

WHERE | SPREADING AWARENESS MATTERS

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WHO CONTROLS YOUR
TRUTH?



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EDITION

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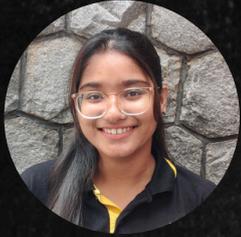
INITIATIVE
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Dr. Akhilesh Das Gupta Institute of
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TEAM ENACTUS 2025-26

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Editor's Note

In a world where information travels faster than thought, the line between truth and distortion is becoming increasingly fragile. We scroll, we react, we share often without pausing to question what lies beneath the surface.

This edition of Astitva explores the theme of Media Manipulation not as a distant concept, but as a reality that shapes our opinions, conversations, and decisions every day.

From psychological triggers and historical propaganda to modern algorithms and artificial intelligence, we examine how narratives are constructed and how easily they influence us.

Through case studies, technological insights, and voices from within our own society, this issue aims to encourage awareness rather than fear. Because the problem is not the existence of information it is the absence of critical thinking.

As readers, creators, and digital participants, we all hold power. The power to question. The power to verify. The power to think before we share.

In a manipulated world, awareness becomes resistance.

— The Editors



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“The media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent.”

— Malcolm X

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TABLE OF CONTENTS

The Legacy Of Guturgu 01

The Illision Of Truth 02

Distorted Realities 03

Voices From Within 04

The Machine Behind The Message 05

Breaking The Cycle 06

Your Turn 07

Artistic Reflection 08



THE LEGACY OF Guturgu

Seven years, seven editions, and countless unspoken stories turned into movements. Guturgu isn't just a magazine — it is a rebellion against silence, a manifesto for change, and a testament to the power of storytelling. With every issue, we have challenged taboos, questioned norms, and ignited conversations that too often remain buried in whispers.

Through Project Astitva, we have stood at the crossroads of social awareness and raw human narratives, shedding light on the issues that shape our generation. We do not merely document realities; we amplify voices, inspire dialogue, and create ripple effects that encourage individuals to think deeper, question louder, and act consciously.

This magazine is part of something bigger — a spirit of purpose that aligns with Enactus' mission of social impact and entrepreneurial action. We believe change begins with awareness, but it thrives when people refuse to remain passive — when they choose to reflect, to engage, and to stand informed.

With every page, Guturgu carries forward a legacy — a legacy of courage, resilience, and a refusal to stay silent. Because the world does not transform on its own.

We start the conversation.

You carry it forward.

02

The Illusion Of Truth

Media manipulation occurs when information is presented to influence perception, often making misleading or false messages appear credible. The illusion of truth arises when repeated exposure convinces us that something is accurate, revealing how easily our understanding of reality can be shaped by the media we consume.

Understanding The Manipulation



What is Media Manipulation?

Media manipulation refers to the strategic shaping, framing, or presentation of information in order to influence how audiences interpret reality. It does not always involve fabricating facts. Often, manipulation works through selection and emphasis: certain details are highlighted while others are omitted. Language may be emotionally charged. Visuals may be carefully chosen. Headlines may amplify urgency. Even the structure of a story itself can guide interpretation. In this way, information can remain technically accurate while still shaping perception.

Unlike misinformation, which spreads without intent, media manipulation is typically deliberate. It may aim to protect interests, promote agendas, attract engagement, or steer public discussion. What makes it powerful is its subtlety, audiences often engage with manipulated narratives without recognizing the influence behind them. Media manipulation operates wherever information circulates, news broadcasts, digital platforms, advertisements, political messaging, short-form videos, and viral content. In today's digital era, where content spreads rapidly and widely, the ability to frame information strategically has become increasingly impactful.

Scope

The scope of media manipulation has expanded alongside technological growth. Communication is now decentralized—anyone with access to digital tools can shape narratives for large audiences. The speed of distribution means that even minor framing decisions can influence perception at scale.

Media manipulation can occur through:

- Selective editing of video or images
- Headlines designed to provoke emotion
- Data presented without context
- Repetition of specific narratives
- Strategic timing of information release
- Visual framing and background cues
- AI-generated or altered media

Importantly, manipulation does not require falsehood. It can operate within factual reporting by shaping how audiences interpret those facts. Even the order in which information is presented can subtly guide judgment.

In an age defined by constant information flow, awareness is not optional. Developing media literacy allows individuals to distinguish fact from framing, content from presentation, reporting from persuasion, and is essential for informed participation in society.

Why It Matters

Information influences perception. Perception influences belief. Belief influences action. When narratives are strategically shaped, public understanding shifts accordingly. Media manipulation can intensify social polarization, reinforce stereotypes, influence consumer behavior, shape political opinion, and weaken trust in institutions.

In high-stakes contexts such as elections, public health crises, or economic instability, framing can affect real-world decisions at a collective level. On an individual level, media manipulation affects how we evaluate credibility, assign responsibility, and form opinions. Without awareness, audiences may mistake emphasis for evidence and repetition for reliability. Recognizing manipulation does not require rejecting all media; it requires understanding that information is rarely neutral, and every message carries perspective, whether intentional or unconscious.

Understanding the Difference:

To navigate modern media effectively, it is important to distinguish between related concepts:

- **Misinformation:** False or inaccurate information that spreads without intent to deceive, often shared by individuals who believe it to be true.
- **Disinformation:** False information deliberately created and distributed to mislead or manipulate.
- **Media Manipulation:** The strategic framing or selective presentation of information to influence interpretation, which may involve accurate facts presented persuasively or emotionally.

The Evolution Of Influence

Early 1900S

Framing the Narrative

Newspapers didn't just report events, they framed them. Headlines shaped perception. Editorial bias influenced political opinion. Manipulation existed, but it was institutional and controlled by a few powerful voices.



1920S



The Power of Persuasion

Radio brought emotion into information. Tone, urgency, and repetition made messaging more persuasive. Propaganda during wars proved how easily public opinion could be steered through controlled broadcasting.

1950S

Authority on Screen

Television combined visuals with credibility. Trusted anchors delivered curated narratives, and viewers rarely questioned what they saw. Manipulation became more subtle — embedded in what was shown, and what was omitted.



1980s

Late 1990S



The Illusion of Openness

The internet promised freedom of information. But without gatekeepers, misinformation found space to grow. Manipulation was no longer centralized — it became decentralized and harder to track.

Early 2000S

2010

Influence Becomes Personal
Social media shifted power from institutions to individuals. Content creators, influencers, and viral posts began shaping opinions. Manipulation adapted – now driven by relatability, trends, and emotional engagement.



2015



Algorithms Shape Reality
Content feeds became personalized. Algorithms prioritized engagement over accuracy. Users were shown what they were likely to react to – not necessarily what was true. Echo chambers formed quietly.

2016

Emotion Over Evidence
Rage bait, click bait, and polarized narratives spread faster than fact-checks. Emotional intensity outperformed logic. Manipulation became faster, louder, and more viral than ever before.



2023+



Synthetic Influence
AI-generated content challenges the idea of visual proof. Deepfakes and synthetic media blur reality itself. Manipulation no longer just shapes opinion – it can fabricate perception.

2020



Decode the Meme

Memes are fast, funny, and shareable.
But not everything that goes viral is true.

Q1. A meme says: “The Great Wall of China is clearly visible from space!”

- A) Fact
- B) Fake

Q2. A meme claims: “Humans use only 10% of their brains.”

- A) Fact
- B) Fake

Q3. “SHARE THIS BEFORE THEY DELETE THE TRUTH!” This is:

- A) Scientific urgency
- B) Emotional manipulation
- C) Verified alert
- D) Research update

Q4. A meme makes you angry instantly. What should you do first?

- A) Comment immediately
- B) Share it
- C) Pause and verify
- D) Assume it’s true

Q5. A shocking image supports a claim but has no source. Best action?

- A) Believe it
- B) Reverse image search
- C) Share it
- D) Trust comments

Q6. The image quality looks slightly unnatural. This could indicate:

- A) High-resolution camera
- B) AI-generated image
- C) Government photo
- D) Scientific proo

Q7. A meme says: “98% of experts agree!” But it gives no study name.

- A) Fact
- B) Likely misleading
- C) Official data
- D) Verified research

Q8. A meme compares two unrelated events to prove a point. This is an example of:

- A) Logical reasoning
- B) False comparison
- C) Scientific method
- D) Neutral reporting

Q9. The meme cites an unknown website. What should you check?

- A) Website credibility
- B) Logo design
- C) Font style
- D) Number of followers

Q10. A meme screenshot shows a famous person quote with no interview link. Best step?

