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EDITORIAL

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The September 2018 issue features the following five papers:

The first article by Orville B. Tatcho looks at the strategies and topics used in the 2016 Philippines presidential debates. The author specifically looks at how the then President-elect Rodrigo Duterte used the 2016 Philippine presidential debates to his advantage for image building.

In the second article, Jason J. Turner and Puteri Sofia Amirnuddin analyse social media usage from the perspectives of individuals from Malaysia and the UK. The study also examines the role of law in protecting individuals in the context of social media privacy and disclosure of personal information.

The third article by Chuan Tek Pheung investigates organisational stereotyping of female PR practitioners. The study highlights senior managements' preference for male PR practitioners for senior positions though many female practitioners helm managerial positions in PR departments in most organisations. The findings suggest there is equality in advancement opportunities, but female practitioners are however overlooked for senior management posts.

The fourth article by Ong Sheau Wen and Ihediwa Samuel Chibundu analyses how the vernacular school system is framed in the news coverage of Malaysia's multi-lingual newspapers. This article is of interest since the vernacular school system in Malaysia has long been controversial as it is deemed to be a stumbling block in national integration.

The final article by Uma Rani A. Rethina Velu and Surinderpal Kaur investigates how masculinity is performed through collective practices in the visual interpretation of a televised show, *Oh My English!* The study analyses the visual features of group interaction among the main male teenage social actors in a particular scene from an episode of the show.

We hope you find the articles interesting and inspiring to explore new areas for future research. We would like to thank the authors for their contributions. Equally, we would like to express our thanks to the reviewers and the Editorial Board for their invaluable feedback that has been central to the continued publication of a journal of quality.

We are currently accepting manuscripts for upcoming issues. Finally, we welcome suggestions that can help further improve the journal.

Prasana Rosaline Fernandez, PhD

Editor-in-Chief

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