

Abstract

Modern-day slavery known as "human trafficking" (HT) occurs when people benefit from the manipulation and exploitation of others (Effah, 1996; DeStefano, 2007). In spite of the notion that slavery is a thing of the past, human trafficking still occurs today. Traffickers compel people to do labour services against their will or engage in commercial sex by using force, trickery, or coercion. In India, traffickers use violence, intimidation, falsehoods, debt bondage, and other coercive methods to trap people in dreadful situations (Agbu, 2003).

This study primarily uses a communication lens to analyse the issue of human trafficking. The prevalence of human trafficking in Jharkhand, human trafficking in the media, and communication strategies to lessen contemporary slavery are the three main areas of focus of this study.

The study's theoretical framework is comprised of the Social-Ecological model, Media Framing theory, and Conflict Theory. And the multiple approach method is used due to the nature and purpose of the investigation. This inquiry is a good fit for this approach because of its accuracy in analysing the prevalence and possible causes of human trafficking in Jharkhand. With the help of this methodology, organisations in Jharkhand that fight human trafficking can evaluate their communication tactics.

Finally, this study critically evaluates the implications of the findings after critically analysing qualitative and quantitative data using reliable and established techniques. The findings of this study which mirrors several other studies, reveals that Jharkhand has become a hunting ground and women in Jharkhand are the most vulnerable section of society to be victims of human trafficking. Study also finds that Press coverage of human trafficking in Jharkhand adds to concern about the social responsibility of the press. Study also suggests a need for integrated communication intervention at all risk levels to curb human trafficking in the state of Jharkhand.