- A) Assume it's real
- B) Search for original quote
- C) Share immediately
- D) Trust the image

Analysis

Q No.	Correct Answer	Analysis
1	B) Fake	The Great Wall blends with its surroundings and is not visible to the naked eye from space.
2	B) Fake	Brain scans show activity across most regions; the 10% claim is a misunderstood myth.
3	B) Emotional manipulation	Urgent phrases create panic and push people to share without verifying.
4	C) Pause and verify	Strong emotions reduce critical thinking and encourage impulsive reactions.
5	B) Reverse image search	Images may be edited, reused, or AI-generated. Always trace the original source.
6	B) AI-generated image	Distorted text, odd lighting, or unnatural features can indicate AI manipulation.
7	B) Likely misleading	Reliable statistics include a study source, date, and methodology. Big numbers alone aren't proof.
8	B) False comparison	Two events happening together doesn't mean one caused the other.
9	A) Website credibility	Check for verified authors, citations, and recognised institutions.
10	B) Search for original quote	Fake quotes are common; always verify through reliable sources.



Inside the Reactive Mind

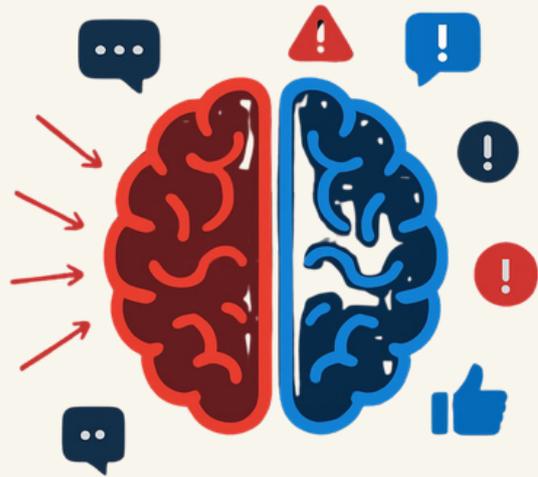
We like to believe we are rational thinkers. That we examine facts carefully. That we question information before accepting it.

But the human brain is not designed for slow, constant verification. It is designed for survival – and survival depends on speed.

When we scroll through social media, our brain does not analyse every post deeply. Instead, it relies on mental shortcuts called cognitive biases. These shortcuts help us make quick decisions in everyday life. However, in the digital world, the same shortcuts make us vulnerable to manipulation.

One of the strongest biases is confirmation bias. We are more likely to believe information that supports what we already think. If a post aligns with our political opinions, cultural beliefs, or personal views, we rarely question it. It feels familiar – and familiarity feels safe. When information challenges our beliefs, it creates discomfort. So the brain often chooses comfort over correction.

Another powerful factor is emotional hijacking. Content that triggers fear, anger, outrage, or pride activates the emotional centres of the brain. When strong emotions take over, rational thinking slows down. That is why posts involving children in danger, national identity, or social conflict spread so quickly. They are designed to provoke reaction, not reflection.



Repetition also plays a major role. The more often we see something, the more likely we are to believe it. This phenomenon, known as the illusory truth effect, makes repeated claims feel credible – even when they are false. If the same message appears across multiple groups or platforms, the brain begins to treat it as established fact.

Social proof strengthens this effect. When we see that many people are sharing or reacting to a post, we assume it must have value or truth. Popularity replaces verification. We trust the crowd – even when the crowd is misinformed.

Misinformation does not succeed because people are foolish. It succeeds because it aligns with how the human brain naturally works. Recognising these patterns is the first step toward resisting manipulation.

In a fast-moving digital world, pausing before reacting becomes an act of awareness.

Why Lies Travel Faster?

If truth exists, why does false information often travel further and faster?

The answer lies in a combination of psychology, technology, and digital design.

False content is often dramatic, shocking, emotionally intense, and easy to understand. Truth, on the other hand, is usually complex. It requires context, explanation, and nuance. Viral content thrives on simplicity and strong emotion, while factual reporting demands patience and critical thinking. A dramatic claim spreads more quickly than a detailed explanation.

Social media platforms are built to maximise engagement. Posts that generate comments, shares, reactions, and debate are shown to more users. Fake news often triggers stronger emotional responses than verified information. As a result, algorithms unintentionally amplify it. The system rewards attention and interaction – not necessarily accuracy.



Speed is another factor. Professional journalism involves fact-checking, cross-verification, and editorial review. Misinformation does not follow these processes. A rumour can be created in seconds and forwarded instantly. By the time it is corrected, it may have already reached thousands.

Closed messaging networks also contribute to the spread. On platforms like WhatsApp, messages circulate within private groups of family, friends, and community members. Information received in these spaces feels trustworthy because it comes from someone familiar. This familiarity reduces scepticism and increases the likelihood of forwarding.

Fear and urgency further accelerate the process. When a message warns of danger or crisis, it creates pressure to act immediately. People forward such messages not to mislead others, but to protect them. In doing so, they unintentionally become part of the chain.

Fake news spreads faster not because truth is weak, but because misinformation is strategically aligned with human emotion and digital systems. Understanding this dynamic shifts the focus from blaming individuals to recognising the structure that enables rapid manipulation.

Awareness and critical thinking are not optional skills in the digital age – they are essential tools for slowing the cycle.

03

Distorted Realities

This section explores real-life examples where media manipulation has altered public perception and events. By examining these cases, we uncover how selective framing, exaggeration, and misinformation create distorted realities that mislead audiences and influence collective understanding.

When AI Shapes Politics: Maharashtra 2024

In a striking example of AI-driven political sabotage, the Bharatiya Janata Party (BJP) circulated fake audio clips targeting opposition leaders just hours before the November 20, 2024, Maharashtra assembly elections. These deepfakes alleged that NCP-SP's Supriya Sule and Congress's Nana Patole had siphoned bitcoins from a 2018 crypto scam to fund their campaigns, amplifying claims by a former police officer. Shared via BJP's official X account and promoted by spokesperson Sambit Patra, the clips aimed to disrupt the Maha Vikas Aghadi (MVA) in a tightly contested state.

Incident Details

Four voice notes depicted conversations where voices mimicking Sule and Patole allegedly demanded cash for bitcoins and assured no investigations, based on claims by former Pune officer Ravindranath Patil:

1. Voice Note 1: Gaurav Mehta, an employee of audit firm Sarathi Associates, is heard speaking to IPS Amitabh Gupta, then Pune Police Commissioner.
2. Voice Note 2: Sule allegedly asks Mehta for cash in exchange for bitcoins without worrying about investigations.
3. Voice Note 3: Patole allegedly threatens IPS Gupta to convert bitcoins into cash.
4. Voice Note 4: IPS Gupta allegedly ensures compliance with the cash demands of Sule and Patole.

Fact Check

Independent verification by fact-checkers, including BOOM using TrueMedia.org, confirmed that three clips were AI-manipulated; the voices did not match public records. The Misinformation Combat Alliance's Deepfake Analysis Unit corroborated this using Hive, Hiya, and other detection tools.

Manipulation Tactics

This incident exemplifies how accessible generative AI can amplify political disinformation. Leveraging its large follower base, BJP's IT Cell shared these clips to sway voters amid the fierce Mahayuti-MVA rivalry. Studies estimate that 75% of Indians encountered deepfakes during the 2024 elections, illustrating AI's role in eroding public trust.

Impact and Aftermath

The deepfakes fueled last-minute smear campaigns, potentially affecting voter turnout in a politically pivotal state. Although BJP's Mahayuti alliance ultimately won, no major legal convictions followed. The incident sparked urgent calls for AI disclosure in political messaging and improved detection measures, highlighting India's growing misinformation crisis.

Conclusion

This case is not merely a political incident — it is a warning. In the age of AI, truth is increasingly designed, not discovered. When fabricated voices can create real fear, reality becomes negotiable. When perception spreads faster than facts, democracy becomes fragile. The real threat lies not in technology itself, but in its weaponization to control belief. Once trust in what we hear, see, and read erodes, manipulation replaces truth, and influence replaces accountability. This is not the future of politics — it is the present.

The Fear That Created the Lie

The year 2020 didn't feel like a year, it felt like a prolonged state of survival. Sirens became the soundtrack of the night, ambulances replaced silence, and news channels reduced human lives to scrolling numbers and rising death tolls. Oxygen, once ordinary, suddenly became more precious than gold, while hospitals became overcrowded chambers of uncertainty and fear. Inside homes, silence wasn't peaceful — it was heavy, suffocating, and full of unanswered questions. People weren't just afraid of dying; they feared being forgotten, abandoned by a system struggling to cope.

In moments like this, the human mind doesn't reach for research papers or data — it reaches for relief, hope, and something emotionally safe. Fear doesn't ask for proof; it asks for reassurance. And it is precisely in this fragile psychological space that misinformation finds its most powerful entry point, presenting itself not as deception, but as salvation.

