Exploring Communication and Media Ethics in India: A Synthesis of Bhagavad Gita and Cognitive Behavioral Therapy (CBT) Model

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Abstract

In contemporary society, media, the fourth pillar of democracy, plays a crucial role in shaping public opinion, disseminating information. In the context of media ethics, a utilitarian approach would prioritize actions that lead to the greatest good for the greatest number of people. The ethical dimensions of media practice have often come under scrutiny due to sensationalism, misinformation, cultural insensitivity, commercial pressures and biased reporting. The Bhagavad Gita, a sacred text of Hindu philosophy, offers profound insights into moral conduct, duty, and self-realization. On the other hand, Cognitive Behavioral Therapy (CBT), a widely practiced psychological intervention, focuses on identifying and modifying dysfunctional thought patterns to promote positive behavioral change.

This research proposal aims to inspect the potential application of principles from the Bhagavad Gita and CBT in addressing ethical dilemmas faced by media professionals in India by conducting a comparative analysis to identify convergences and divergences between the ethical principles outlined in the Bhagavad Gita and the principles of CBT and its application in communication and media ethics textual analysis case studies surveys and interviews have been done. Exploring Media Ethics through the lens of the Bhagavad Gita is fascinating as it offers vivid insights into ethical conduct that is relevant even in contemporary contexts. One of the objectives is to examine the philosophical underpinnings of the Bhagavad Gita and its relevance to media ethics.

Keywords: Dilemma; Ethics; Media; Opinion; Public