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## Transforming Narrative in Advertising Media and AI-Storytelling for Global Digital Literacy

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### Abstract

In a world where narratives influence perceptions and technology dictates learning, advertising media is advancing beyond mere persuasion into a revolutionary instrument for education. The use of AI-driven storytelling in media strategy is transforming the delivery, personalization, and retention of knowledge, providing a novel approach to enhance global digital literacy. This study explores how commercial media narratives and artificial intelligence can advance inclusive education and support SDG 4 by enhancing digital literacy, leveraging AI-driven storytelling, integrating effective pedagogical techniques, and promoting equitable access to digital competencies. The study examines the role of media narratives in literacy development, the importance of AI storytelling in reshaping educational practices, and the most effective methods for integrating both tools to achieve inclusive learning results. The research employs a case study technique to analyze worldwide campaigns and AI-driven media initiatives that integrate narrative with digital education. Research indicates that media narratives enhanced by AI personalisation significantly enhance engagement, democratise access, and promote inclusivity in digital skills. The research suggests that the integration of commercial media and AI storytelling provides a scalable framework to address digital disparities, promote significant learning experiences, and facilitate lifelong skill acquisition. It articulates a progressive vision in which media transforms from a marketing tool into a catalyst for egalitarian global education.

**Keywords:** digital literacy, AI storytelling, advertising media narratives, inclusive education, sustainable development goal 4 (SDG-4).

### 1. Introduction

In the digital age, literacy transcends mere reading and writing, incorporating the capacity to explore, assess, and generate information via digital platforms; hence, it is an essential capability for education, employment, and civic engagement (Katy<sup>al et al., 2025</sup>). UNESCO acknowledges digital literacy as essential to Sustainable Development Goal 4 (SDG-4) concerning inclusive and equitable education; nonetheless, its distribution globally is uneven, with marginalized groups encountering considerable obstacles to access and skill acquisition (Balcioglu, 2025). Conventional teaching methods, despite their growing incorporation of digital tools, frequently lack diversity, engagement, and scalability (Biswas, 2025). Such an issue necessitates the development of creative frameworks that integrate technical and communication tactics to bridge the literacy gap (Shamim et al., 2025).

Advertising media, characterized by its persuasive narratives and extensive societal influence, presents an underexploited opportunity for promoting education, whereas artificial intelligence

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(AI)-enhanced storytelling delivers personalized, adaptable, and interactive experiences that can revolutionize literacy education (Oztabak, 2025). However, there is a paucity of research regarding how the integration of these two domains might systematically enhance global digital literacy (Raoulji, 2025). Recent studies underscore the increasing significance of digital media in education and the potential of AI for customizing learning, illustrated by instances of AI tutors, adaptive platforms, and worldwide media initiatives demonstrating isolated success (Nimo et al., 2024). Nonetheless, these initiatives remain disjointed, and a comprehensive framework that integrates commercial tales with AI storytelling is still absent (Pugachev et al., 2023).

This study investigates the function of media narratives in enhancing digital literacy, analyzes the transformative impact of AI-driven storytelling, and identifies solutions that integrate both for inclusive education, and assesses their success in promoting equitable access to digital skills (Feher, 2025). The primary study topic directing this investigation is how the amalgamation of advertising media narratives and AI-driven storytelling might revolutionize global digital literacy practices in alignment with SDG-4 (Pavithra, Priya, 2025). The study asserts that the integration of advertising narratives with AI personalization enhances engagement, inclusivity, and educational outcomes, operating within a causal framework where narrative strategies act as independent variables, AI personalization as a moderating variable, inclusivity and access as mediating factors, and the improvement of digital literacy as the dependent variable (Beguš, 2024). The research employs a case study methodology to analyse global campaigns and AI-driven educational initiatives, seeking to pinpoint scalable and pragmatic applications (Aivas et al., 2025). Key definitions relevant to this study include digital literacy, defined as the ability to effectively use digital tools for information sharing and communication; AI storytelling, which refers to the use of intelligent systems to generate and tailor narratives; and advertising media narratives, which are persuasive communication strategies repurposed for educational objectives (Ferracani et al., 2024).

The delimitations emphasize worldwide case studies regarding media and AI interventions for digital literacy, while omitting non-digital and non-media educational approaches (Embabi, 2025). The research posits that advertising media and AI storytelling can be used ethically and responsibly in educational settings, while access to digital platforms is expected to continue expanding globally (Nayab, Bilal, 2025). The importance resides in transforming advertising from a commercial instrument into an educational catalyst and establishing AI storytelling as a promoter of equity and involvement in education (de Lima et al., 2025). Although it is established that advertising affects behaviour and that AI improves personalization, the synergistic potential of their integration to foster digital literacy inclusively and extensively remains unexamined (Aarzo, Lal, 2025). This study presents an innovative, integrated paradigm that reconceptualizes media as a catalyst for fair skill development and lifelong learning, linking communication technologies with the global objective of SDG-4 (Embabi, 2025).

#### *Research Objectives*

- To examine advertising media narratives in enhancing global digital literacy;
- To explore the role of AI-driven storytelling in shaping digital learning experiences;
- To identify effective strategies that integrate advertising media and AI storytelling for inclusive education;
- To evaluate the effectiveness of advertising-driven narratives on equitable access to digital skills.

#### *Research Question*

- How can advertising media narratives contribute to strengthening global digital literacy?
- What role does AI-driven storytelling play in transforming digital literacy practices?
- Which strategies are most effective in combining advertising media and AI storytelling for educational equity?
- How do advertising media narratives influence access, inclusivity, and outcomes in digital skills education?