The Promise That Felt Like a Miracle

Then came Coronil. Patanjali Ayurved, announced by Baba Ramdev, launched the product with bold, absolute claims not prevention, not immunity, but a cure for COVID-19. In a country where hospitals were collapsing and families were desperate for oxygen, the single word “cure” felt like rescue compressed into a tablet.

It didn't feel clinical or foreign, it felt Indian, traditional, familiar, and emotionally trustworthy. People believed it not because of data, trials, or evidence, but because of identity, cultural connection, and emotional comfort. When fear rises, belief can overpower logic.

How Misinformation Travels Faster Than Truth

WhatsApp amplified the message beyond control. Simple claims transformed into millions of “truths,” spreading faster than fact-checking could respond. These messages didn't appear dangerous — they looked like care, responsibility, and concern, wrapped in lines such as:

- “Forward to save lives”
- “This will protect your family”
- “Doctors won't tell you this”

Delivered by uncles, cousins, neighbors, and friends, these emotionally charged narratives made the misinformation believable. People didn't check sources or research — the message felt protective, responsible, and morally right.

The Dangerous Gap Between Belief and Science

Authorities later clarified that Coronil was not approved as a COVID cure and had no clinical validation; it could only be marketed as an immunity booster. But by then, the narrative had taken root. Belief had settled deeply, and the consequences quietly unfolded: some delayed hospital visits, trusted herbal pills over professional care, or felt falsely secure. Health misinformation is deadly in this invisible, silent way — shaping decisions and creating false confidence long before authorities can respond.

Why This Was More Than Just Fake News

This wasn't merely a false claim — it was a manufactured sense of protection. Misinformation replaced science with sentiment, evidence with emotion, and medicine with marketing. The most dangerous part? It never looked harmful. It looked helpful, cultural, caring, familiar, and trustworthy. Health misinformation spreads not like a lie, but like hope — and that is why it is so powerful.

The Real Lesson

The Coronil case shows how fear can rewrite truth, how belief can overpower science, and how misinformation spreads faster than the virus itself. In a pandemic, a virus attacks the body, misinformation attacks the mind. Once belief is manipulated, the damage is far-reaching, deeper, and harder to repair than any disease.

Because sometimes, the most dangerous disease is not COVID — it's believing the wrong cure.

Viral WhatsApp Rumour

When a Forward Becomes a Weapon

In 2017–2018, India faced one of the most alarming consequences of digital misinformation. A simple WhatsApp forward – warning that “child kidnappers” were roaming villages – spiralled into nationwide panic. What began as a short message shared in private groups contributed to over 30 deaths across multiple states.

There was no organised kidnapping network. No verified crime wave. No official alert. Yet fear travelled faster than facts.

This case illustrates how misinformation, amplified by technology and human psychology, can transform into real-world violence.

The Message That Spread Like Wildfire

The rumour first appeared as a WhatsApp forward, warning communities to “protect their children.” It claimed a gang of 200–300 kidnappers was moving between villages. Several features made it particularly powerful:

- Appeared in multiple regional languages
- Included edited or unrelated images of injured children
- Contained no official source
- Created urgency by instructing people to “stay alert” and “catch them”
- Framed the threat as immediate and local

The absence of evidence did not slow it down; it made the message adaptable and pervasive. For many first-time internet users in rural and semi-urban areas, a forwarded message felt as credible as a news report.

How Suspicion Turned into Mob Violence

The pattern repeated across Karnataka, Tamil Nadu, Telangana, Maharashtra, Gujarat, West Bengal, Tripura, and Assam. The cycle was chillingly similar:

1. A stranger enters a village – often a traveller, migrant worker, or tourist
2. Someone re-shares the WhatsApp rumour
3. Fear spreads rapidly through local groups
4. A crowd gathers within minutes
5. Accusations replace evidence
6. Violence erupts
7. Videos of the assault are recorded and shared again, reinforcing the rumour

Mob psychology intensified the situation. Once a crowd forms, individual reasoning weakens. Suspicion becomes certainty, and emotion overrides logic. Victims’ pleas or identification often came too late.

Real Lives Lost

- Assam (2018): Two men, Nilotpal Das and Abhijeet Nath, were attacked by a mob of over 250 people, mistaken for kidnappers.
- Tamil Nadu (2017): A mentally challenged woman seeking water was assaulted after villagers believed she matched the rumour.
- Telangana (2018): A labourer standing near a school was killed under suspicion.

These were ordinary people caught in digital paranoia. Over 30 lives were lost, and many others were severely injured. Entire communities were traumatised.

Why Did the Rumour Spread So Fast?

Several factors contributed:

Closed Messaging Ecosystems: WhatsApp operates primarily through private groups – family, school, community – which carry inherent trust.

Emotional Trigger: Children in danger elicit immediate fear, suppressing rational thinking.

Visual Reinforcement: Videos of mob attacks circulated widely, misinterpreted as proof.

Low Digital Literacy: First-time users assumed forwarded messages were verified.

Rapid Forwarding Culture: One click could send a message to dozens of groups in seconds.

The crisis escalated to the point where WhatsApp restricted message forwarding to five chats at a time – a policy introduced globally in response to these events.

The Psychological Engine Behind the Panic

This was not just a technological problem – it was deeply psychological. Humans are wired to act defensively when children are perceived to be in danger. Add speed, repetition, and anonymity, and the rumour becomes embedded as “truth.”

Repetition » Familiarity » Belief » Action

In this case, the action became violence.

Institutional Response

Authorities attempted containment:

- Police issued public warnings
- Awareness campaigns reached villages
- Fact-checking organisations debunked claims
- Social media platforms implemented forwarding limits and message labels

Yet misinformation often travelled faster than official communication. By the time authorities denied the rumour, it had already reached hundreds of thousands.

The Broader Impact

Beyond the tragic deaths:

- Communities became suspicious of outsiders
- Migrant workers faced hostility
- Trust between villagers and strangers eroded
- Law enforcement struggled to restore calm
- Public confidence in digital information weakened

These deaths were not caused by organised crime, but because misinformation was believed as truth.

What This Case Teaches Us

1. Misinformation can cause real-world physical harm.
2. Verification must precede sharing.
3. Urgent, emotional messages require extra scrutiny.
4. Digital literacy is as critical as digital access.

A Cautionary Reminder

The “child-lifting” rumour is a sobering example of how technology combined with fear can magnify suspicion into tragedy. Responsibility does not lie solely with governments or platforms – it lies with every individual who chooses to forward—or pause.

Fake news is not just misinformation. In certain circumstances, it becomes a matter of life and death.

04

Voices From Within

In this section, we highlight insights from small activities conducted within our society. Students shared their opinions on media influence, forming a visual collage of reflections that demonstrates how media manipulation impacts everyday perspectives and shapes societal thinking.

The Stories I Almost Believed!!

Inside the web of fake news: students share what they believed and learned.

A viral myth I fell for...

"I thought that having more information always helps me progress. But I realized not all information is useful—some of it is fake or irrelevant, and it can actually mislead you."

One online story I believed...

"Recently I read a story about a girl supposedly suffering an acid attack. Everyone reacted angrily without asking questions. Later, the truth came out—the story wasn't real. It taught me to pause, ask, and verify before reacting."

This headline tricked me...

"I came across a harassment allegation that spread rapidly on social media. People formed opinions without knowing the full truth. It showed me how fast misinformation can cause real-life harm."

This viral post wasn't real...

"I remember a content creator who faked a serious illness online. At first, I believed it and even worried for them. When the truth came out, it really shocked me. It made me realize how easy it is to be misled."

I blindly followed this trend...

"Once I got a WhatsApp message saying the exam pattern had changed overnight. I panicked and forwarded it to friends without checking. Later, I realized it was fake. That day taught me to verify before sharing."

I believed...

"A video claimed a plane crash happened locally, but it was actually footage from another country. I had believed it at first. Now I've learned to check sources before reacting to shocking news."

This viral post wasn't real...

"I remember a content creator who faked a serious illness online. At first, I believed it and even worried for them. When the truth came out, it really shocked me. It made me realize how easy it is to be misled."



Under The Influence

This spread captures how misinformation is experienced — not in theory, but in real student lives. It brings together personal reflections and measurable patterns to show how influence operates quietly, shaping thought, confidence, and decision-making in ways we often don't notice.

Fake or misleading media doesn't just misinform — it reshapes perception.

“It creates cognitive shortcuts.”

Instead of analyzing evidence, students begin relying on vibes, visuals, and production quality.

It distorts worldviews, erodes trust in credible institutions, and induces emotional distress.

