

Editorial

Artha-Journal of Social Sciences (AJSS) attempts to bring socially relevant articles by practitioners as well as research scholars. The scholarly contributions featured in the current issue are on media, culture and literature.

The first article “Chomsky’s Discourse on US Foreign Policy, Media and Human Rights Interface: Implications to Indian Media” by Ashok Antony D’Souza tries to understand the implications of Chomsky’s perspectives on the use of media by the US to serve its propagandist model and the implications of such tendencies to nations like India.

Ignatius Payyappilly’s “Mapping Dowry Exchanges: Snapshots of Nineteenth Century Palm Leaves” explores the nature and practice of dowry among the Syrian Christians in the nineteenth century. It analyses the social and cultural impacts of dowry and the attitude of the society as well as that of the then Church towards this custom.

“The Role and Scope of Machine Learning in Different Media Verticals in India” by Juby Thomas reflects on the function and relevance of machine learning in communication and attempts to understand the broader possibilities that can be brought into it.

“Making of a Celebrity: An Imagined Community Construction by Indian Press” by Silajit Guha and Sudipta Paul looks into the construction of a celebrity in the pages of India’s most famous English newspapers and tries to analyze how these discursive elements are giving birth to new possibilities of a narcotizing dysfunction or collective amnesia.

“Ethical Leadership Behaviour of Principals in Relation to Organizational Commitment of BEd College Teachers” by Savita Puri investigates the ethical leadership behaviour of principals in relation to organizational commitment of BEd college teachers.

Salman Rushdie’s autobiography-*Joseph Anton: A Memoir*-has generated enormous interest among literary scholars as well as the general public. Arvind Radhakrishnan’s book review-“The Writer in his Labyrinth: Reading Salman Rushdie in the Age of Intolerance” tries to introduce the work and locate it in the body of Rushdie’s work we are familiar with.

I am grateful to Vagishwari S P, Jomi Thomas, and Arvind Radhakrishnan for their help in bringing out this issue.

Anil Joseph Pinto
Issue Editor