

## CHAPTER 20

### CONTINUING EDUCATION & EXTENSION

#### Doctoral Theses

01. BHATI (Sneha)  
**Effects of Media Illiteracy on School Students.**  
Supervisor: Dr. J. P. Dubey  
Th 28252

#### *Abstract*

The study's prime focus is to examine the effects of media illiteracy in school students. For this purpose, the study first establishes the current status of media literacy among 9-12 grade students in Delhi's private and government schools and further identifies the role played by parents in media consumption of their children and the efforts teachers, schools and government agencies are making to combat media illiteracy in students. Post this effects of media illiteracy are studied on various parameters like critical thinking skills, psychological and mental well being, academic & social impact. Quantitative research method is employed to collect data from key stakeholders- students, parents & teachers. Survey method is conducted through structured questionnaires collecting approximately 1200+ data across government and private schools in Delhi. Descriptive Analysis of data is performed and findings indicate remarkably low levels of media literacy in school students (9-12 grade) across both government & private schools in Delhi. Interestingly in spite of better infrastructure and technological accessibility to private school students they still are equally media illiterate as students belonging to economically disadvantageous groups. The harmful effects of media illiteracy are profound. Effects range from poor critical thinking and decision making ability to adverse effects on mental wellbeing and behavioural changes; negative academic outcomes to social implications like social media addiction and problematic social behavioural changes. The study further proposes framework & recommendations after measuring the current efforts by schools, government agencies and external organisations (NGO's & Technology firms) to improve media literacy skills of students during the school years equipping them to navigate through the complex and dynamic media landscape the scholars of today are residing in.

#### *Contents*

1. Introduction 2. Review of literature 3. Research methodology 4. Data interpretation & analysis 5. Conclusion. References, Appendices.

02. DAHIYA (Heaven)  
**Study to Assess the Social and Emotional Maturity of Internet User Adolescents.**  
Supervisor: Dr. Rupesh Kumar Gupta  
Th 28253

*Abstract*

According to the World Health Organization, India, the most populous nation, hosts the highest number of adolescents, with nearly one in five individuals falling within this age group. Adolescents often face mental health challenges, such as depression, anxiety and behavioral disorders, which can significantly affect their overall well-being and functioning. In adulthood, studies indicate that engagement with social media is linked to stimulation of the brain's reward centers, leading to social rewards derived from online interactions, such as likes, views, and comments. A longitudinal cohort study involving U.S. adolescents aged 12 to 15 (n=6,595) demonstrated that those who use social media for over three hours daily are twice as likely to experience adverse mental health outcomes, including symptoms of depression and anxiety. This study focused on social and emotional maturity among 507 adolescent internet users from five schools in the Delhi NCR region. Participants completed structured questionnaires developed by Dr Nalini Rao, Dr Singh and Bhargava to assess their social and emotional maturity. Utilizing a survey research design and purposive sampling technique, the study found no significant association between the selected demographic factors and extraneous variables about the sample's social and emotional maturity scores. The results indicated that the average social and emotional maturity levels were 61.3% and 63.8%, respectively, suggesting that the participants displayed signs of social and emotional immaturity. Given these findings, further research is essential to explore additional health aspects influenced by excessive internet use among adolescents and develop interventions to mitigate the negative impacts of internet usage on adolescent well-being.

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1. Introduction 2. Review of literature 3. Research methodology 4. Data analysis and interpretation 5. Result and discussion 6. Summary and conclusion. References Appendixes.