Students describe confusion, chaos, and a growing inability to distinguish between truth and performance.

“It lowers confidence.”

Unrealistic comparisons and false expectations quietly damage self-worth.

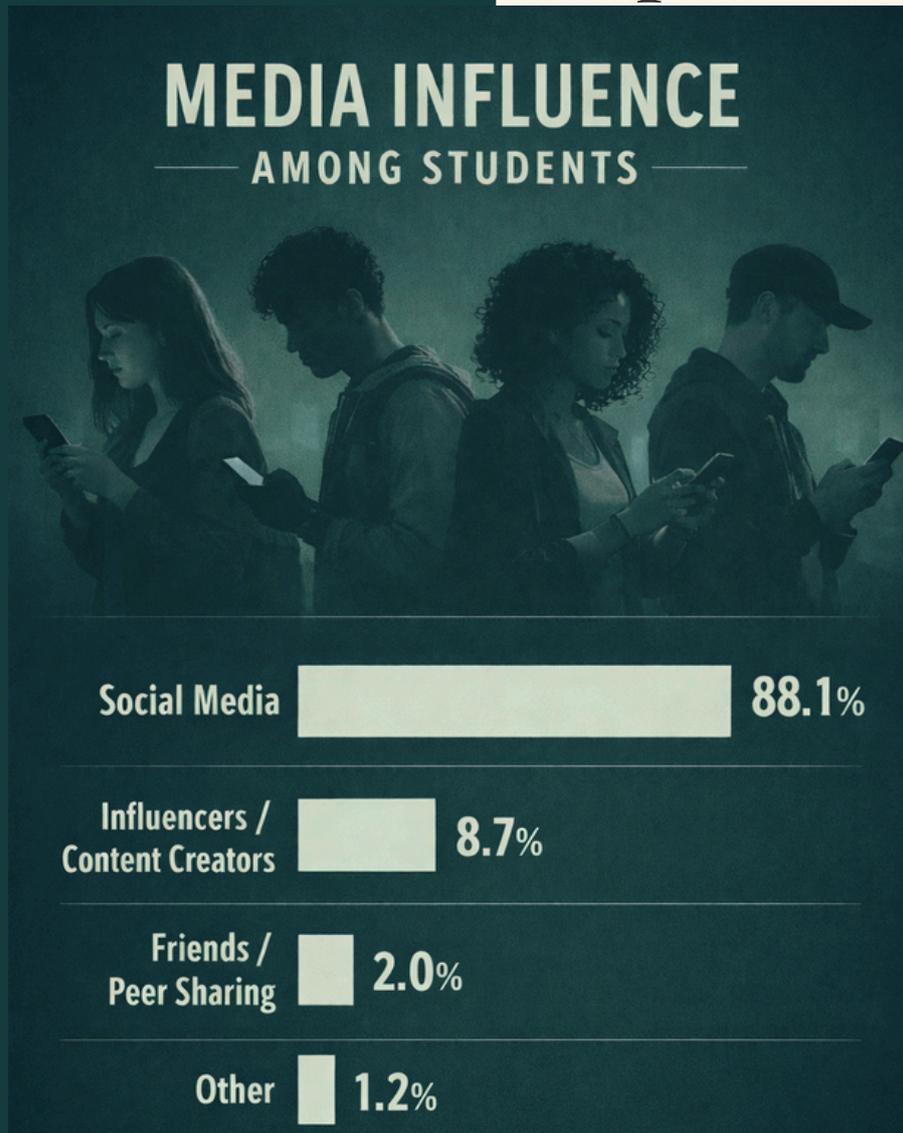
“It restricts choices by implanting ideas into the mind.”

Opinions are formed before facts are ever questioned.

It promotes trust issues — making them doubt everything. Others warned that it leads to biased decision-making, criticizing the right side while amplifying the wrong one.

When misinformation spreads,

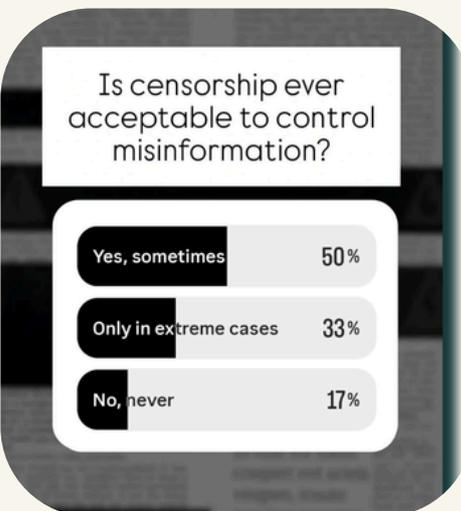
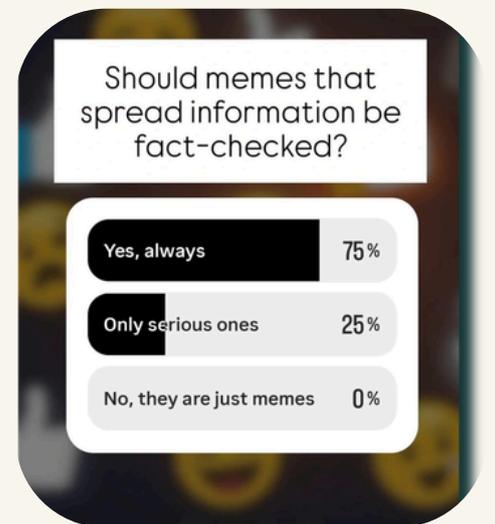
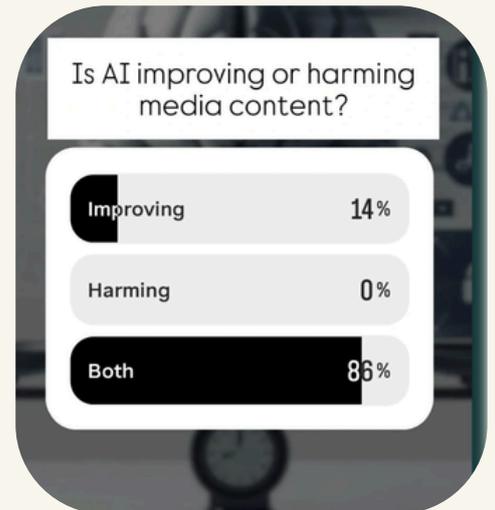
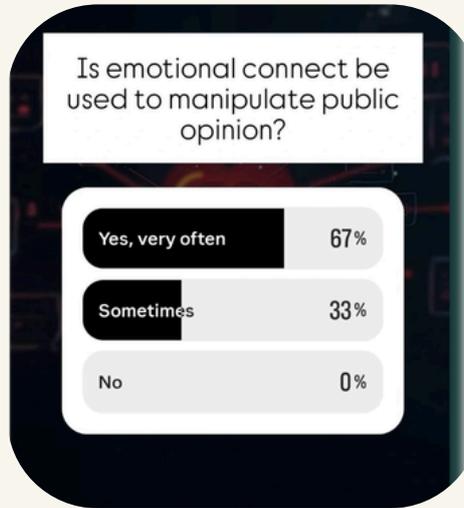
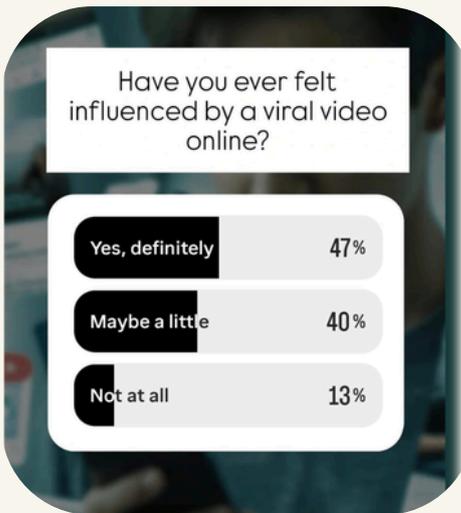
the damage isn't always digital.

