal trust in media, and democratic processes.

By pursuing these avenues, stakeholders can contribute to a media landscape that upholds ethical standards, promotes meaningful dialogue, and serves the public interest. The integration of traditional wisdom with modern media not only preserves cultural heritage but also advances the goals of responsible journalism and mass communication in an increasingly interconnected world.

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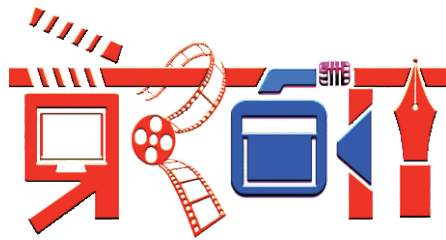
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