

## Traditional media and the AI matrix in geostrategic communication

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2025 is witnessing overwhelming changes in the geostrategic communication ecosystem. As a result, the ecosystem is finding it difficult to adapt to the new evolving dynamics, which time and again defy the laws of consistency, established norms and practices. The global communication process is in a state of constant flux and shifts leading communication practitioners to rethink and re-evaluate the content creation parameters.

Data management and information algorithms have today become the litmus test of survivability and sustainability. They have woven an intricate matrix linking human creativity and technology leading to a global communication order defying the set ground rules for data sovereignty, transparency and content creation. A new communication algorithm has emerged based on instant communication, multimode messaging and result oriented outreach. The data push syndrome has led practitioners to rely on a 360 degrees communication process, to weave in and integrate different forms and formats of information dissemination.

Traditional media, once the sole gatekeeper of global narratives, has undergone a dramatic transformation in the face of AI-driven content algorithms, digital platforms, and decentralized journalism. Institutions like BBC, Reuters and The New York Times now compete with AI-generated news and real-time user-driven content. The shift from tightly controlled print and broadcast media to today's AI-powered hybrid model has redefined storytelling, forcing traditional outlets to integrate automated fact-checking and analytics. Governments no longer dominate communication strategies alone, they now collaborate with tech firms, AI analytics and influencers to shape narratives. Journalism itself is evolving, with AI-assisted reporting becoming the norm, while audiences

actively co-create and engage with news in real time. As AI-generated content challenges national control over information, international bodies and alliances like UNESCO, the G20 and the EU will have to step in to regulate AI-driven media, counter misinformation, and enforce digital accountability. In this rapidly evolving landscape, the future of communication lies at the unification of AI, media alliances and global digital strategies.

Generative AI is emerging a true game changer, changing parameters and equations in practicing impacting geopolitics, diplomacy and strategic intervention. The tech-driven tools are playing a critical role in positioning a new geostrategic communication model that exerts influence, changes perception and enhances the role of non-state actors in diplomatic parlance and practice. The geostrategic communication model driving diplomacy dynamics today monitors consistently the communication efforts being undertaken for building narratives, collaboration, coverage and impact.

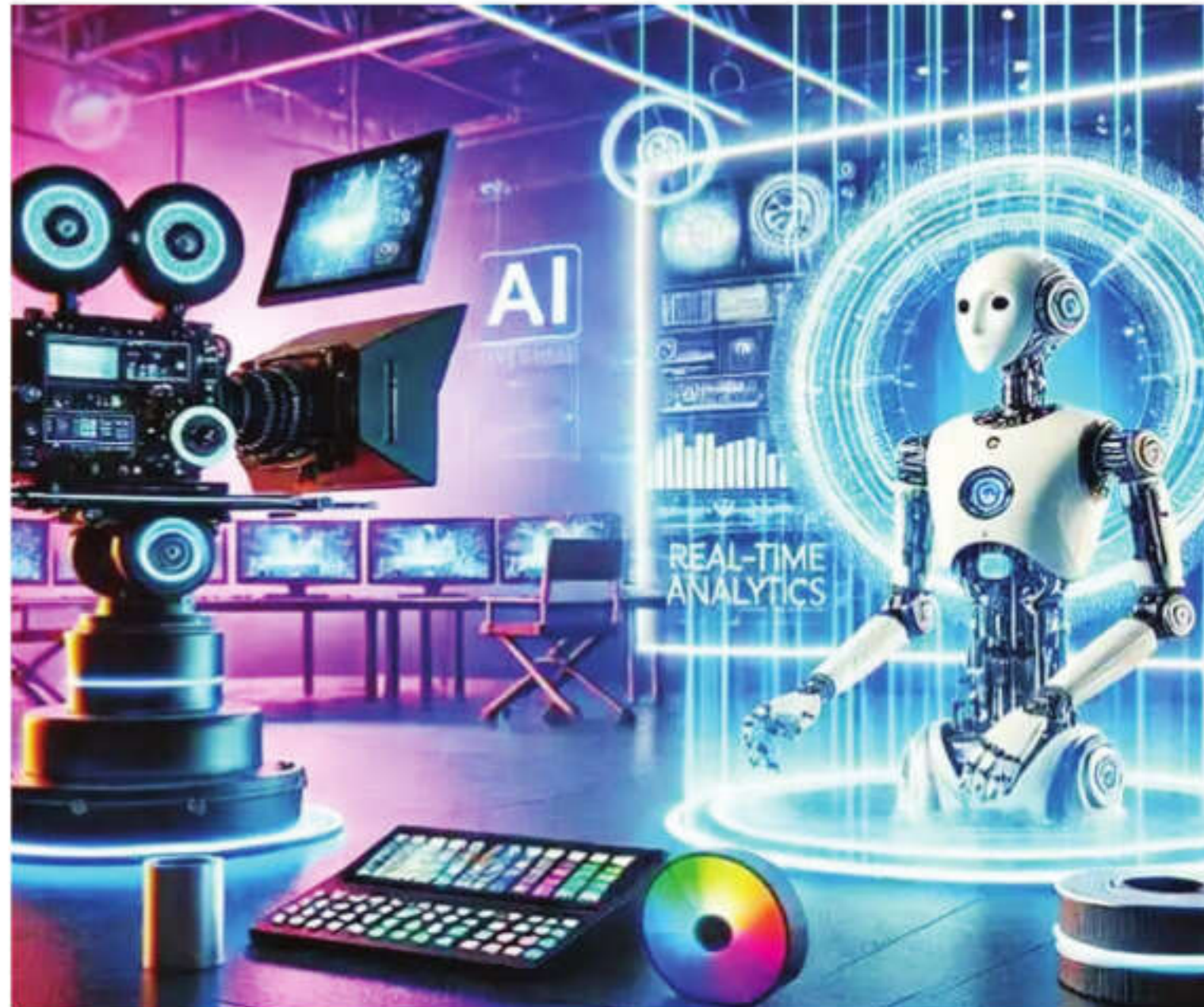
Within the geostrategic communication model, new elements have taken center stage as we exist on instant 24x7 communication. Trust is built by leveraging visual aids, tools and emotional images. Alongside diverse communication needs of stakeholders are factored to build a meaningful compelling narrative. A critical factor in the geostrategic communication model today is the importance and relevance of traditional media tools and applications in the current geopolitical scenario.

