

In this issue of our journal (Volume 7, Number 1, January-June 2024), we explore the diverse and pervasive nature of communication through a collection of insightful articles that span various contexts and cultures.

“A Call for More Research Publications on Gender in Indonesia’s Public Relations” underscores the critical need for nuanced research on gender roles and expectations in Indonesian public relations practices. “K-Pop Idol Trainee Selection Process in Thailand” examines the rigorous selection process for K-Pop trainees, providing insights into financial arrangements, work-life balance, well-being, and contractual issues. “David Lynch’s *Eraserhead* (1977): Misogyny and Domestic Violence versus Aesthetic Value” delves into Lynch's controversial film, discussing its themes of misogyny and domestic violence alongside its unique aesthetic contributions.

“An Analysis of Success and Popularity of Thai Boys Love Series among Chinese Fans” offers a glimpse into the cross-cultural communication and media consumption patterns driving the popularity of Thai Boys Love series in China. “Understanding the Roles of Television Advertising on Consumer’s Buying Decisions: A Study of Dhaka City” investigates the impact of television advertising on consumer behavior in Dhaka, highlighting factors such as celebrity endorsements and demographic preferences.

Each article illustrates the multifaceted nature of communication and its profound impact on various aspects of life, from professional practices and entertainment to consumer behavior and cultural exchanges.

Thank you for joining us in this exploration. We hope these articles inspire further reflection and research into the myriad ways communication influences our lives.

Warm regards,

Saravudh Anantachart, Ph.D.
Editor-in-Chief