

Volume: IV, October-December, Issue-4, 2019 ISSN: 2582-1296

The Asian Thinker

A Quarterly Bilingual (Hindi & English) Peer reviewed research Journal
for Social Sciences and Humanities



Volume: 4, October-December, issue-4

Year-2019

Editor-in-Chief

Dr. Ramshankar

Managing-Editor

Mr. Shailesh Tripathi

Editor-in-Acting

Ms. Richa Chandi

Contact us

www.theasianthinker.com

[Email- asianthinkerjournal@gmail.com](mailto:asianthinkerjournal@gmail.com)

Head and Publishing Office: Dr. Ramshankar, Haidargarh Road, Bhitariya, Ram Sanehi
Ghat, Barabanki, Pin-225409 (UP)

Branch Office: 91, Aadarsh Colony, Biharipura, Vijay Nagar, Ghaziabad-201009 (UP)

Email : asianthinkerjournal@gmail.com, Mobile-9415067726, 9890631370

Advisory Board

Prof.(Dr.) Arun Kumar Bhagat

Ex- In charge- Noida Campus

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal (MP)

Prof.(Dr.) Manoj Kumar

Director, Mahatma Gandhi Fuji Guruji

Centre of Social Work, MGAHVV, Wardha (Maharashtra)

Prof . (Dr.) Nripendra Modi

Dean: School of Culture

HOD: Gandhi and Piece Study

MGAHVV, Wardha (Maharashtra)

Prof.(Dr.) Rahul Goel

Director, College of IIMT, Greater Noida (UP)

Prof. Anil K. Nigam

Dean, Department of Journalism and Mass Communication

IIMT College of Management, Gautam Buddha Nagar (Affiliated from CCS University, Meerut, India)

Dr. S.L. Tripathi

Associate Professor and Assistant Director

Department of Adult, Continuing and Extension Education

Dr. R.M.A.U, Ayodhya (UP)

Dr. Subodh Kumar

Area Coordinator and Project Manager

Bihar Rural Livelihood Promotion Society

Dr. Om Shankar Gupta

Senior News Editor

Sahara Samay, Uttar Pradesh

Guest Lecturer in MCRPSV(MP)

Editor-in-Chief

Dr. Ramshankar

Managing-Editor

Mr. Shailesh Tripathi

Editor-in-Acting

Mrs. Richa Chandi

Editorial Board

Dr. Ved Prakash Bhardwaj, Senior Artist and Assistant Professor, IIMT College, Gr. Noida (UP)

Dr. Shambhoo S. Gupta, Associate Professor, Tecnia Institute of Advanced Studies, New Delhi

Dr. Sunil Ghodake, Assistant Professor, Mahatma Gandhi Central University, Motihari (Bihar)

Dr. Umesh Kumar Singh, Assistant Professor, M.G.A.H.Vishwavidyalaya, Wardha (Maharashtra)

Mr. Vinit K. Jha 'Utpal' Senior Journalist and Assistant Professor, IIMT College, Gr. Noida (UP)

Dr. Dheeraj Kumar Shrivastava, Assistant Professor, IIMT College, Greater Noida (UP)

Dr. Vikash Chandra, Assistant Professor, Jharkhand

Dr. Bhawani Shankar Mishra, Assistant Professor, Galgotia University, Greater Noida (UP)

Dr. Manoj Kumar, Assistant Professor, Brauss, Mhow. Madhya Pradesh

Dr. Irshad Khan, Anthropologist and Project Officer, ICMR, Chhattisgarh

Dr. Jyotsna Mishra, Social Activist, Ghaziabad (UP)

THE ASIAN THINKER

A Quarterly Bilingual (Hindi & English) Peer reviewed research Journal for Social Sciences and Humanities...

INDEX

S.No.	Content	Page No.
	Preface	
1.	Impact of Social Media on Traditional Marketing and Advertising Surabhi Bhati	1
2.	महिलाओं के प्रति हिंसा 'योन उत्पीड़न' और मीडिया दृष्टिकोण का वैयक्तिक अध्ययन पूर्ति सिंह	9
3.	Role of Media in Air Pollution Awareness Darshan Kumar	14
4.	युवाओं में मोटिवेशन का संचार और यूट्यूब चैनल : वैयक्तिक अध्ययन शिवानी लोधी राजपूत	22
5.	A semiotic analysis on gym logos & posters Pratibha	30
6.	Socio-Cultural impact of Media on youth Disha Goel	37
7.	Social Media: A Corona Warrior Amisha Tomer	47
8.	वर्तमान राजनीति में गांधी के विचारों की प्रासंगिकता: एक समीक्षात्मक अध्ययन प्रभात कुमार	54

Preface...

Research is the basic foundation of life's progress from the primitive era, the person has set a time of modern times. We call this time segment as development. This development took place very rapidly when the person gave importance to research. Research is a very big topic. A person can understand many topics, but it is not possible to have knowledge of the level of research on every subject known.

Look at the countries of the world today that describe their own nation as centered on conservative ideas. The research papers of this magazine have been written keeping the current research center in mind, so antiquity or traditionalism has not been said to be inappropriate at all. In today's context, orthodoxy is an idea which has zero rights in the person. Countries that have research at the center can also be seen. In today's era, the nations spending on research are exemplary examples on the international stage even after all the troubles. One sentence often gets heard is "necessity is the mother of invention".

Necessity means research in all areas of life. Today, the scope of research is much larger than any other subject in the world. If this thing is said in simple terms, then the scope of research has become so wide that no subject is outside the scope of research. Now research is being promoted in all established disciplines of art including science and commerce. If the research is based on any subject, it is always relevant if it is made keeping in mind the scientific rules, or that research paper is definitely the foundation of the upcoming city-based research. The stages of research are universal, so the results of research are acceptable. Scientists of many countries also conduct research jointly, whether it is on human cells or on the universe. Research is a sophisticated product of any form of education. Just as new emerges from milk, similarly research is new knowledge. Experts of the world constantly do research to improve research. Efforts to improve research methods and equipment are continuing unabated.

The Asian Thinker allows different researchers to share their research findings, implications and recommendations of their research outputs. The researchers of different fields such as cultural studies, Media Studies, Social Sciences, Tribal Studies and Humanities and allied fields in Social Sciences. This issue of The Asian Thinker is based on the different areas of Social Sciences and Humanities such as Impact of Social Media on Traditional Marketing and Advertising, case study of gender violence, media and air pollution, case study of motivational YouTube channel, semiotic analysis of logos and posters, socio-cultural impact of media on youth, social media as a corona warrior and relevancy of Gandhian thought in politics.

(Editor)