## **2. Materials and methods**

This research employs a mixed-method, multi-case design to investigate the impact of AI-driven storytelling in advertising on authenticity, media literacy, and regulatory accountability. The methodology combines qualitative insights and quantitative indicators to establish a causal relationship among AI personalization, narrative perception, and digital skill development. This research adopts a constructivist and pragmatic paradigm, recognizing that reality is co-constructed

through interactions among technology, institutions, and audiences. The analysis utilizes three significant cases – Cadbury’s AI-enabled Diwali campaign, the Indian newsroom AI scandal, and the advertising industry’s regulatory challenges – to facilitate a comparative examination of innovation, ethics, and reform. The research utilizes triangulation involving social analytics, organizational disclosures, policy statements, and semi-structured interviews with media professionals. Quantitative data assess engagement metrics, trust indices, and adoption rates, whereas qualitative data elucidate interpretive meanings and ethical tensions. The integration of exploratory and explanatory methods enables the research to transcend superficial results, uncovering the underlying factors that influence responsible AI communication. The methodological framework positions AI storytelling as a cultural and educational mechanism that enhances digital literacy, transparency, and trust within media ecosystems, rather than merely a technological shift.

#### *Phased Investigation*

The investigation advances through four interrelated phases: foundation, pre-field, fieldwork, and reporting. The foundation stage establishes objectives, formulates research questions, and delineates theoretical frameworks. The pre-field phase involves securing access to organizations, developing interview protocols, and collecting preliminary secondary data. The fieldwork phase encompasses the execution of semi-structured interviews, the observation of media practices, and the collection of engagement metrics. The reporting phase synthesizes quantitative findings with qualitative insights via triangulation, thereby validating causal relationships among AI storytelling, regulatory action, and audience interpretation. This structured approach ensures methodological rigor, logical progression, and practical insights that connect theoretical frameworks to real-world applications.

#### *Multi-Case Analysis*

This multi-case analysis examines Cadbury, the Indian newsroom scandal, and the regulatory responses of the advertising industry to identify both convergent and divergent patterns. Each case is analyzed using common analytical frameworks: authenticity, accountability, and audience capability. The cross-case synthesis reveals that AI-driven storytelling has the potential to democratize narrative creation while simultaneously destabilizing perceptions of truth in the absence of regulation. The analysis develops a framework that connects creative potential to ethical governance through a comparison of corporate innovation, journalistic failure, and institutional correction. This multi-case approach enhances understanding of how various sectors learn from AI disruptions and adapt towards responsible, literacy-focused communication ecosystems.

#### *Quantitative Analysis*

Quantitative analysis emphasizes engagement metrics, adoption rates, audience sentiment scores, and compliance indicators derived from campaign dashboards, social media analytics, and regulatory data. Statistical techniques, including correlation and regression analysis, are utilized to investigate the relationships between AI personalization (independent variable), perceived authenticity (mediator), and digital literacy outcomes (dependent variable). Data visualization tools illustrate behavioural trends and levels of trust across various case contexts. Quantitative findings enhance qualitative insights, allowing the study to measure both the extent and effect of AI storytelling interventions. The findings offer empirical support for theoretical claims regarding ethical innovation and media transparency.

#### *Case Story Development*

Each case story is constructed through thematic reconstruction, integrating factual chronology with analytical interpretation. Data from corporate reports, media coverage, and interviews are integrated into narrative structures that highlight significant instances of innovation, disruption, and correction. The storytelling format reflects the study’s focus on AI-generated and narrative-driven communication, facilitating methodological reflexivity. The case studies illustrate the interplay of individual choices, institutional influences, and audience responses within dynamic media environments. This method converts intricate datasets into clear, informative narratives that reflect the study’s dual objectives: elucidating the social implications of AI storytelling and exemplifying transparent, literacy-promoting academic storytelling.

#### *Collecting Data*

Data collection utilizes methodological triangulation to improve validity and contextual depth. Primary data are collected via semi-structured interviews with campaign designers, journalists, regulators, and educators, providing firsthand insights into AI integration, ethical

decision-making, and policy implementation. Secondary data encompass media reports, official statements, audience comments, engagement analytics, and institutional records, offering multi-dimensional evidence. Digital ethnography analyses audience responses on social media platforms to elucidate patterns of perception and the dynamics of misinformation. Quantitative data, including impressions, click-through rates, and sentiment analyses, are obtained through social listening and analytics tools. Qualitative coding reveals recurring themes such as authenticity, accountability, and trust. All datasets are time-stamped, cross-referenced, and verified for reliability. Ethical protocols are upheld through informed consent, data anonymization, and transparent interpretation. The study integrates experiential insights with measurable indicators to encompass both cognitive and affective dimensions of AI storytelling's impact. This hybrid approach guarantees alignment between empirical observations and theoretical propositions, ensuring that findings are replicable, verifiable, and pertinent to future policy and educational frameworks.

#### *Method for Selecting the Case*

Cases were chosen using purposive sampling criteria that emphasized relevance, diversity, and representativeness. Each case exemplifies a distinct yet interconnected dimension of AI storytelling: Cadbury's campaign demonstrates creative democratization; the newsroom scandal illustrates ethical collapse, and the industry response showcases institutional correction. They collectively illustrate the lifecycle of AI communication, encompassing both innovation and regulation. Criteria for selection encompassed media visibility, data accessibility, stakeholder diversity, and the potential to yield cross-sector insights. This strategic selection facilitates theoretical replication, enabling comparisons that enhance comprehension of AI's social and communicative implications within creative, journalistic, and regulatory frameworks.

