

Editorial

P-ISSN: 3048-9334 | E-ISSN: 3048-9342
SJCC International Journal of
Communication Research
Vol: 1 | Issue: 2 | March 2025
pp. 7-8 | © The Author (s) 2025
Permissions: sijcr@sjcc.co.in



The rapid evolution of media and communication continues to redefine how societies engage with information, politics, entertainment and technology. As digitalization progresses, the interplay between traditional and new media becomes increasingly complex, presenting both opportunities and challenges for individuals and institutions alike. This edition of the *SJCC International Journal of Communication Research* showcases five insightful studies that critically examine the intersections of media, technology, and human behaviour, offering fresh perspectives on contemporary communication practices.

In the realm of media psychology, the article *The Impact of Cinematherapy on the Emotional and Psychological Well-being of School-going Children in Madurai* by Karuppiah Saravanapperumal and V. Ilamparithi explores cinema's potential as a therapeutic tool. It highlights how storytelling through film can provide children with an emotional outlet, fostering resilience and emotional intelligence. As media consumption among youth increases, such studies underscore the importance of leveraging entertainment for positive mental health outcomes.

With digital platforms playing an increasingly pivotal role in political discourse, *Social Media and Political Engagement in Kerala: Communication Strategies and Voting Behaviour* by Muthu U. T. delves into the intricate relationship between online interactions and electoral choices. The study sheds light on how political campaigns strategically use social media to shape voter perceptions and mobilize communities. As social media continues to redefine civic engagement, this research contributes to ongoing debates on digital democracy and the ethics of political communication.

The integration of artificial intelligence (AI) into journalism represents a transformative aspect of modern news production and media studies. In *Analysing*

the Journalism Students' Usage and Perception of AI: A TAM-based study, Athira P. Sajeesh and Jishnu D. examine how journalism students interact with AI tools, assessing its advantages and limitations. AI improves efficiency and content quality, but it also raises concerns about misinformation, ethics, and over-reliance. This shows the need for careful use of AI in media education.

Effective health communication remains a cornerstone of public well-being. The study *Health Communication in Action: Theoretical Foundations and Practical Applications* by Amrutha G. Pradeep and M. S. Harikumar provides a comprehensive look at health messaging strategies. Their research explores the practical applications of communication theories in health campaigns, demonstrating how targeted messaging can improve public health outcomes. Given the recent global focus on health crises, such insights are crucial for shaping effective media-driven health interventions.

Finally, Vibhu Prakash's article *Method to Madness? Analysing Advertiser Approach in Unauthorized Advertising in Bengaluru's BMTC Buses* presents an intriguing analysis of how advertisers operate outside regulatory frameworks in urban transport spaces. The study uncovers patterns in unauthorized advertising and examines its socio-economic implications. As urban media landscapes evolve, such investigations contribute to broader discussions on media ethics, regulation, and commercialization in public spaces.

Together, these articles highlight the dynamic transformations within media studies, emphasizing the intersection of technology, society, and human behaviour. They underscore the critical need for ongoing research to address the ethical, psychological, and practical dimensions of communication in an era of rapid digital change. As scholars, practitioners, and policymakers continue to engage with these evolving media paradigms, this journal remains committed to fostering meaningful discourse and academic inquiry in the field of communication research.

We invite researchers to contribute to future editions, ensuring that discussions on media, technology, and society remain vibrant and relevant.

Mathew Muriankary
Chief Editor