

## Editorial

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Historically various communication tools have been developed as better means of giving expression to humanity's inherent need to connect and communicate. Today, in a world of instant and constant technological connectedness, communication relies heavily on new media, particularly social media. In addition, the digital media landscape has been revolutionized by the rise of Artificial Intelligence, Augmented Reality and Virtual Reality, which have created interactive environments and immersive digital experiences. These advancements have brought about significant changes to the society and the users alike. New trends and patterns are continually monitored and extensively studied by researchers, with the findings shared through conferences and academic journals.

The *SJCC International Journal of Communication* has emerged in this context: to better understand the digital media landscape, the interrelationship between the new and traditional media, and the impact of AI technologies on both the social and individual life. The journal provides a major academic forum for research and discussion on communication and media. This inaugural issue presents five research articles based on media impact.

Our lead article, "Crisis Coverage or Conflict Creation? Analysing Conversational Violence and the Politics of Blame in Indian News Channel Discussions" by Nithin Joseph Elanjimattom, offers an in-depth examination of media behaviour during national crises. The study reveals how the prevalence of conversational violence on Indian news channels shifts the focus from crisis resolution to political blame, offering critical insights into the media's role in shaping the public discourse during times of national distress.

Next, "Empowered by Pixels: Exploring the Intersection of Social Media Use and Activism Among College Students in Kerala" by Jishnu D and Shamala R investi-

gates the growing influence of social media on youth activism. The research highlights Instagram's prominence as a tool for social change, demonstrating the powerful combination of visual content and digital platforms in mobilizing young people toward political and social causes.

In "Analyzing The Reception of Gynocentric Films: A Study of the Film Reviews of the Tamil Film Gargi," Karuppiah Saravanapperumal and V. Ilamparithi explore the evolving landscape of Tamil cinema through the lens of gynocentric films. By analyzing the film reviews in both the traditional and digital media, this article underscores the shifting narrative frameworks that are bringing women-centered stories into a mainstream cinematic discourse.

The article "Internet Addiction and Psychological Well-Being: A Qualitative Approach Among College Students" by Saranya Balan and M. Nandha Kumar examines the complex relationship between internet addiction and mental health. This study provides an in-depth search into the psychological impact of excessive internet use among college students, and emphasizes on the need for greater awareness and intervention strategies.

Finally, "Bhava and Dosha: Emotional Dynamics in Human-AI Interactions within Sadharanikaran Communication" explores the nuanced emotional exchanges between humans and AI technologies. This article delves into how AI-mediated communication influences the human emotional states, and reveals both the potential and challenges of integrating intelligent systems into daily life.

Together, these articles reflect the broad spectrum of contemporary communication challenges and opportunities. They underscore the evolving nature of the media, the impact of digital technologies on the society, and the ongoing need for critical engagement with the tools and platforms that shape our world.

As we embark on this journey with our first edition, we are excited to contribute to the global discourse on communication studies and look forward to sparking meaningful conversations among scholars, practitioners, and the broader public. Thank you for joining us on this exciting journey. We look forward to receiving articles from academics and researchers.

**Mathew Muriankary**  
Chief Editor