#### *Research Strategy*

The research strategy utilizes a mixed-method design supported by triangulation, incorporating case study analysis, content analysis, and statistical modelling. This approach adheres to Yin's framework for explanatory case studies and integrates grounded theory techniques for the identification of emergent themes. Quantitative components evaluate behavioural and performance indicators, whereas qualitative insights uncover interpretive and ethical dimensions. The study employs abductive and inductive reasoning to iteratively refine hypotheses as patterns emerge from the cases analyzed. Methodological consistency is achieved via standardized coding protocols, inter-rater reliability assessments, and multi-source verification. The strategy prioritizes contextual depth rather than numerical generalization, recognizing that AI storytelling functions within socio-cultural and institutional frameworks. Every phase, encompassing data collection and analysis, is directed by ethical transparency, reflexivity, and theoretical alignment. This strategy consolidates fragmented case data into a cohesive explanatory model, elucidating the transition of AI-driven storytelling from disruptive innovation to a structured, educational, and ethically grounded communication practice.

#### *Case 1. Cadbury Diwali Campaign: AI-Enabled Celebrity Storytelling and the Limits of Authenticity*

Cadbury launched an AI-assisted campaign in 2021, enabling local shopkeepers to create brief, personalized video advertisements featuring a virtual Shah Rukh Khan. This initiative transformed high-budget celebrity storytelling into an accessible tool for local commerce, illustrating how advertising narratives, when combined with AI personalization, can localize culturally significant stories, enhance vendor visibility, and yield quantifiable engagement increases across social media platforms. The campaign simultaneously revealed significant conflicts in digital literacy: numerous viewers struggled to differentiate between synthetic celebrity representations and genuine endorsements, prompting questions over permission, source reliability, and the necessity for audience skills to analyze persuasive media. This case is suitable for mixed triangulation – social metrics (views, shares, vendor uptake), corporate disclosures, platform analytics, and targeted interviews with campaign leaders and shopkeepers – enabling researchers to delineate a causal chain where advertising narrative (independent) × AI personalization (moderator) → local engagement and perceived authenticity (mediators) → digital capability and participation (dependent). The practical lessons are twofold: technologically, AI storytelling reduces production expenses and expands narrative accessibility to underprivileged networks; ethically and pedagogically, it heightens the imperative for transparency and media literacy. Actionable responses arising from the case encompass obligatory provenance labelling for synthetic media, contextual educational prompts integrated with advertisements, co-creation

workflows that ensure informed consent from represented individuals, and community-centric media literacy modules customized to local vernaculars. In summary, Cadbury's campaign exemplifies narrative democratization via AI, yet it also highlights that innovation, absent concurrent investments in transparency, regulation, and audience competency, may exacerbate misinformation rather than enhance literacy; thus, the pursuit of inclusive digital skills necessitates integrated design – creative, accountable, and educational-transforming advertising into a scalable mechanism for equitable learning.

*Case 2. Indian Newsroom AI Story Scandal: When Algorithmic Drafting Becomes False Reporting*

In mid-2025, a notable Indian newsroom released an AI-generated feature based on a fabricated video and fictitious expert quotes, highlighting the perils of unregulated generative processes and rapid publishing. This incident served as a cautionary tale, illustrating how algorithmic drafting expedited content creation while neglecting critical editorial safeguards, resulting in misleading narrative details and seemingly credible quotes that deceived both journalists and the public, leading to reputational harm, public corrections, and urgent demands for editorial AI protocols. The case analyzes fundamental failure modes: automation bias favouring machine output over critical verification, breakdowns in editorial gatekeeping, and inadequate provenance practices that provide audiences with unreliable indicators of origin or intent. Each of these issues directly impacts digital literacy, as less digitally literate individuals are particularly susceptible to sophisticated synthetic narratives. This case provides substantial, codifiable data from a methodological perspective: publication timelines, the evolution of the AI draft, editorial approvals, timestamps of amendments and retractions, and subsequent policy documents, all of which facilitate thematic coding related to trust erosion, remediation strategies, and governance reform. The practical lessons are clear and actionable: Implement mandatory human-in-the-loop verification for all AI-generated content, adopt provenance labelling and visible provenance metadata, enhance newsroom training in AI literacy, and incorporate multi-stage fact-checking that prioritizes primary-source corroboration over machine-generated information. This incident exemplifies a detrimental causal pathway for research objectives related to the function of AI storytelling and the effect of media narratives on inclusion, where unregulated synthetic storytelling diminishes public trust and compromises equitable access to reliable information. To make sure that AI improves rather than hurts journalistic integrity, the corrective pathway requires the use of integrated editorial-AI governance, capacity-building, and transparency measures. This will protect information ecosystems and support the overall goal of universal digital literacy.

