

Editorial

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



The *SJCC International Journal of Communication Research* is dedicated to advancing critical inquiry into the intersections of media, technology, and society. This issue (Vol. 2, Issue 1, September 2025) brings together five diverse yet interconnected studies that examine how communication practices shape, and are shaped by, family life, journalism, politics, artificial intelligence, and digital culture. Together, they offer fresh insights into the ethical, social, and cultural challenges of our rapidly evolving communication landscape.

We begin with *Influence of Information and Communication Technology (ICT) Use in Family Dynamics* by J. Dinesh Kumar and S. Arulchelvan. Using qualitative interviews, the authors show how ICT reshapes everyday interactions, role expectations, and relationships within Indian families. The study captures both the opportunities of connected living and the conflicts it produces, reminding readers that digital literacy and careful regulation of technology use within households are essential to preserving harmony.

The theme of responsibility continues in *Digital Privacy in Journalism: Impacts, Ethics and Accountability* by Sathish K. Itagi. Here the focus shifts to the ways news organizations navigate - or fail to navigate - privacy in the digital economy. By engaging with global regulatory frameworks and comparative case studies, the article explains how intrusive data practices weaken democratic trust and stresses the urgent need for a renewed ethics of transparency and accountability in journalism.

From privacy, the issue turns to politics. *Online Media Narratives and the Digital Spectacle of Hyper-Nationalism: Post-Pahalgam Attack* by Anto P. Cheertha critically examines Indian media treatment of conflict in times of crisis. The analysis reveals how hyper-nationalist narratives and war spectacle displace nuance,

inflare emotions, and threaten balanced discourse, offering a sharp reminder of the media potential to act either as watchdog or as war dog.

The question of truth itself is re-examined in *Reimagining Truth: The Role of AI-Generated Content in Shaping Media Ethics and Audience Trust in a Post-Truth Era* by Joseph Mathew and Adarsh Narayanan. Their exploration of AI-driven content - from automated reporting to deepfakes - highlights the dilemmas surrounding credibility, authenticity, and accountability in journalism. The article argues that ethics must be redefined to meet the challenges of algorithmic media production.

Finally, *Understanding Algorithmic Bias in Movie Recommendation Systems* by Shruthi B. and M. Srihari expands the conversation into entertainment media. Through a study of streaming platforms, the authors show how personalization can both enhance and restrict user choice, often reinforcing cultural bias and narrowing exposure to diverse narratives. Their findings encourage readers to imagine recommendation systems as tools for exploration and cultural inclusion rather than restriction.

Taken together, these articles trace a broad yet interconnected map: from the intimacy of the family to the public arena of journalism, from national conflicts to global algorithms shaping entertainment. They remind us that technology is never neutral; it shapes values, ethics, and the very structures of our shared life. I hope this issue sparks reflection, dialogue, and action among researchers, practitioners, and policy-makers alike.

Mathew Muriankary
Chief Editor