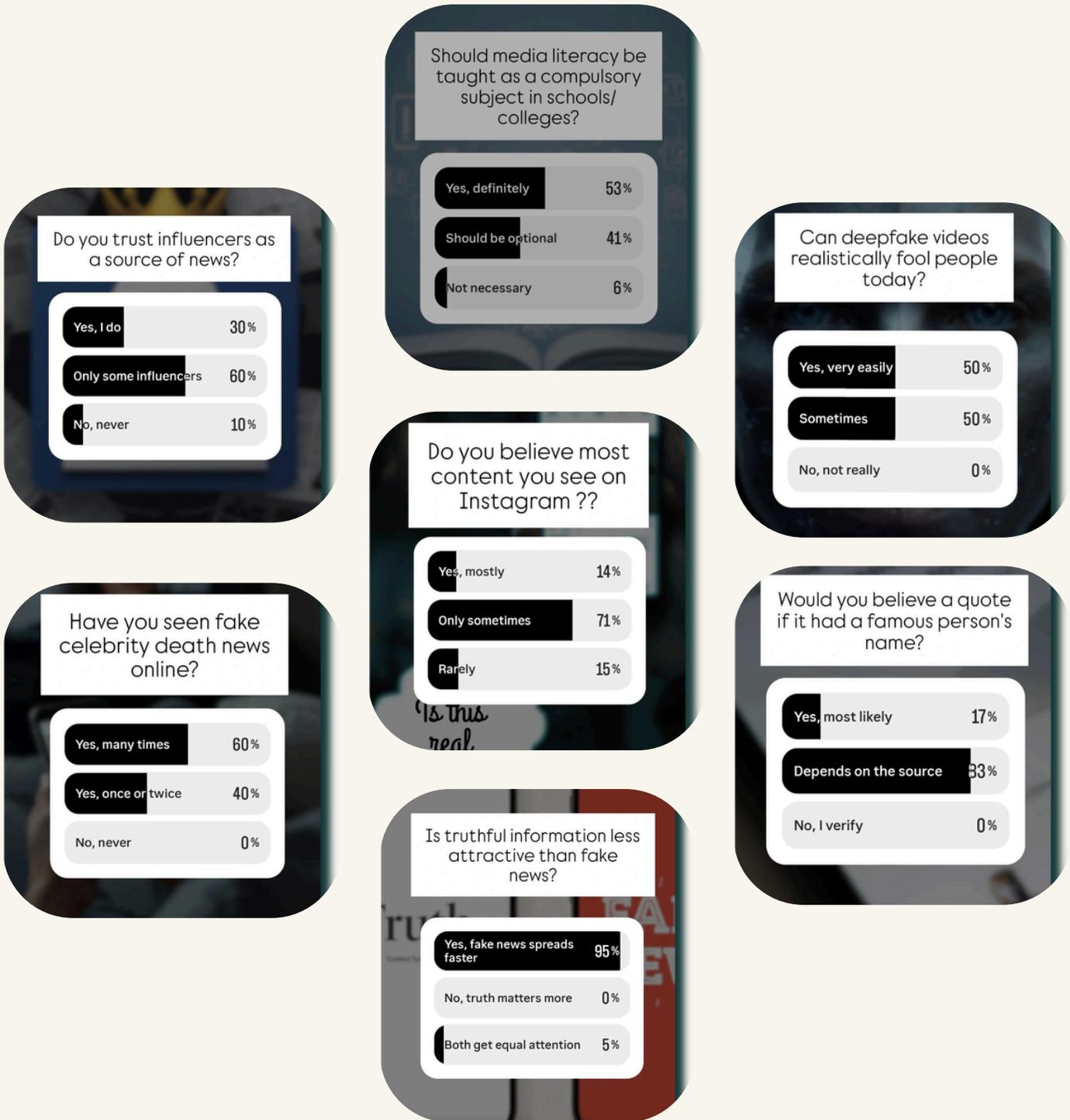


Many responses highlighted emotional manipulation — rage bait, click bait, and repeated polarization slowly forming pre-existing beliefs.

Sometimes, it's psychological. Sometimes, it's personal.

Digital Opinions





The responses reveal a clear pattern — students recognize misinformation, emotional manipulation, and the growing influence of AI in media. Yet, influence still exists. From viral videos to deepfakes and misleading headlines, digital content continues to shape opinions. Awareness is present — but critical thinking remains essential in navigating today’s media landscape.

05





The Machine Behind The Message

Behind every manipulated message lies technology that amplifies its reach. This section examines algorithms, automated content, and digital platforms that control what information we see, revealing the mechanisms that drive media manipulation in today's connected world.

Tech vs Truth

Inside the digital systems that amplify misinformation

The Digital Speed Dilemma

The way we receive information has changed dramatically in the digital age. News that once took hours — even days — to reach the public now travels across the world in seconds through smartphones and social media platforms.

This transformation has clear advantages. People can share perspectives instantly, access global events in real time, and participate in conversations that were once limited to institutions. However, speed introduces a critical dilemma: when information moves faster than verification, accuracy often becomes secondary.



In the race to be first, content is frequently shared before it is checked. By the time corrections appear, the initial version may already be embedded in public memory. Psychologists call this the continued influence effect — once an idea is heard, it can persist even after being debunked.

In an environment where attention spans are shrinking and countless posts compete for visibility, truth is no longer evaluated in isolation. It competes with misinformation — and with speed itself.

Constant exposure to updates also affects how we think. When information arrives in rapid bursts, we become conditioned to react immediately rather than reflect carefully. Quick reactions are rewarded with likes and shares. Slow thinking is often overlooked. In such a system, responsibility does not rest solely with platform companies. Users, too, must consciously choose to pause, question, and verify.

Algorithms, Engagement, and the Attention Economy

Digital platforms rely on algorithms designed to maximise engagement. These systems analyse what users like, comment on, and share — then deliver more of the same. Their primary objective is not balance or truth, but retention.

Content that is emotional, dramatic, or controversial tends to generate stronger reactions than carefully researched reporting. As a result, sensational posts often receive greater visibility. Over time, this creates an ecosystem where information is valued less for its accuracy and more for its ability to provoke.

In the attention economy, visibility becomes currency. Outrage attracts clicks. Simplicity spreads faster than nuance. Complex truths struggle against bold claims and striking headlines.



Creators, aware of these dynamics, may feel pressure to simplify, exaggerate, or dramatise content in order to compete. Meaningful dialogue gives way to reaction-driven exchanges. The measure of impact becomes engagement – not evidence.

Echo Chambers and the Perception of Reality

Personalised algorithms also shape what users see. By prioritising content aligned with past behaviour, platforms gradually construct digital environments that reinforce existing beliefs.

When individuals repeatedly encounter opinions that mirror their own, they may begin to assume those views are widely shared. Alternative perspectives become less visible, and sometimes invisible altogether. This phenomenon is often described as an echo chamber.

Within such spaces, confidence increases while exposure decreases. People may grow more certain of their positions without critically evaluating them. Dialogue across differences becomes difficult when shared ground is limited.



Over time, this selective exposure can distort perceptions of reality. If each group inhabits a different information environment, consensus becomes harder to achieve. Misunderstandings deepen. Polarisation intensifies.

Artificial Amplification and Manufactured Consensus

Technology can also be deliberately used to create the illusion of widespread agreement. Automated accounts, coordinated networks, and organised campaigns can amplify specific narratives, making them appear more popular than they truly are.

When a message is encountered repeatedly – across multiple accounts and platforms – it gains perceived legitimacy. Repetition signals importance. Visibility suggests approval.

This strategy is especially powerful during emotionally charged moments such as elections, crises, or social conflicts. By shaping what appears to be trending or widely supported, actors can influence public perception without altering factual reality.

Not every visible crowd is organic. Sometimes consensus is manufactured.

Technology as Both Risk and Remedy

Despite these risks, technology itself is not inherently harmful. The same systems that accelerate misinformation can also strengthen accountability.

Artificial intelligence can assist in detecting manipulated media and identifying suspicious activity patterns. Digital tools enable reverse image searches, metadata analysis, and large-scale fact-checking. Journalists and researchers increasingly rely on technological systems to verify claims and trace sources.

The future of truth does not depend solely on innovation, but on intention. If platforms prioritise transparency and responsibility, and if users approach information critically, technology can serve as a tool for clarity rather than confusion.



Education plays a crucial role. Understanding how digital systems function – how algorithms filter content, how engagement shapes visibility, and how narratives spread – empowers individuals to navigate the information landscape responsibly.

In the end, technology does not decide what we believe. It influences the environment in which belief is formed. Awareness remains our strongest defence.

AI: Tool or Threat?

When machines can create reality, responsibility becomes human.

“In a world where machines can generate convincing versions of reality, how do we protect the truth?”

Scroll. Like. Share. Within seconds, information crosses continents. But not everything we encounter online is authentic anymore.

Artificial Intelligence, once celebrated purely as a breakthrough in innovation, now stands at a crossroads. On one side, it enhances journalism, research, and large-scale verification. On the other, it accelerates deepfakes, synthetic media, and automated misinformation.

The question, therefore, is not merely technological — it is ethical. Is AI a tool? Or is it a threat?

Fake news refers to false or misleading information presented as legitimate reporting. In the past, creating such content required manual editing, manipulated images, or fabricated stories. Today, AI systems can generate realistic articles in seconds, produce highly convincing deepfake videos, mimic voices, and distribute content automatically through coordinated networks.