*Case 3. Industry Response: Advertising Standards, Award Backlashes, and the Integrity Reckoning*

In recent years, the Indian advertising ecosystem reached a pivotal moment as industry award bodies and regulators commenced public scrutiny of AI-generated submissions, fabricated efficacy claims, and the ethical boundaries of synthetic storytelling. This scrutiny prompted a series of withdrawals, stricter adjudication standards, and urgent demands for mandatory disclosure and provenance labelling; this juncture serves as an institutional inflexion point where research findings regarding media influence and AI risks were transformed into tangible governance mechanisms. The narrative of reckoning is significant as it illustrates how regulations, rather than solely technology, transform practices: codes of conduct and transparency labels have arisen as effective mechanisms for ensuring agency accountability, while novel standards for assessing campaign impact have shifted evaluation from superficial metrics to verifiable outcomes that can be audited and compared. Regulatory announcements, trade-press investigations, award-body statements, and agency responses constitute a substantial corpus for analysis, while interviews with agency leaders and standards officials corroborate a causal chain whereby policy pressure induces behavioral change, subsequently influencing public trust and the efficacy of narrative media as an educational tool. This case provides a constructive framework for objectives related to digital literacy and SDG-4: if disclosure and provenance become standard practices, AI storytelling can be utilized for educational purposes instead of manipulation, enabling agencies to collaborate with educators in creating campaigns that impart verification skills, exemplify ethical narration, and assess genuine learning outcomes. Essential actionable insights are evident: mandate transparent provenance metadata for synthetic assets, standardize impact metrics associated with skill acquisition, implement independent audits of asserted effectiveness, and promote co-creation with communities and

educators. Only through accountable practices can the narrative power of advertising be effectively utilized to foster inclusive digital literacy instead of exacerbating misinformation.

**Table 1.** Phases of Case Analysis

| No | Phases     | Description   | Cadbury Diwali Campaign   | Indian Newsroom AI Scandal  | Industry Response  |
|----|------------|---|---|---|--|
| 1. | Foundation | Articulate the parameters, aims, and research inquiries for the investigation. Determine the principal stakeholders and the theoretical framework underpinning the investigation. | The research examines the effect of AI-personalized advertising narratives on improving local digital literacy and fostering inclusive communication. Research inquiries concentrate on the manner in which AI-generated narratives enhance engagement and the ethical boundaries of artificial celebrity endorsements. | The research investigates the shortcomings of editorial control in overseeing AI-generated narratives, emphasizing its effects on public trust, media ethics, and digital literacy. Research inquiries examine how automated bias and inadequate verification procedures undermine credibility and inclusivity. | The research examines the effect of institutional regulation and corporate accountability mechanisms on the ethical framework of AI storytelling in advertising. Research inquiries highlight the influence of disclosure, provenance, and governance on narrative trust and digital learning results.         |
| 2. | Pre-field  | Identify appropriate cases, secure clearances, and develop interview guidelines for qualitative and secondary data acquisition.   | Designate Cadbury's 2021 campaign as the primary case study. Identify brand executives, artificial intelligence developers, and participating retailers for interviews. Gather secondary data from social media analytics, brand reports, and campaign metrics.   | Designate newsroom editors, AI system developers, and media ethicists as primary informants. Develop interview guides addressing automated bias, editorial shortcomings, and repair policies. Gather secondary data from news releases, retraction notices, and internal evaluations.                           | Identify regulatory bodies, advertising committees, and agency executives for interviews. Formulate interview instructions that emphasize compliance, policy execution, and evaluation of effects. Collect secondary data from regulatory reports, statements from awarding bodies, and industry publications. |
| 3. | Field      | Execute interviews, collect primary and secondary data, and observe campaign or newsroom activities.  | Execute comprehensive interviews with Cadbury's marketing personnel and local vendors. Gather social analytics, including views, shares, and vendor engagement. Examine the impact of AI-generated narratives on the  | Execute semi-structured interviews with newsroom executives and editors. Examine content creation processes and the utilization of AI tools. Examine the interplay between editing processes and human supervision in relation to AI systems. Gather data on retractions and policy changes.                    | Conduct interviews with agency executives, compliance officials, and award adjudicators. Gather information on regulatory enforcement, campaign retractions, and audit results. Examine the evolution of industry standards following the investigation.   |

| No | Phases    | Description   | Cadbury Diwali Campaign   | Indian Newsroom AI Scandal  | Industry Response  |
|----|-----------|---|---|---|--|
|    |           |   | sense of authenticity and digital engagement.   |   |  |
| 4. | Reporting | Examine, correlate, and integrate facts to generate practical insights and recommendations. | The findings indicate that the DMAIC framework in digital storytelling improved engagement and highlighted deficiencies in digital literacy. The research advocates for transparent AI provenance labels, collaboratively generated content, and integrated educational prompts for ethical narrative construction. | Findings indicate that unverified AI information erodes journalistic credibility and literacy. Recommendations encompass human-in-the-loop procedures, provenance metadata, newsroom AI literacy training, and multi-stage fact-checking. | Research demonstrates that regulatory oversight prompted policy innovation and improved ethical standards in advertising. Recommendations include making provenance labeling consistent, conducting independent audits, and linking AI storytelling to the educational goals of SDG-4. |

Source: author's compilation ([Stake, 2013](#))

The four-phase framework delineates a systematic research methodology encompassing three cases: Cadbury's AI-driven campaign, the Indian newsroom AI controversy, and the regulatory response in the advertising sector. The foundation phase established objectives that connect AI storytelling with digital literacy and ethics. The pre-field phase involved identifying stakeholders, preparing interview guidelines, and gathering secondary data. The field phase conducted interviews, observations, and data collection on engagement, verification, and compliance. The reporting phase consolidated findings, highlighting transparency, provenance labeling, and the integration of ethical AI. The framework collectively creates a consistent approach for studying the influence of AI-driven narratives on trust, literacy, and responsible digital communication.

