Analysis of Relationship between Social Media, Racial Intolerance, and Peace Broadcasting by Focusing on the Usage of Social Networking Sites in India

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Abstract: *The subsequent inquiries form the foundation for the present article's discourse on social media, racial bias, and peace broadcasting: (1) Which specific Facebook and Twitter messages are responsible for the racial tensions in India? (2) Does ethnic enmity hinder the practice of peace broadcasting on Facebook and Twitter? Additionally, how can we effectively utilize Facebook and Twitter as tools for advocating peace broadcasting? The study was based on Bojana Blagojevic's (2009) model, which aims to understand the intricacies of ethnic conflict and its underlying factors.*

Keywords: article, racial, ethnic, broadcasting, social media