Misinformation no longer spreads gradually. It can reach millions within minutes.

AI as a Threat

1. Deepfakes and Synthetic Media

One of the most alarming developments is deepfake technology. A political leader can appear to declare war in a fabricated video. A public figure can be placed into a scandal that never occurred. Even when debunked, such content can damage reputations and erode public trust.

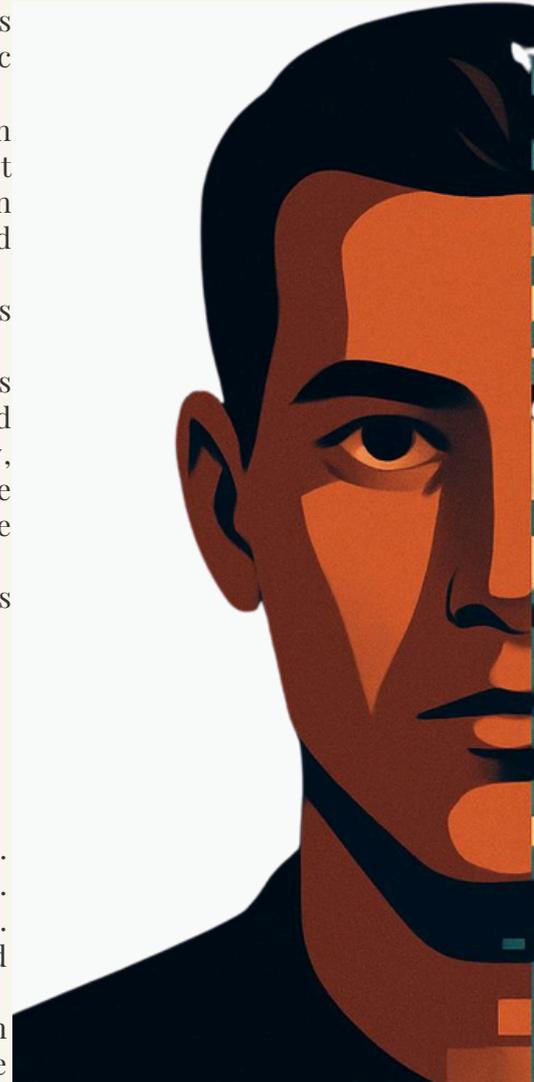
The danger lies not only in deception, but in doubt. When manipulated media becomes common, even authentic evidence may be questioned.

2. AI-Generated News Content

Advanced text generators can produce entire news articles that appear professional and credible. When misused, these tools can flood digital platforms with fabricated stories, overwhelming fact-based reporting and making it increasingly difficult for readers to distinguish truth from fiction.

3. Algorithmic Amplification

Social media platforms rely on AI-driven algorithms designed to maximise engagement. Content that provokes strong emotional reactions — anger, fear, outrage — tends to receive greater visibility. As a result, sensational misinformation often spreads faster than carefully verified reporting.



4. Targeted Influence and Automated Propaganda

AI can also tailor messages to specific audiences using behavioural data. By analysing user preferences and online activity, systems can craft highly personalised narratives that reinforce existing beliefs. Such targeted messaging can subtly shape attitudes over time, often without individuals realising they are being influenced.

When speed, automation, and personalisation combine, misinformation becomes not only widespread – but strategically effective.

AI as a Tool

Despite these risks, AI is not inherently harmful. The same technologies that enable manipulation can also strengthen accountability.

1. Automated Fact-Checking

AI systems can scan vast datasets within seconds, cross-reference claims with verified sources, and detect inconsistencies at a scale impossible for humans alone.

2. Deepfake Detection

Just as AI can generate synthetic media, it can also identify it. Detection models analyze blinking patterns, voice modulation irregularities, and pixel-level distortions to expose manipulated content.

3. Content Moderation at Scale

Platforms increasingly rely on AI to identify and remove misleading or harmful posts. Automated moderation, while imperfect, helps reduce the volume of misinformation circulating online.

4. Mapping Misinformation Networks

AI can track how false narratives spread – identifying origin points, coordinated activity, and amplification patterns. Such analysis enables quicker and more strategic responses.

Beyond Technology: The Human Responsibility

AI itself has no intention. It reflects the objectives of those who design and deploy it. The future of truth depends not only on innovation, but on ethics, transparency, and digital literacy. Developers, platforms, policymakers, journalists, and users all share responsibility. In an era where machines can fabricate convincing illusions, critical thinking becomes our strongest defence.

AI is both a tool and a threat.

The difference lies in how we choose to use it.

Algorithm Bias

When code decides what you see, who decides the code?

Every time you open Instagram, YouTube, or Google, something invisible is working behind the screen: **an algorithm**.

Algorithms determine:

- Which posts appear first
- Which videos go viral
- Which ads you see
- Even which news reaches you

We often assume algorithms are neutral. After all, they rely on math and data so they must be objective. Not exactly.

Algorithm bias occurs when an AI system produces results that are systematically unfair, skewed, or discriminatory due to flawed data, design choices, or embedded assumptions.

AI systems learn from historical data. If that data reflects social inequalities, stereotypes, or limited representation, the system may unintentionally amplify those patterns. The algorithm does not “intend” to discriminate – it mirrors what it has been shown.

How Does Bias Enter the System?

- **Biased or Incomplete Data**

AI models are trained on massive datasets. If the data is unbalanced or excludes certain groups, the system learns those distortions as normal patterns.

- **Human Design Decisions**

Algorithms are created by people. Developers choose what data to include, which factors matter most, and how “success” is measured. These choices shape outcomes.

- **Engagement-Driven Priorities**

Many platforms optimise for likes, comments, and shares. Content that provokes outrage or strong emotion often spreads faster, reinforcing polarisation and extreme views.

Over time, algorithms learn what keeps you scrolling – not necessarily what informs you accurately. They personalise your feed based on past behaviour, gradually shaping your perception of reality.

Why Is Algorithm Bias Dangerous?

- **It feels invisible.**

Most users never see how decisions are made.

- **It feels objective.**

Because it is “technology,” people assume it is fair.

- **It scales instantly.**

Unlike individual human bias, algorithmic bias can influence millions at once.

When we trust AI systems without questioning them, their influence becomes subtle yet powerful.

Can It Be Fixed?

Reducing algorithm bias requires intentional effort:

- Diverse and inclusive data collection
- Greater transparency about how systems operate
- Ethical design that prioritises fairness and accountability
- Media literacy among users

Algorithms are not neutral forces of nature. They are designed systems shaped by human decisions.

If algorithms decide what information we see – and information shapes what we believe – then questioning those systems becomes essential.

In a world increasingly powered by AI, fairness must be built deliberately. Because when algorithms shape reality, even small biases can have massive consequences.

Disinformation Factories

“The most powerful weapon today is not a missile – it is misinformation.”

In the 21st century, conflicts are no longer fought only across borders. They unfold across timelines, news feeds, and comment sections.

Around the world, governments and political groups have been accused of operating organised disinformation factories – coordinated systems designed to manipulate public opinion, influence elections, and intensify social divisions.

These are not random fake posts.

They are strategic operations.

A disinformation factory is an organised network that intentionally creates and spreads false or misleading information. Unlike misinformation – which may be shared unknowingly – disinformation is deliberate, targeted, and often politically motivated.

The goal is not simply to lie.

The goal is to control perception.



How It Works

Investigations into foreign influence campaigns during national elections have revealed coordinated efforts involving thousands of fake social media profiles.

These accounts posed as ordinary citizens – students, activists, parents – while working collectively to:

- Spread divisive narratives
- Promote extreme viewpoints
- Attack specific political candidates
- Amplify controversial issues

Using coordinated posting strategies and AI-powered bots, these networks artificially boosted engagement. As a result, misleading content appeared popular, credible, and widely supported.

Not every trending topic is organic.

Sometimes, consensus is manufactured.

Why Invest in Digital Influence?

Modern influence campaigns are:

- Cheaper than traditional warfare
- Harder to trace
- Easily deniable
- Highly scalable

Instead of deploying troops, shaping public opinion can destabilise governments, weaken institutions, and damage international relations.

Information has become a geopolitical tool.

Impact on Society

Disinformation factories can:

- Polarise communities
- Spread communal tension
- Influence voting behaviour
- Damage reputations
- Create panic during crises

During global emergencies, false medical claims and conspiracy theories have spread rapidly, creating confusion and mistrust. In such moments, misinformation can move faster than facts.

The Ethical Dilemma

Efforts to regulate digital platforms raise complex questions:

- How do we balance free speech and censorship?
- Who determines what is false?
- Should governments exert stricter control over online content?