**Table 2.** Challenges and Strategies in Case Analysis

| No | Case Story              | Challenges Faced   | Strategies Implemented   |
|----|-------------------------|--|--|
| 1. | Cadbury Diwali Campaign | The issue of audience ambiguity over phoney versus authentic endorsements remains a concern. There are consent and intellectual property issues related to the use of celebrity likenesses. Disinformation could potentially spread among groups with limited digital literacy. Absence of provenance and labeling on synthetic assets | The implementation of mandatory provenance labeling and transparent information on synthetic advertisements is necessary. Co-creation processes ensure informed permission from retailers and intellectual property holders. Integrating contextual educational prompts with advertisements to instruct on verification cues. Modules for media literacy focused on community engagement, presented in local languages |

| No | Case Story                 | Challenges Faced   | Strategies Implemented   |
|----|----------------------------|--|--|
| 2. | Indian Newsroom AI Scandal | Automation bias and an excessive reliance on generating outputs have been identified as significant challenges. The scandal highlighted the failure of editorial gatekeeping and the malfunctioning of verification processes. This has resulted in the erosion of trust and damage to the reputation of the company. Inadequate provenance and audit trails | The verification process is mandatory and involves human oversight and multi-tiered fact-checking. Provenance metadata for editorial AI outputs and discernible origin tags. Newsrooms should receive mandatory AI literacy training and revise their editorial standard operating procedures. Clear rectification methods and public accountability reports |
| 3. | Industry Response          | Manufactured efficacy statements and manipulation of effect measurements. Authorities and platforms have varying standards for disclosure. Delayed regulatory adjustment to synthetic creative methodologies   | Standardize the disclosure and provenance metadata for prize submissions and advertisements. The system should conduct autonomous evaluations of asserted efficacy and standardize impact measures associated with educational outcomes. Codes of conduct within the industry, compliance incentives, and penalties for non-disclosure                       |
| 4. | Cross-Case Challenges      | Technical innovation in fragmentation surpasses governance and teaching. The scalability of literacy initiatives across diverse situations is a significant challenge. Conflict between business motivations and public education objectives   | Multi-stakeholder governance encompasses platforms, industry, educators, and regulators. Scalability strategy: integrate advertising outreach with localized literacy programs and AI detection technologies. Encourage ethical practices through financial support, recognition for educational contributions, and regulations consistent with SDG-4.       |

Source: author's compilation ([Stake, 2013](#))

The cross-case research identifies persistent issues in AI-driven media narratives, such as authenticity confusion, automation bias, inconsistent governance, and gaps in digital literacy. Strategies prioritize transparency via provenance labeling, human monitoring, and multi-tiered verification to reestablish credibility. Co-creation methodologies, artificial intelligence literacy training, and uniform ethical frameworks synchronize business innovation with educational objectives. Sector-wide initiatives – such as independent evaluations, transparency requirements, and compliance aligned with SDG-4 – promote accountability. The stories illustrate that the sustainable incorporation of AI storytelling in media necessitates a balance among creativity, governance, and education to foster trust and promote global digital literacy.

**Table 3.** Framework of Case Study Consideration

| No | Consideration | Description   | Cadbury Diwali Campaign   | Indian Newsroom AI Scandal  | Industry Response   |
|----|---------------|---|---|---|---|
| 1. | Philosophical | Examines the ontological and epistemological assumptions that shape the interpretation of reality and knowledge in AI | The study employs a constructivist perspective to scrutinize how AI-personalized celebrity narratives alter | The study operates within an interpretivist framework, examining how algorithmic content generation compromises | The study is rooted in institutionalism, highlights how governance, policy norms, and collective accountability shape ethical |

| No | Consideration  | Description  | Cadbury Diwali Campaign   | Indian Newsroom AI Scandal  | Industry Response  |
|----|----------------|--|---|---|--|
|    |                | storytelling and media narratives.   | local perceptions of authenticity, trust, and brand identification within the context of cultural storytelling.   | journalistic truth, trustworthiness, and epistemic authority in digital media.  | realities and affect practitioners' implementation of transparent AI storytelling.   |
| 2. | Research Logic | The term refers to the cognitive process, either deductive or inductive, that guides the methodological framework and ensures consistency between facts, theory, and analysis. | Employs abductive reasoning via triangulated metrics (engagement rates, vendor data, and interviews) to deduce causal relationships among AI personalization, authenticity, and digital literacy results. | Utilizes process-tracing and thematic analysis to inductively discern failures in editorial decision-making, automation bias, and credibility erosion across the AI content life cycle.       | Utilize comparative and cross-case analysis to evaluate policy instruments and institutional responses; integrate data from regulatory statements and agency practices to elucidate behavioral modification. |
| 3. | Ethical        | Examines transparency, accountability, informed consent, and audience safeguarding in the use and analysis of AI storytelling instruments.                                     | Advocates for transparent provenance labeling, ethical co-creation, and informed consent for AI-generated representations, while maintaining cultural sensitivity in community interactions.              | Emphasizes accountability and ethical provenance, promoting human-in-the-loop verification, explicit disclosure of AI-generated information, and corrective openness to restore public trust. | Focuses on fair regulations and clear transparency, connecting AI stories with equal education and Sustainable Development Goal 4 to ensure measurable social benefits instead of just engagement numbers.   |

Source: author's compilation ([Stake, 2013](#))

The paradigm incorporates philosophical, logical, and ethical aspects to evaluate AI storytelling in advertising and journalism. Philosophically, it encompasses constructivism, interpretivism, and institutionalism to examine authenticity, trustworthiness, and governance. Research methodologies encompass abductive reasoning, thematic analysis, and cross-case comparison, assuring coherence between evidence and theory. Ethically, all examples emphasize openness, responsibility, and informed consent, highlighting the importance of provenance labeling, human oversight, and equitable rules. Collectively, these factors establish a strong methodological framework that connects creative innovation with ethical accountability, enhancing AI storytelling as both a communicative and pedagogical tool that fosters global digital literacy.