03. DOUNGEL (Letginlen)

**Role of Voluntary Organisations in the Promotion of Adult Education and Lifelong Learning - A Case Study of Indian Adult Education Association (IAEA).**

Supervisors: Prof. Rajesh and Prof. Rupesh K. Gupta

Th 28254

*Abstract*

Adult education and lifelong learning has been one of the subject of study that have been practical to the growth and development of an individual and society. The social development has emphasis the role of adult education and lifelong learning and voluntary agencies in rational exchange. The relevance and importance of adult education and lifelong learning in the making of self-reliant India and empowerment of its citizens has been again recognized and reiterated by the policy makers and has found considerable coverage in the NEP 2020. A literature review finds that the growth of adult literacy through various adult education programmes has been the active involvement of the voluntary organization in the country. Till today, voluntary organizations have occupied an important position in the country. There are very few voluntary organisations working in the field of adult education and lifelong learning in India. The formation of the Indian Adult Education Association (IAEA) in 1939 marked an important landmark in the history of modern India. It became an organization for the formulation of Indian adult education in the country. The IAEA was founded with explicit educational and social welfare motives. Although in the

beginning its objectives was to begin with literacy, later the movement assumed a mass movement in educating and uplifting the illiteracy and the marginalized section of the people in the country. Therefore, the present study seeks to look into the significance of the organization in the context of history and its contributions in the field of adult education and lifelong learning. The study applies historical approaches which is descriptive in nature. In this study, data were obtained from documents analysis, semi-structure interview and focus group discussion, implying snowball and purposeful sampling to identify the rereferrals in the study. The study concludes that the development of adult education and lifelong learning status in India has improved as a result of earnest endeavour on the part of social reformers and educationists. In the 21st century, the status of adult education and lifelong learning has changes a lot and now they has to play an important role.

### *Contents*

1. Introduction 2. Development of adult education and role of voluntary Organisations in India 3. IAEA's contributions to adult Education and Lifelong Learning in India: an analysis 4. Research and Publications of IAEA in Post-Independence India 5. IAEA's Efforts in documentation, dissemination and network 6. The all India adult education conferences: a historical review of declarations, sessions, and policy recommendations 7. Milestones and achievements of the Indian adult education association. 8. Summary of Findings and Conclusions. Bibliography. Appendices.

04. DUTTA (Sonam)  
**Impact of Social Media Marketing on Buying Behaviour of Women Residents of Delhi-NCR.**  
 Supervisor: Dr. Rahul Yadav  
Th 28255

### *Abstract*

This research investigates the impact of social media marketing on the buying behaviour of women residing in the Delhi-NCR region, a culturally diverse and economically vibrant urban cluster. With the proliferation of platforms such as Instagram, Facebook, YouTube, and WhatsApp, women have become highly influential consumers, engaging with brands through influencer content, peer reviews, and interactive marketing campaigns. The study explores how social media has transformed traditional marketing paradigms by fostering two-way communication, real-time feedback, and personalized advertising. Using a consumer behaviour framework, the research delves into the five stages of the decision-making process—problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. Key psychological, social, and economic factors influencing women's buying patterns are examined, with particular emphasis on trust, perceived risk, influencer endorsements, and demographic variables such as age, income, and education. The study also highlights how cultural norms, family dynamics, and evolving digital literacy affect consumer engagement across different age groups and social segments. Qualitative and quantitative methodologies are employed to provide a comprehensive understanding of the interplay between social media marketing strategies and consumer responses. The findings underscore the importance of authenticity, transparency, and relatability in building trust and influencing purchase intentions. Influencer marketing and visually rich content emerge as major drivers of consumer engagement, especially among younger, tech-savvy women. This study offers practical insights for marketers aiming to tailor campaigns to the nuanced needs of

women in Delhi-NCR. It also contributes to academic discourse by filling gaps in regional studies on social media marketing. The results have wider applicability for brands seeking to navigate the digital landscape, enhance consumer relationships, and foster brand loyalty in similar socio-cultural environments.

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1. Introduction 2. Literature review 3. Research methodology 4. Data analysis and findings 5. Conclusions and recommendations 6. References, Questionnaire.