While AI is revolutionising communication, it lacks the human touch—empathy, intuition and the ability to interpret emotions. These qualities are crucial in diplomacy and strategic communication, where relationships and trust play a defining role. AI-driven communication, despite its efficiency, fails to establish genuine human connections, making traditional media and direct human engagement

indispensable. Much like individuals who prefer pen and paper over digital note-taking tools, many continue to believe in the authenticity and reliability of traditional media. AI-generated content, while efficient, can sometimes be manipulated, reinforcing the need for editorially vetted news sources.

The human element and interface involved in traditional and public diplomacy cannot be overlooked. Traditional media still remains the foundation of public policy and international diplomacy. The reach, trust, credibility and influence of the medium cannot be understated in the era of technological transformation. In order to succeed today, Geostrategic communication needs consistency, focus, precision in delivery and outreach. All these are time tested traits for the traditional communication model that has stood the test of time and space. Today, we are in the era of integrated communication, wherein collation of resources enables shaping of public opinion, mobilizing support, defusing tension and impacting outcomes. In the integrated communication process, the challenge is to balance transparency and position a strategy with tools to build trust and confidence.

Adaptation and adaptability are key inputs for any communication model. In the Geostrategic communication framework, we are witnessing a harmonious blend between traditional media tools and platforms with technology. A blend of both has certainly ensured focused reach, effectiveness and meaningful outreach. The mix of both elements has led to focused dissemination, faster transmission and a multimedia content flow and integration with technology as its catalyst, traditional media in the geostrategic framework has been able to provide a bouquet of diversified content to audiences, the immersive experience has become the 'X' factor that has ensured the relevance and liability of traditional media stream.



In the geostrategic framework, the role of traditional media cannot be overlooked. Credibility of these institutions has sustained despite new challenges, new formats and tech driven solutions. The foundation of traditional media has been reinforced with the strong communication connect that ensures its viability and sustainability.

Looking ahead, the most effective communication strategies will integrate AI capabilities with the credibility of traditional media. AI can assist in data analysis and real-time monitoring, while traditional media ensures authenticity and a human-centred approach. This hybrid communication model will help navigate the evolving geopolitical landscape, ensuring both efficiency and trustworthiness in strategic messaging. This much needed synergy

between traditional and contemporary is not a far cry and can be realistically achieved in the progressing communication scenario. Through remodelling of existing communication strategy and introducing a new information order, which is long due, a more efficient, transformative and healthy mode of geostrategic communication can be established.

As we move forward, one thing remains clear—while AI will continue to shape the future of communication, the human element and traditional media will remain fundamental to fostering trust, credibility, and effective diplomacy.

The writer is a former civil servant. He writes on cinema and strategic communication (Views expressed are personal). Inputs provided by Zoya Ahmad and Vaishnavi Srinivasan

## Artistic escape

As this year's home of the annual international art residency 'Chitrashaala', the beautiful jüSTa Rasa Retreat & Spa in Rishikesh plays the role of host to the hilt!