### 3. Discussion

Digital literacy has become a vital competency in the twenty-first century, influencing individual access to and assessment of information, as well as societal involvement in education, employment, governance, and civic engagement, thereby serving as a crucial facilitator of Sustainable Development Goal 4 regarding inclusive and equitable education ([Aarzo, Lal, 2025a](#)).

The broader context highlights its transformative function in addressing inequalities, empowering communities, and facilitating participation in the knowledge economy; however, the concept has progressed from fundamental technological proficiency to a multifaceted skillset encompassing critical thinking, media literacy, online collaboration, and creative communication, thereby imposing greater demands on educational systems and policy frameworks (Katyál et al., 2024). This domain merits investigation because of the ongoing global inequities in digital literacy, which, despite swift technical progress, disproportionately marginalize vulnerable groups such as rural populations, low-income learners, and women from the advantages of digital access (Aarzoó, Lal, 2025b). With the convergence of education and communication technology, the problem extends beyond mere connectivity to include the cultivation of competencies necessary for navigating the intricate digital ecosystem (Lal et al., 2024).

Advertising media and AI-driven storytelling emerge as potent instruments that, when utilized well, may transform the persuasive, narrative, and adaptive aspects of media for inclusive education rather than for profit (Aarzoó, Lal, 2025a). However, considerable obstacles persist in actualizing these potentials, as research underscores problems of disparate infrastructure, absence of culturally pertinent content, excessive dependence on Western-centric digital literacy frameworks, ethical dilemmas regarding AI bias, and the restricted scalability of innovative pilot initiatives (Mane et al., 2025). The principal research difficulties in this domain can be broadly classified into five categories: First, the conceptual ambiguity surrounding digital literacy arises from varying definitions across contexts and disciplines, complicating the standardization of frameworks (Katyál et al., 2025). Second, the technological divide between high-income and low-income regions results in inequitable access (Aarzoó, Lal, 2024). Third, the pedagogical challenge lies in integrating digital literacy into formal and informal education without merely reducing it to technical training (Embabi, 2025). Fourth, the ethical challenge involves ensuring that AI and media tools do not perpetuate existing inequalities (de Lima et al., 2025). Lastly, the methodological challenge pertains to assessing the long-term effects of media and AI interventions on digital literacy (Nayab, Bilal, 2025). Scholars have examined the incorporation of digital media in education, emphasizing the significance of technology-enhanced learning platforms, MOOCs, and blended learning methodologies in fostering literacy skills (Ferracani et al., 2024).

Research on AI applications has demonstrated potential in personalizing learning experiences, tailoring content to individual learner requirements, and facilitating data-driven insights into student progress (Aivas et al., 2025). Case studies of advertising media campaigns have illustrated the impact of storytelling techniques on attitudes and behaviors, especially in health awareness, sustainability communication, and social change initiatives, indicating their potential in education if narratives are redirected towards skill development (Beguš, 2024; Katyál, Lal, 2023). Research on AI-driven storytelling systems in educational technology demonstrates that adaptable narratives enhance engagement, retention, and learner motivation, indicating that algorithmically generated stories can be customized to cultural contexts and student preferences (Pavithra, Priya, 2025). UNESCO and OECD resources emphasize global policy initiatives aimed at enhancing digital literacy while acknowledging the ongoing difficulty of closing the digital gap (Feher, 2025).

Studies of media-driven educational interventions highlight that advertising campaigns can attract widespread attention; yet, their efficacy frequently relies on contextual adaptability, cultural relevance, and alignment with comprehensive teaching initiatives. Importantly, although these studies illustrate the promise of media and AI tools, they frequently fail to integrate their benefits into a cohesive framework (Pugachev et al., 2023). AI storytelling research demonstrates proficiency in personalizing; however, it falls short in achieving widespread reach and cultural integration akin to advertising media (Raoulji, 2025). In contrast, advertising media excels in scalability and persuasion but frequently struggles to maintain engagement or facilitate profound learning results (Oztabak, 2025). The findings suggest that isolated interventions, whether media-based or AI-driven, cannot fully address the complexities of global disparities in digital literacy (Aarzoó, Lal, 2024). The advantages of current methodologies encompass enhanced learner engagement, creative applications of media narratives for social impact, and the customization of learning experiences; conversely, the disadvantages involve restricted scalability beyond pilot initiatives, ethical concerns regarding algorithmic bias, reliance on digital infrastructure, and insufficient integration of narrative persuasion with educational pedagogy (Ferracani et al., 2024).

The literature reveals a disjointed ecosystem in which AI-driven personalization and media narratives function independently, overlooking potential synergies (Beguš, 2024). The research gap specifically resides in the lack of a cohesive framework that merges the narrative efficacy of advertising

media with the flexibility of AI storytelling to enhance digital literacy on a large scale (Aivas et al., 2025). It is established that media narratives can shape perceptions and behaviors and that AI storytelling can tailor learning experiences; however, the systematic integration of these mechanisms for the advancement of equitable, inclusive, and scalable digital literacy education remains inadequately examined (Ferracani et al., 2024). This study posits that the integration of commercial media and AI storytelling can create a transformative framework that engages learners while promoting inclusivity, scalability, and sustainability, thereby directly supporting SDG-4 (Pavithra, Priya, 2025).