05. NAINWAL (Rohit)  
**Effects of Media Illiteracy on School Students.**  
 Supervisor: Prof. V. K. Dixit  
Th 28818

*Abstract*

Health, as conceptualised by WHO, transcends the conventional biomedical paradigm to encompass a holistic state of complete physical, mental, and social well-being. Within the paradigm of health, IEC (Information, Education, and Communication) emerges as a strategic framework. In the contemporary scenario, relevance of IEC has been amplified by globally existing complex health challenges. Additionally, fundamental disconnect between information provisions and actual health behaviour modification represents one of the most critical challenges in contemporary public health practice and undermines the effectiveness of health promotion intervention. The complexity of this problem is amplified by the rapidly evolving health communication landscape, where traditional face-to-face communication methods intersect with sophisticated digital technologies, creating both unprecedented opportunities and new forms of barriers to effective health communication. The COVID-19 pandemic has also illustrated the importance of effective health communication. This study frames its theoretical foundation from multiple models including Health belief model, Social Cognitive theory, Diffusion Innovative Theory and Ecological Model. Using a convergent-parallel dominant qualitative-to-quantitative mixed-methods design, this study examines how do information, education and communication (IEC) strategies influence community health knowledge, attitudes, and practices (KAP) across diverse cultural contexts in India, and what are the key knowledge determinants of their effectiveness in promoting sustainable health behaviour change while addressing health inequalities and building community empowerment.

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1. Introduction 2. Literature review 3. Theoretical framework and methodology 4. Results and findings 5. Discussion and analysis 6. Conclusion and recommendations.

06. SAGAR (Mani)  
**Role of English in the Dalit Emancipation in the Era of Globalization.**  
 Supervisor: Prof. Rajesh  
Th 28685

*Abstract*

The present doctoral work under the title, "Role of English in Dalit Emancipation in the era of Globalization", is an effort to analyse and examine the role of English language in dalit emancipation, particularly when the world has started becoming a

complex web of economic, political, social, cultural, inter-relations among all the countries during globalization. There are so many questions start blowing the mind just after reading the title such as, how a language can play an important role in the upliftment of any community, what's wrong with vernacular languages and why a colonial language, what is globalization and what is its relation with a language, can emancipation be linked with language and globalization and so many other queries, doubts and eagerness suddenly start poking the mind of an investigator or even a common knowledge seeker, and we can find a glance of answers in the statements of symbol of knowledge . Language is playing an important role in the development of the society, but more pertinent question is, "whether all languages plays the same role"? answer is obviously, "No". During colonial period, when the language of elite class has shifted from Sanskrit and Persian to English, it was the first time when even marginalized sections like untouchables have got a chance to learn the language of elite class through christian missionaries, and this opportunity was greatly capitalized by Jyotirao Phuley, Savitribai Phuley and no one can forget the great contribution that, jewel of the world, symbol of knowledge, Dr. Bhimrao Ramji Ambedkar, has made, after accessing the language of elites. English is not a language only, for Dalits it's a tool to uplift them and encash the global opportunities.

#### *Contents*

1. Introduction and Theoretical Background 2. Review of Literature 3. Research Methodology and Field Design 4. English, Globalization, and Dalit Experience 5. English Education and Cultural Emancipation 6. Field Reflections and Ground Narratives (Empirical Analysis) 7. Conclusion and Policy Recommendations.

07. SAINI (Shubham)

**Organic Farming and Sustainable Development: Status, Issues and Prospects in Haryana.**

Supervisor: Prof. Sanjoy Roy

Th 28256

#### *Abstract*

Organic farming is the practice that relies more on using sustainable methods to cultivate crops and it avoids chemical inputs that do not belong to the natural eco system. Organic agriculture can contribute to meaningful socio-economic and ecologically sustainable development, especially in developing countries. This is due to the application of organic principles, which advocates the application of local resources viz., indigenous seed varieties, manure, etc. and therefore cost effectiveness. Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Ecological friendly Organic farming is the answer to the problems being faced by agriculture in India today. It will also keep agriculture more sustainable. This form of agriculture conserves our soil and water resources, protects our climate, improves agro-diversity, ensures biodiversity, meets the demand for food and safeguards livelihoods. In brief, it ensures that the environment blooms, the farm is productive, the farmers makes a net profit and society has adequate nutritious food. Organic agriculture shows abundant benefits, as it reduces many of the environmental impacts of conventional agriculture, it can increase efficiency in small farmers' fields, it reduces reliance on costly external inputs, and guarantee price premiums for organic products. Organic farmers also profit from farmer cooperative and formation of social networks, which enhances good access to credit and benefit services. This paper brings out how the function of organic farming contributes for the sustainable practices and improving environment safeguarding, animal welfare, and invention quality. Key Words: Organic Farming, Agriculture and Sustainable Methods, Environment Conservation & Product Quality.

