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Editorial...

The present volume stands as a thoughtful academic intervention in understanding how media, technology, culture, and policy intersect to shape society in a rapidly transforming global and Indian context.

*The papers included in this issue collectively highlight the evolving role of media as a powerful agent of social cohesion, cultural representation, democratic participation, and knowledge dissemination. Several contributions focus on **media and society**, examining how traditional festivals, alternative media platforms, and digital journalism influence social unity, public discourse, and collective consciousness. Studies on Braj's traditional festivals, National Dastak, alternative media, and disaster risk reduction policies underscore media's capacity to amplify marginalized voices, raise awareness, and contribute to participatory governance.*

*A significant thematic strand in this volume addresses the **digital transformation of media and communication**. Articles on OTT platforms, social media's impact on family values, WhatsApp groups as digital community spaces, influencer marketing in EdTech, and the relevance of print media in the digital age provide nuanced insights into how digital platforms are reshaping consumption patterns, credibility, interpersonal relationships, and institutional trust. These studies critically examine both opportunities and challenges, such as digital inclusion, misinformation, cultural change, and ethical responsibility.*

*Another important focus of this issue is **cinema and cultural representation**. Research papers on Hindi cinema—ranging from the reinterpretation of history and portrayal of unsung heroes to the evolution of heroines, literary adaptations, and the socio-historical development of Indian cinema—offer a layered understanding of cinema as a mirror of society and a site of ideological negotiation. These studies reveal how films influence collective memory, gender discourse, national identity, and cultural values.*

*The journal also engages deeply with **education, language, and policy discourse**. Articles on the National Education Policy 2020, higher education challenges, e-resources awareness, and the future of Hindi content on the internet foreground critical issues of access, equity, language, and digital divide. These contributions emphasize the importance of inclusive, learner-centric, and multilingual approaches in building a knowledge-driven society.*

Taken together, the papers in this volume demonstrate methodological diversity, theoretical rigor, and contextual relevance. We sincerely acknowledge the valuable contributions of all authors, reviewers, and the editorial team whose collective efforts have made this issue possible. We hope that this volume will stimulate critical thinking, inspire further research, and contribute meaningfully to academic and policy-oriented discussions in media, culture, education, and social development.

Dr Ramshankar

(Editor in Chief)

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