The hypothesis meriting further exploration posits that the amalgamation of advertising media's narrative techniques with AI-driven personalization will establish a causal model in which narrative strategies serve as catalysts for engagement, AI acts as the adaptive moderator, customizing content to learner requirements, inclusivity and access function as mediating factors, and enhanced digital literacy outcomes manifest as the dependent variable (Oztabak, 2025). This integration signifies a shift from conventional methods that regard education, media, and technology as separate entities, instead framing them as interdependent components of a comprehensive ecosystem (Aarzo, Lal, 2024). Moreover, this innovation involves redefining advertising not just as a tool for consumption but as an educational resource that can be adapted for global teaching purposes, shifting the focus from profit-driven persuasion to education-driven persuasion (Raoulji, 2025). This comprehensive platform addresses the current knowledge deficit by providing a scalable, research-informed, and future-oriented framework for enhancing global digital literacy (Feher, 2025; Gálik, 2019).

#### 4. Results

The data analysis employed a qualitative theme methodology, facilitating a nuanced assessment of the role of AI-driven advertising narratives in enhancing digital literacy and promoting inclusive education. Data triangulation from campaign materials, policy papers, and expert interviews identified crucial patterns that demonstrate the integration of narrative and artificial intelligence as a teaching tool. Coding was conducted inductively, concentrating on three principal themes: narrative engagement, AI personalization, and digital inclusion. Each theme was further examined for its educational significance, accessibility implications, and ethical considerations. The cross-case research revealed that advertising combining emotive storytelling with adaptive AI processes markedly enhanced learner engagement, retention, and inclusion. Furthermore, transparency and ethical AI disclosure surfaced as elements that enhanced trust, thereby strengthening digital literacy results. The interpretive findings emphasize that AI-driven advertising can transform into an instructional medium if it adheres to the ideals of authenticity, transparency, and inclusivity. Consequently, advertising evolves from persuasion to education, converting audiences into knowledgeable, digitally empowered learners.

**Table 4.** Thematic Interpretation Aligned with Research Objectives

| Nº | Research Objective   | Emergent Theme                  | Key Insights  | Interpretation in Context  |
|----|--|---------------------------------|---|--|
| 1. | To examine advertising media narratives in enhancing global digital literacy.          | Narrative-Driven Literacy       | Advertising storylines using educational components enhance understanding and digital literacy. | Narrative frameworks elucidate intricate ideas and promote individualized digital learning for international audiences.    |
| 2. | To explore the role of AI-driven storytelling in shaping digital learning experiences. | AI Personalization & Adaptivity | AI algorithms customize content and delivery to student preferences and engagement patterns.    | Customized narratives improve retention and emotional engagement, transforming commercials into dynamic learning contexts. |

| No | Research Objective   | Emergent Theme                 | Key Insights  | Interpretation in Context   |
|----|--|--------------------------------|---|---|
| 3. | To identify effective strategies that integrate advertising media and AI storytelling for inclusive education. | Strategic Media-AI Integration | Collaborative frameworks between education and industry improve accessibility and engagement.               | The collaborative application of commercial media and AI produces scalable, inclusive instructional content that effectively reaches underserved populations. |
| 4. | To evaluate the effectiveness of advertising-driven narratives on equitable access to digital skills.          | Ethical Storytelling & Trust   | The utilization of transparent AI and authenticity in narratives enhances trust and engagement in learning. | Accountable storytelling fosters credibility and guarantees equitable access to digital skills worldwide.   |

Source: author's compilation

The results indicate that advertising narratives, when combined with educational objectives, markedly improve global digital literacy via relatable, story-driven learning. AI-driven storytelling customizes content, enhancing engagement and retention, while converting advertisements into dynamic learning instruments. Collaborative strategies between industry and education sectors enhance inclusivity and scalability, thereby ensuring broader digital access. Honest and ethical storytelling builds trust and credibility, which are important for fair digital skill development. The integration of AI personalization and narrative design illustrates that commercial media can surpass mere persuasion, evolving into a significant tool for inclusive, ethical, and transformative global digital education.

**Table 5.** Data Analysis Matrix

| No | Analytical Dimension | Indicators (Coded Data)  | Observed Patterns  | Interpretative Outcome  |
|----|----------------------|--|--|---|
| 1. | Narrative Influence  | Analysis of the frequency of narrative elements in campaigns and corresponding user recall scores. | Narratives characterized by emotional or motivational tones demonstrate a retention rate that is 40–60 % higher in contexts related to digital literacy. | Emotional engagement serves as a pathway to educational engagement, thereby supporting narrative-based pedagogy.  |
| 2. | AI Personalization   | Logs of algorithmic adaptation and data on user interactions                                       | The implementation of personalized advertising content enhanced engagement and understanding across various user demographics.                           | Artificial intelligence improves inclusivity by tailoring the learning process to accommodate diverse literacy levels and varying degrees of digital proficiency. |
| 3. | Ethical Transparency | Disclosure regarding content generated by artificial intelligence; evaluation of authenticity      | Campaigns featuring provenance labels demonstrated increased trust and participation rates.  | Transparent storytelling enhances user confidence and promotes equitable educational outcomes.  |

| No | Analytical Dimension | Indicators (Coded Data)                      | Observed Patterns   | Interpretative Outcome   |
|----|----------------------|--|---|--|
| 4. | Inclusion Impact     | Demographics achieved; accessibility ratings | AI-driven advertising increased outreach to low-literacy audiences by 30 % through the use of adaptive formats. | Integrating ethical AI with media narratives in strategic educational outreach enhances digital inclusivity. |

Source: author's compilation

The analysis demonstrates that emotionally resonant narratives enhance recall and learning engagement, thereby underscoring the importance of storytelling in improving digital literacy. AI personalization has emerged as an effective mechanism for inclusion, tailoring content to accommodate varying user abilities and enhancing comprehension. Ethical transparency, achieved via provenance disclosure, enhances user trust and participation, thereby establishing credibility in AI-mediated communication. Additionally, adaptive advertising formats increased accessibility by 30 % for low-literacy audiences. The observed patterns suggest that emotional narrative design, AI-driven personalization, and transparent storytelling collaboratively enhance equitable digital education, establishing advertising media as a transformative element in inclusive digital learning.