While regulation may reduce manipulation, excessive control can threaten freedom of expression. The solution is neither simple nor final.

What Should Students Understand?

As digital citizens, awareness is essential.

- Not every viral post is authentic.
- Not every trending narrative reflects majority opinion.
- Not every emotional message is accidental.

Ask:

- Who benefits from this information?
- Is the source credible?
- Is the content trying to inform – or provoke?

Disinformation factories demonstrate that power today is informational as much as it is physical.

The future of democracy may depend not only on what we share – but on what we question.

06

Breaking The Cycle

This section provides strategies to recognize and resist media manipulation. By emphasizing media literacy, fact-checking, and critical thinking, it offers practical tools to navigate the information landscape responsibly and reduce the influence of misleading content.

Awareness: Your Shield Against Misinformation

"Knowing what to trust online is a superpower."

We live in a world where information moves faster than ever. With 5+ billion social media users and an average of 2.5 hours/day online, digital platforms are now the main source of news, entertainment, and communication. While this connectivity is powerful, it also makes us vulnerable to misinformation.

What is Media Literacy?

Media literacy is not rejecting media—it's understanding it. Every message has a purpose: to inform, persuade, entertain, or provoke emotion. Emotional headlines, sensational visuals, and short-form content can shape perceptions before facts are verified.

Without critical thinking, audiences may unknowingly amplify misinformation. Studies show: nearly 60% of users share content without verifying it. Emotional content spreads faster, giving false narratives an edge.

📊 Media Consumption Snapshot (2026)

- Social Media: 2.5 hrs/day
- Streaming Platforms: 1.8 hrs/day
- Online News: 1.2 hrs/day
- Podcasts: 0.8 hrs/day

Case Study – AI Deepfake in 2024:

An AI-generated political deepfake went viral within 48 hours before being debunked. Millions shared it, and public trust dropped measurably. This shows how technology, when misused, can disrupt democracy.

Core Pillars of Media Literacy:

- Access: Find credible sources.
- Analyze: Understand the creator and purpose.
- Evaluate: Cross-check evidence and identify bias.
- Create: Produce responsible content.
- Act: Engage thoughtfully in the digital space.

Youth & Digital Responsibility

70% of teens get news primarily from social media, yet only a small fraction can reliably separate facts from opinions. Peer sharing and algorithms reinforce what feels credible. Emotional content spreads twice as fast as neutral content.

Finland Example:

- Media literacy is taught from primary school.
- Students analyze ads, detect bias, and understand algorithms.
- Result: Finland ranks among the least susceptible countries to fake news, with high public trust in verified journalism.

Solutions: Break the Misinformation Cycle

Small actions, big impact

Education:

Structured media literacy programs create critical thinkers. Students learn to:

- Analyze advertisements
- Detect bias
- Verify sources
- Understand algorithm influence

Platform Accountability:

Social media companies now:

- Label misinformation
- Add fact-check warnings
- Use AI detection to flag fake content

Community Initiatives:

- Workshops and campaigns
- University fact-checking clubs
- Awareness about AI-generated content & deepfakes
- ♦ University Fact-Check Initiative (2025):
 - 1,200 viral claims reviewed in 6 months
 - 35% found misleading or partially false
 - Student verification habits improved 40%

How Misinformation Spreads:

- Emotional content and sensational headlines
- Engagement-prioritizing algorithms
- Echo chambers & confirmation bias
- Influencer amplification
- Limited verification before sharing

Misinformation Spread by Platform:

- Social Media Feeds: 45%
- Messaging Apps: 25%
- Video Platforms: 20%
- Blogs & Forums: 10%

Closing Insight:

In today's media ecosystem, information spreads instantly—but understanding must be intentional. Awareness and critical thinking are the strongest shields. Technology moves fast, but informed action is power.

Toolkit: How to Spot Fake News

We wake up and check our phones. Before we even get out of bed, we've already read three headlines, watched two reels, and maybe forwarded something to a group chat. News today doesn't wait for the morning paper—it reaches us instantly. And while that feels convenient, it also means that not everything we see is true. Fake news doesn't always look fake. It can look professional, emotional, and very convincing. Sometimes it even sounds logical. That's what makes it dangerous. The good news? With a few simple habits, we can learn to spot it.

Start With a Simple Pause

If something you read makes you extremely angry, scared, or shocked, pause for a second. Fake news often plays with emotions because emotional people react faster—and share faster. Before forwarding anything, ask yourself: Do I know this is true? Or am I just reacting? That small pause can prevent a lot of confusion.



Don't Judge by the Headline

Headlines are written to grab attention. Sometimes they exaggerate. Sometimes they leave out important details. Instead of reading just the title and sharing it, open the article. Read the full story. See if it provides facts, data, or quotes from real people. Often, the actual content is very different from what the headline suggests.



Be Careful With Photos and Videos

Photos feel real. Videos feel even more real. But they can be edited or taken from completely different events. If something looks dramatic, try searching the image online. Many viral pictures turn out to be reused from unrelated situations. Just because you see it doesn't always mean it's what it claims to be.



Ask: Why Is This Being Shared?

Every piece of information has a purpose. Is it trying to inform you—or push you toward anger, fear, or hate? Understanding the intention behind a message helps you judge it better. • Your Role Matters



Look at Where It's Coming From

Always check the source. Is it a known news platform? Does the website look real and trustworthy? Reliable sources usually mention their team, provide contact details, and have a clear history. Suspicious websites often have strange links, too many ads, or poor writing. If you've never heard of the page before, take a moment to search it. Trust is built over time. If a source has no credibility, the content probably doesn't either.



Check the Date

This is simple but powerful. Many old stories are reshared as if they just happened. A video from years ago can suddenly go viral again, creating panic. Always check when it was first published. News without a timeline can be misleading.



See If Others Are Reporting It

If something big has happened, more than one trusted news outlet will report it. Search the topic and see if reliable platforms are covering it too. If the story only exists in forwards or on unknown pages, that's a red flag.



Your Role Matters

Today, we are not just readers. We are sharers. A single forward from us can reach dozens of people. Choosing not to share something until you're sure about it is powerful. It protects your credibility and prevents misinformation from spreading further.



Best Fact-Checking Tools

We've all been there. A dramatic message shows up in the family WhatsApp group. A reel claims something shocking. A post says, "This won't be shown on the news!" In moments like these, the real question isn't how fast we can react it's how quickly we can verify. The good part? You don't have to guess. There are reliable tools and platforms that help you check whether something is true or misleading. Using them doesn't require technical skills just a little curiosity.

Fact-checking websites you can trust

Some organizations focus only on verifying viral claims and breaking down misinformation.

- **Alt News** is an independent Indian platform that investigates viral posts, political statements, and suspicious claims. They usually explain step-by-step why something is false and share clear evidence.
- **BOOM Live** also debunks viral WhatsApp forwards, edited videos, and misleading social media content. Their reports are simple and easy to understand.
- **Factly** focuses more on public data and government-related claims, using official documents and statistics to verify information.

If a rumor has spread widely, chances are one of these platforms has already checked it.

What makes these platforms helpful is that they don't just say "fake." They explain why — and that makes all the difference.

Reverse image search: a simple but powerful trick

- Images can be very convincing. But many viral photos are reused from older events or completely different places.
- Using Google Reverse Image Search is simple. You can upload a picture or paste its link to see where it first appeared online.
- It takes less than a minute, and sometimes that minute is enough to uncover the truth.

Double-check big claims

- If something major has happened, reliable news platforms will report it. Search the topic on established news websites. If no trusted outlet is covering it, that's a sign to be careful.
- You can also copy a key sentence from a suspicious message and paste it into a search engine. Often, fact-check articles appear immediately if the claim has already gone viral.



Make it a habit

- Fact-checking doesn't have to feel like extra work. It's just a small pause before hitting "share."
- In a world where everyone can post anything, these tools help us stay responsible. They protect not just our credibility, but also the people who trust what we send them.
- Because sometimes, the most powerful thing you can do online is not forward, until, you're sure.

What can you do as a Student

Media manipulation does not only affect governments, institutions, or large audiences. It affects individuals and students are among the most active participants in today's information ecosystem. As consumers, sharers, and sometimes creators of content, students hold both responsibility and influence.

The first step is verification.

Before believing or sharing any information, it is essential to check reliable and verified sources. Cross-checking with official websites, established news platforms, and previous reports helps determine whether a claim is credible or misleading. Viral posts should not be trusted solely because they are widely circulated. Popularity is not proof.

Developing the habit of checking multiple sources strengthens critical thinking. Instead of reacting instantly to headlines, students can pause and examine what might be missing — context, data, opposing perspectives, or updated information. Often, short clips or dramatic headlines omit crucial facts. Taking time to go through the complete report allows for clearer understanding before forming an opinion.

