

SOCIETY AND CULTURE DEVELOPMENT IN INDIA

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Editorial Note

“Society and Culture Development in India” (SCDI) is a biannual peer reviewed journal that publishes original research, review articles and short commentaries in the social and cultural sciences. The journal provides a forum for articles which theorize the relationship between culture and society. The scope of the journal includes, but not limited to, cultural studies, language, religions, arts, films, fashions, public perceptions and cultural dynamics under the globalization and industrialization background, societal development, society and population, development and sustainability, etc. The journal is interdisciplinary in orientation and is not tethered to particular theoretical or research traditions. *Culture and Society* is at the cutting edge of recent developments in social and cultural theory. The journal has helped to break down some of the disciplinary barriers between the humanities and the social sciences by opening up a wide range of new questions in cultural theory. *Culture and Society* builds upon the heritage of the classic founders of social theory and examines the ways in which this tradition has been reshaped by a new generation of theorists.

The journal contains twelve articles in this issue. **Abhishek Bhowmick** discusses on the role of weekly market among the Paudi Bhuyans of Keonjhar District of Odisha. The study focuses on the organizational pattern of the weekly market where all the shops are being studied to understand the items sold and to understand the market operations which are being done to exchange the goods or services. **Ahuejere Leonard & Ishmael Kalule-Sabiti** elaborates the contextual determinants of Fertility Transitions among Black South African Women. Findings reveal that rural areas had a higher fertility levels, compared to those in urban areas. Factors such as mother’s age, employment and wealth status, owning a house with water and electricity, access and distance to health facilities and workers, etc., were responsible for it. **Ashwani Kumar & Parul Lahaik** discusses how mass media plays a vital role in changing the personality of rural women as it has influenced the thinking and understanding level of rural women, thus, widening their mental horizons. In

this paper, an attempt has been made to know the level of media exposure of rural women of Jubbal-Kotkhai Block of Shimla district and to understand how mass media is bringing the changes in their socio-cultural life. **Jan Elizabeth Joseph** in her study tries to look into the use of Social media in disaster management with special reference to the Kerala flood, how in the event of this disaster the different forms of involvement by social media was effective in terms of disaster preparation and it's response. **Md. Minhaz Uddin, Saifullah Saif & Sidratul Montaha** implies to analyses the significance of Web 2.0 and Social Media in terms of English language learning and teaching. This investigation contributes to sum up a review of contribution as well as consequences of social media in teaching learning strategy, which is able to increase the value in existing research.

Mohammad Taghi Sheykhi analyses how many cities are exploding due to the appearance of new lifestyles. Urbanization, modernization and industrialization, the main three factors causing urban welfare reforms in Asia is on increase. The overcrowded cities need to put into practice new urban reforms to be able to respond the needs of the newly-arrived migrants. **Neha Yadav** elaborates the role of caste in Uttar Pradesh politics. Here is an attempt to understand this equation from pre- independence to after independence and so far, that how politicians use caste to gain legitimate power to rule. **Rukmani Sharma's** paper seeks to investigate the birth rituals described in Hindu scripture and the indigenous birth rituals performed by the Bengali community in order to comprehend the implicit value system they embody. This study will concentrate solely on Hindu birth rites found in scriptural texts and folk birth rituals performed by Hindus. **Sukanya Saha** has tried to cover some of the aspects of Durga Puja at Kolkata. The study has tried to mention some explanations of certain ceremonial rituals performed on different days of the festival. A brief discussion on the changing pattern of the celebration is also added with a chronology of recorded Durga puja. **V. Subramanyam's** empirical research work paper presents the levels of social exclusion, mechanism, forms and variations in between the stratified caste society and egalitarian tribal society. The levels of social exclusion at each excluded social groups definitely correlates and corresponds with the development status of it in the caste based society of India, in specific to Rural India, Rural Andhra Pradesh. **Sumant Kerketta D.K. Mahalik** study has been carried out to find different factors affecting the selection of marketing channels for the tribals growing vegetables in Sundargarh District of Odisha. It suggests four factors to be of the highest importance in selecting marketing channels by the tribal vegetable producer in the district of Sundargarh;

namely; Time, Perishability, Quantity of Production, Types of Vegetable Produced & Knowledge of other Markets.

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