

Editorial

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The current issue of SJCC International Journal of Communication Research offers a collection of scholarly studies that examine the evolving intersections of media, technology, and society. This issue brings together diverse research contributions that analyse contemporary transformations in communication practices within digital, cultural, and socio-political contexts.

A central focus of this volume is the structural shift in communication systems from traditional, centralised models to decentralised, participatory, and algorithm-driven environments. The included studies demonstrate that media functions not only as a channel of information dissemination but also as a mechanism influencing perception, identity formation, and public discourse.

The role of social media in political communication is critically examined, particularly through the study of WhatsApp usage among youth. The findings indicate that private digital platforms increasingly function as spaces for political expression, mobilisation, and opinion formation, while simultaneously raising concerns related to misinformation, polarisation, and selective exposure.

The issue further explores the construction of national identity through cinema, highlighting how visual narratives contribute to the formation of civic consciousness and ideological frameworks. Cinema is analysed as a cultural medium that participates in shaping representations of citizenship, patriotism, and social values within a diverse societal context.

In addition, attention is given to the psychological and social dimensions of media engagement, including the impact of entertainment media on body image and mental health, as well as the structural challenges faced by women in journalism.

These studies emphasise the embedded nature of media in everyday life and its influence on both individual behaviour and institutional dynamics.

The volume also addresses technological advancements in media production, with particular reference to artificial intelligence and algorithmic systems. These developments introduce new possibilities for content creation while simultaneously raising ethical concerns regarding bias, authorship, and authenticity.

Across these varied studies, a unifying insight emerges: technology is not neutral. It actively shapes the ways in which individuals interact, societies function, and democracies evolve. Whether through algorithmic recommendation systems, digital political engagement, or cinematic narratives, media technologies are deeply intertwined with power, culture, and ethics.

This issue, therefore, calls for a renewed commitment to critical, ethical, and interdisciplinary approaches in communication research. It highlights the need for continued scholarly engagement with the ethical, social, and technological implications of evolving media environments.

As we navigate an increasingly complex media landscape, the contributions in this volume serve as both a mirror and a guide—illuminating current challenges while pointing toward future possibilities. It is our hope that this issue will stimulate meaningful dialogue, inspire further research, and contribute to the responsible evolution of communication in a rapidly changing world.

Mathew Muriankary
Chief Editor