Another important shift is moving from being a passive consumer to an active investigator.

Rather than absorbing information as it appears, students can question:

- Who created this?
- What evidence supports it?
- Is this opinion presented as fact?
- Has this claim appeared before, and was it verified?

Waiting for confirmation from credible sources, especially in the case of breaking news, reduces the chances of spreading false narratives.



Equally important is community awareness.

Students can encourage friends and peers to fact-check and think critically before forwarding content. A simple conversation about verifying sources can influence an entire peer group. Awareness spreads the same way misinformation does — through sharing.

Adopting a “think-before-you-link” approach creates collective resilience.

Personal responsibility combined with supportive engagement helps build an informed community.

Fact-checking should not be seen as an optional skill.

It should be treated as a basic responsibility — similar to civic sense. From an early age, individuals should be taught that media influence carries power, and that power should not be taken for granted.

Ultimately, avoiding media manipulation requires patience, curiosity, and discipline. It means not falling for every claim without research. It means judging an article thoughtfully to gain clarity rather than reacting emotionally.

O7

Your Turn

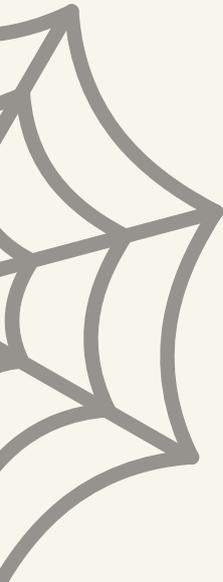
An interactive space for readers to engage with the concepts explored in this magazine. Analyze headlines, question narratives, and reflect on your media habits — applying knowledge to identify manipulation and build a more informed perspective.

Cognitive Traps

You are not manipulated because you are careless.

You are manipulated because you are human.

Before misinformation spreads through society,
it spreads through the mind.



Below are four common cognitive traps.

Without overthinking — mark the one you fall into most often.

Confirmation Bias: You accept information more easily when it agrees with what you already believe.

Authority Illusion: You trust something because it appears official — a logo, a uniform, a formal tone.

Repetition Effect: You begin to believe something simply because you have seen or heard it many times.

Emotional Override: You react emotionally before you evaluate rationally.

Now pause.

Which one influences you the most — and why?

Awareness begins the moment you recognize your own patterns.



Spot the Red Flags

Read the message carefully:

“URGENT 🚨 Share this immediately before it gets deleted! Doctors are hiding this information. Forward to everyone you care about.”

Now pause.

Before reacting, observe.

Identify at least three warning signs that signal manipulation:

1. _____
2. _____
3. _____

After reading this magazine, what is one habit you will change?

Because awareness is not the end.
It is the beginning of responsibility.

Artistic Submission

Through poetry and creative expression, this section explores media, truth, and the influence of information in our daily lives.



The Filtered Truth

—Pratyush Sharma, Alfaaz

They sell us the truth in a polished-up box,
With high-tech keys and low-budget locks.
We're scrolling through feeds while the story is bent,
Losing the point of what everyone meant.

A little bit of filter, a little bit of crop,
They start a fire then they tell us to stop.
It's not quite a lie, but it's never quite real,
They tell us exactly how we're supposed to feel.

Pick a side, take a stand, join the digital fight,
While the person behind it is dimming the light.
We're shouting at shadows on a five-inch screen,
Caught in the middle of the "heard" and the "seen."

So before you believe every headline you find,
Remember the person who's designing your mind.
Because the truth isn't found in a "like" or a "share,"
It's hidden in the silence that nobody's there.

सच्ची खबर

— आयुष अमन, अल्फ़ाज़

ताज़ा खबर अरे सुनो भाई ताज़ा खबर
सच्ची खबर अरे सुनो तुम भी सच्ची खबर

एक दिन अख़बार लेके बैठा पढ़ने को यह खबर में
टीवी था सामने सोचू देखु क्या चल रहा इस दुनिया में
पर जो पन्ना पलटा अख़बार का
देखा अजीब सी हो रखी दुनिया की रीत है
सामने टीवी वाले भी बड़बड़ा रहे कुछ अलग ही प्रीत है
क्या ऐसा चल रहा है दुनिया में
क्या यह सब हुआ था असली में
बस खुद ही से बार बार यह पूछ रहा मैं
फिर भी एक ही चीज मुझे सुनने को मिलती

ताज़ा खबर अरे सुनो भाई ताज़ा खबर
सच्ची खबर सुनो तुम भी सच्ची खबर
हम चौथा स्तंभ लोकतंत्र का
लोगों का छोड़ सब कुछ हम बताते हैं
सच्ची खबर अरे सुनो तुम भी सच्ची खबर

इस एक्टर की इससे शादी
इस गायक की हुई बर्बादी
इस नेता ने रिबन था काटा
अरे इस नेता को पड़ा था चांटा
लेकिन सैकड़ों लोग मरे उधर उसकी कोई बात नहीं
वो सारी खबरें खा गई जिनका कुछ मोल था
बस यह खबरें कि कौन किसके साथ नहीं
इधर तो अलग ही चल रहा झोल था

फिर भी एक ही चीज यह लोग बार बार मुझको बोले

ताज़ा खबर अरे सुनो भाई ताज़ा खबर
सच्ची खबर अरे सुनो तुम भी सच्ची खबर
हम चौथा स्तंभ लोकतंत्र का
लोगों का छोड़ सब कुछ हम बताते हैं
सच्ची खबर अरे सुनो तुम भी सच्ची खबर

इस नेता ने जनता को लूटा
फिर भी तुमने इसको पूजा
इस आदमी पे रेप का केस लगा
फिर भी यह तुम्हारे लिए भगवान बना
यह आदमी को आखिरकार मिली सजा
फिर क्यों इसको मुक्त करने का तुमने खेल रचा
अरे वो आदमी तो निर्दोष था
इसको बिना किसी सबूत के तुमने गुनहगार कहा
यह सब प्रश्न पूछता रहता इन अखबार और इन टीवी वालों से
फिर भी एक ही सुर में एक ही जवाब मुझे सुनने को मिलता

ताज़ा खबर अरे सुनो भाई ताज़ा खबर
सच्ची खबर अरे सुनो तुम भी सच्ची खबर
हम चौथा स्तंभ लोकतंत्र का
लोगों का छोड़ सब कुछ हम बताते हैं
सच्ची खबर अरे सुनो तुम भी सच्ची खबर

मैं नहीं कहता कि मुझे इसकी शादी उसकी शादी इन सब से खेद है
लेकिन जहां खबरों पे लगे मुखौटा वहीं तो असली भेद है
इस मीडिया का भाई खेल यह निराला
सच को झूठ झूठ को सच यह बताएंगे
कौन दोषी कौन निर्दोष यह खुद ही फैसला सुनाएंगे
जिस पार्टी ने पैसे दिए उसकी बढाई इनका काम है
उनकी गलती पे डाले यह पर्दा चाहे कर दे पूरी दुनिया बदनाम यह
जानकार बनने को आती दुनिया
अनजान सी होकर चली जाती है
आपसे भी कहूं मैं कि खबर की जांच पड़ताल करें पूरी
क्योंकि इनके मुंह से एक ही बात बस रटी जाती है

ताज़ा खबर अरे सुनो भाई ताज़ा खबर
सच्ची खबर अरे सुनो तुम भी सच्ची खबर
हम चौथा स्तंभ लोकतंत्र का
लोगों का छोड़ सब कुछ हम बताते हैं
सच्ची खबर अरे सुनो तुम भी सच्ची खबर

“ Be strong now, because things will get better. It might be stormy now, but it can't rain forever ”

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Every day we are amazed by our community who use innovation, ideas, and service to create impact from the local to global level. We are inspired. Every time we read, write and edit a story, we're empowered and comforted by the fact that there are people out there fulfilling their own missions to turn a difficult story into a good story. It is imperative that we apprehend their journey and all those who support and guide such initiatives. We would like to extend a hearty gratitude to organisations like, Enactus PGDAV, Enactus Shaheed Raj Guru, Enactus JDMC for playing such a crucial role in bringing change.

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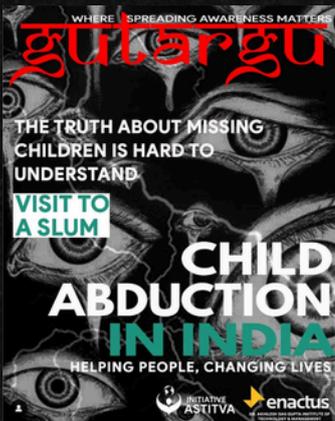
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And many more unsung heroes who worked tirelessly to make Gutargu possible.

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