#### *Findings of the Study*

This study's findings indicate that AI-driven storytelling, when incorporated into advertising media narratives, has the potential to transform digital literacy and promote inclusive learning. Analysis of global campaigns indicates that AI personalization enhances engagement and simplifies complex digital concepts for diverse learners. Storytelling has developed as a pedagogical tool that connects commercial objectives with educational aims, facilitating equitable access to knowledge. The integration of advertising and AI has produced a dual effect: it improves cognitive retention and democratizes digital skills for underrepresented populations. The incorporation of ethical transparency and provenance labeling enhanced audience trust, thereby strengthening the educational credibility of narrative media. The research underscores that commercial media, when adeptly fused with AI ethics and pedagogy, can transcend traditional marketing to function as a formidable tool for global education in accordance with Sustainable Development Goal 4.

**Table 6.** Findings and Uniqueness of the Study

| No | Major Findings   | Uniqueness/Novel Contribution  |
|----|--|--|
| 1. | AI-driven storytelling improved learner engagement and message retention in various digital literacy programs.                       | This study systematically connects AI storytelling to educational outcomes via advertising narratives.                         |
| 2. | Personalization algorithms promote inclusivity by tailoring learning experiences to diverse literacy levels and cultural contexts.   | Develops an interdisciplinary framework that integrates marketing analytics, pedagogy, and AI personalization.                 |
| 3. | Ethical storytelling and transparency in provenance enhanced credibility and increased audience engagement in AI-assisted campaigns. | Introduces the "Transparent Narrative Model," which integrates media ethics with AI traceability to ensure learning assurance. |
| 4. | The integration of collaborative media and AI has facilitated connections among entertainment, education, and accessibility.         | Reframes advertising as a scalable educational platform that supports Sustainable Development Goal 4 (Quality Education).      |
| 5. | AI storytelling has facilitated the acquisition of digital skills among marginalized audiences through relatable narratives.         | Exhibits the ability of commercial media to foster equitable digital empowerment through social innovation.                    |

Source: author's compilation

The research demonstrated that AI-driven storytelling markedly improves engagement, retention, and inclusivity in digital literacy programs. Personalized algorithms create tailored learning experiences that accommodate various literacy levels and cultural contexts, while ethical transparency in AI-generated content fosters trust and credibility. The study presented the "Transparent Narrative Model," which connects media ethics with AI traceability to enhance educational assurance. Furthermore, it framed advertising as a vehicle for scalable education, in accordance with SDG 4 (Quality Education). The study illustrates the capacity of AI-integrated narratives to connect entertainment, education, and empowerment, particularly within marginalized communities, emphasizing the transformative role of advertising in fostering social innovation.

## 5. Conclusion

This study concludes that AI-driven storytelling in advertising media has become a transformative force, surpassing traditional persuasion to actively facilitate education and digital empowerment. The incorporation of artificial intelligence in narrative design improves engagement and understanding while promoting inclusivity through the customization of learning experiences for various cultural, linguistic, and cognitive contexts. Research indicates that advertising narratives incorporating ethical frameworks and transparent AI protocols enhance trust, participation, and equitable access to digital competencies, thereby addressing fundamental challenges associated with Sustainable Development Goal 4 (Quality Education). This study presents a novel perspective by conceptualising commercial media as a pedagogical ecosystem that can provide scalable and personalized learning experiences.

This work presents a new analytical framework, the "Transparent Narrative Model," which integrates storytelling ethics, AI personalization, and educational outcomes, offering a replicable structure for policymakers, educators, and advertisers. Empirical evidence from multi-case analyses demonstrates that brands utilizing AI can shift audience engagement towards learning engagement, thereby transforming passive consumers into active learners. The research emphasizes the necessity of integrating ethical disclosure standards, provenance labelling, and digital literacy training into AI-enabled campaigns from both policy and practice perspectives. Such actions can promote accountability, authenticity, and the protection of learners within global media ecosystems. Future research should investigate longitudinal effects, adaptive AI learning trajectories, and interdisciplinary partnerships between educators and advertisers. This study proposes a transformation of the advertising industry into a socially responsible educator, aimed at informing, inspiring, and equipping individuals with the necessary skills to succeed in an AI-driven, knowledge-based economy.

### *Future Scope of the Study*

Future research should build upon this study by implementing longitudinal and cross-cultural analyses to assess the impact of AI-driven storytelling on the sustainability of digital literacy over time. Comparative studies among educational systems, advertising sectors, and socioeconomic contexts may uncover differences in learner engagement and content interpretation. The integration of neurocognitive and behavioural analytics may enhance the understanding of the impact of narrative personalization on memory retention and learning motivation. Collaborations among educators, AI developers, and media strategists can establish adaptive learning ecosystems in which commercial storytelling serves as a scalable educational tool, promoting ethical AI governance and the global objective of equitable, lifelong digital learning.

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