

The Asian Thinker

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Preface...

The Asia Continent has been the land of many researches. Many researchers have glorified this continent with their discoveries and research. Various researchers like Aryabhata, Maharishi Charak, Chanakya, Vivekananda, Dr. Ambedkar, Mahatma Gandhi, M.N. Srinivas etc. are included. Research is a process that keeps moving continuously. Research is one way to discover, rediscover and obtain new knowledge, by blending the past in the present and even for the future. It is a systematic, logical, original contribution to knowledge. Knowledge is transformed into wisdom. Research is useless if it is not delivered, presented, shared in fora, and published. Research fora and publication could ignite others to conduct researches for development and enhancement of our educational standards.

Research also can also help improve our teaching methods and knowledge in dealing with individual differences of the students. The writing of research papers or article is a very simple process in current academic and industrial scenario. But now-a-days this is done without giving due care to the norms and ethics accepted for writing research papers. Even a small mistake spoils the reputation of the concerned person. The Asian Thinker allows different researchers to share their research findings, implications and recommendations of their research outputs. The researchers are in different fields such as cultural studies, Media Studies, Social Sciences, Tribal Studies and Humanities and allied fields in Social Sciences.

To fulfill this vision, it is our mission to provide opportunity for the researchers, teachers, students, and others to share their research output, collaborate, and explore different research endeavor towards quality of life and excellence in social science; to contribute to the ongoing efforts for a world class academe; to publish peer reviewed papers; to train teachers and students in scientific writing; and to enhance teacher-pedagogical content knowledge in many fields for achieving excellence in education.

This issue of The Asian Thinker caters the different areas of Social Sciences and Humanities such as Effect of Cinema, Product Placements in Cinema, Media in moderating food habits, Socio-Economic conditions of Women, CSR Activities by Organizations, folklore communication change among tribes, New Media and Society, Traditional performing Arts of India, Agenda setting and Social media, Habits of social Media Users, Diasporas Influence on Youth and Book Review.

(Chief-Editor)