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1. Introduction 2. Literature Review 3. Research Methodology 4. Agriculture in Haryana and the Rise of organic Farming 5. National and State-Level Policies for Organic Farming. 6. Findings and Discussions. 7. Conclusion. Bibliography.

08. SINGH (Akanksha)

**Social Integration of Transgender Persons in Family and Society: A Comparative Study.**

Supervisors: Prof. Rajesh and Prof. Geeta Mishra

Th 28257

*Abstract*

Transgender Persons have been marginalised in the family and society. Social integration is difficult to achieve despite constitutional provisions and recent policy enactment for the trans community. This study tried to find out the lived experiences of transgender persons and to analyse their situation in family and society. It also focusses on the coping mechanisms of the community and attempts to gather information on the attitudes of transgender individuals towards the implementation of the act. The study was conducted by using mixed method research.

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1. Introduction 2. Transgender Persons Rights in India 3. Review of Literature 4. Research Methodology 5. Data Analysis and Interpretation. 6. Case Study. 7. Findings and Discussion. 8. Conclusion and Recommendations. References, Appendix.

09. SINGH (Toyaz Kumar)

**Exploratory Study of the Role of Mass Media in Raising Legal Awareness Among the Students of Delhi University.**

Supervisor: Dr. Rahul Yadav

Th 28258

*Abstract*

This exploratory study investigates the role of mass media in fostering legal awareness among Delhi University undergraduate students. Recognizing legal literacy as vital for understanding rights and responsibilities, the research explores students' perceptions of their legal knowledge, their sources of legal information, and mass media's effectiveness in disseminating it. The study examines students' self-assessed awareness, media consumption habits, and engagement in legal workshops. Findings reveal that 55% of students rate their legal awareness as "Moderate," indicating significant room for improvement. Mass media serves as a primary source, with social media platforms like Instagram, YouTube, and Twitter surpassing traditional outlets (newspapers, TV, radio) in reach and engagement. This highlights a preference for quick, accessible, and visually engaging legal content over lengthy articles or complex jargon. Despite mass media's influence, many students struggle to recall specific legal news that deeply impacted their understanding. While they frequently encounter legal content, retention and practical application remain limited. This suggests that widespread media coverage often fails to cultivate lasting awareness or encourage proactive legal education. Furthermore, the study notes a critical trustworthiness gap; students often prefer peer advice over mass media or official legal sources for legal guidance. A significant finding is the strong demand for structured legal education. More than 94 % of students desire government-organized

legal awareness camps within colleges, underscoring a keen interest in formal learning. Many believe interactive workshops, guest lectures by legal professionals, and curriculum integration could effectively bridge the knowledge gap. They argue that while mass media raises awareness, it must be complemented by expert-driven programs for deeper, practical legal understanding. In conclusion, this study affirms mass media's potential for spreading legal awareness, especially through digital channels, yet highlights its limitations in ensuring profound, long-term legal understanding. The findings advocate an integrated approach where media campaigns are supplemented by institutionalized legal literacy programs. By combining media-driven awareness with structured educational initiatives, stakeholders can collectively enhance students' legal knowledge and empower them to navigate legal challenges more effectively.

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1. Introduction 2. Research Review 3. Research Methodology 4. Analysis and Interpretation of data 5. Data Analysis and Interpretation. 6. Conclusions and Implications. 7. Recommendations. 8. Conclusion and Recommendations. References, Appendix.