RAUL DIAS

Besides my skills as a wordsmith, to come up with—what I hope are, engaging articles and features—I'd be the first to admit that I haven't any other major 'artistic' abilities to boast of. That is why, accepting an invitation to come be a part of an international art residency program like Chitrashaala was a bit of a surprise. "I will be there to cover it and not be a part of it!", I kept reassuring myself. But little did I know then what would be in store for me once I got to Rishikesh.

But before delving into this annual art residency program, a little bit on the resort that's playing host to it this year is in order...

### A tranquil retreat in nature's lap

Ideally located amidst the pristine landscapes of Rishikesh, the resort offers breathtaking views of the Havel, a tributary that meanders its way into the Ganges River and the surrounding hills. The resort itself is designed to blend seamlessly with its natural surroundings, allowing guests to experience the beauty of the outdoors without sacrificing comfort. Lush gardens, open spaces, and modern architecture combine to create an atmosphere of peace and tranquillity, offering an ideal escape from the stresses of urban life.

The resort's focus on sustainability and eco-friendliness is reflected in

its architecture, which uses locally sourced materials and promotes energy-efficient designs. The soothing sounds of the waters beyond its boundary wall and the gentle rustling of the Himalayan breeze create a calming ambience, making it the perfect place to unwind and reconnect with nature.

### Luxurious digs

The accommodations at the jüSTa Rasa Retreat & Spa are nothing short of luxurious. The resort offers a variety of room options, including elegantly designed deluxe rooms, suites, and private villas, each designed to provide the utmost comfort and privacy. With modern furnishings, spacious layouts, and private balconies offering panoramic views of the river or mountains, guests are guaranteed a serene and restful stay.

Each room is equipped with high-end amenities such as flat-screen TVs, minibars, air-conditioning, and spacious bathrooms with rainfall showers. The interiors are tastefully decorated with a mix of traditional and contemporary elements, creating a harmonious atmosphere that enhances the guest experience. For those seeking more exclusivity, the private villas offer a secluded and lavish retreat, perfect for a family or group getaway.

### Wellness and spirituality

One of the key attractions of the resort is its focus on wellness and spirituality, making it an ideal destination for those looking to rejuvenate their mind, body, and soul. The resort offers a variety of yoga and meditation programs, which are held in scenic outdoor spaces, providing an immersive experience in nature. Whether you're a seasoned yogi or a beginner, the resort's experienced instructors tailor the sessions to suit your level of practice.

The resort also offers a range of spa treatments, including Ayurvedic therapies, massages, and wellness rituals that promote relaxation and healing. The holistic approach to wellness ensures that guests leave feeling refreshed, balanced, and restored, both physically and mentally.

### Art attack!

The Chitrashaala Art Program, held annually at one of the many jüSTa

resorts across India, is designed to offer guests a transformative experience through art. The name 'Chitrashaala' translates to 'the house of art', and this program truly embodies its essence by bringing together creativity, culture, and nature in an inspiring setting. Whether you're a seasoned artist, a beginner, or simply someone looking to explore their artistic side, the program caters to individuals of all skill levels.

The program encourages participants (and even novices like me!) to explore various forms of visual art, including painting, sketching, and mixed media. As many as 60 local and international professional artists and instructors lead the sessions, providing guidance and inspiration to help guests unlock their creative potential. The tranquil and picturesque surroundings of the resort serve as the perfect backdrop for the artistic process, allowing participants to connect with nature and channel it into their artwork.

From watercolour painting and oil techniques to the use of charcoal and acrylics, there's something for every artistic inclination. For my turn at

coming up with an abstract piece of painting, I teamed up with Egyptian artist and art professor Kareem Helmy from Alexandria who was the perfect guide and teacher.

I particularly loved the diversity of Chitrashaala 2025, not just in styles and the mixture of artists from across India and the world, but also in the ages of the artists. How else can one explain the equal brilliance shared by 82-year-old Giovanna Caruso from a small town near Venice, Italy and 12-year-old Genshu Takanashi from bustling Tokyo, Japan who is 70 years younger than her. Sheer brilliance and magic, this!

### The plus list

Once I'd had my fill of art, I saw just why Rishikesh is known for its adventure activities. And jüSTa Rasa Retreat & Spa offered us guests easy access to some of the best

experiences in the region. From white-water rafting on the Ganges to trekking in the nearby hills, guests can engage in a variety of outdoor activities. The resort can also arrange guided excursions to the city's spiritual landmarks, including the iconic Laxman Jhula, Ram Jhula, and the Beatles Ashram.

For those seeking a more tranquil experience, the resort offers excursions to nearby nature reserves and spiritual retreats. Whether you're looking to explore the vibrant culture of Rishikesh or simply enjoy the natural beauty of the area, the resort provides ample opportunities for adventure and exploration. Both outside and within oneself. All this, as we explore hidden artistic (and more!) facets of ourselves. Each ready to shine at their brightest.

The writer is an independent food, luxury and travel writer.

