

**SEARCH: The Journal of the South East
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EDITORIAL

This issue of *SEARCH: The Journal of the South East Asia Research Centre for Communication and Humanities* is made up of five papers from different perspectives in the Humanities.

The first article by Rona Chandran and Mohd Yahya Mohammed Ariffin explores the ethnic identity of Malaysian biethnic individuals of Chinese and Indian parentage. This paper offers a micro level analysis of ethnic identity development of Chindian individuals in Malaysia, from an emic perspective. Using the Constructionist Approach by Cornell and Hartmann (1998), they find that the ethnic identity claim of the Malaysian Sino-Indians or better known as Chindians is greatly influenced by various elements of the cultural and social domains.

The second article by André Kok explores and analyses the public conceptualisation of a huge rubber duck display in Seoul by a large conglomerate, Lotte Group. Using a rhetorical and ideological analysis of the public art installation, two conflicting themes of escapism and skepticism are identified, explored and discussed. He finds that with the sponsorship of the Rubber Duck, Lotte Group provided a distracting icon for Koreans to come and see, perhaps in an effort to shift their minds off of the construction troubles and rumors of concern.

The third article is by Karisha Anne Cruz and Carla Patrice Cucueco. They explore the role of the media in reporting poverty caused by natural calamities in the Philippines. They identify how the Philippine news media framed the causes and solutions to poverty experienced by victims of calamities such as typhoons and earthquakes. Results reveal that the media primarily portrayed poverty as a problem caused by the devastation of the calamities. The lack of urgency to inform the public on the structural causes of poverty indicated complacency in addressing the problem through sustainable solutions.

The fourth article by Jason Paolo Telles discusses the paradigm dominating the discourses on environmental risk and risk reduction in four documentaries shown over Philippine television on the environment and its preservation. He finds that the main framework of presentation and analysis on environmental risks and risk reduction is ecotopianism, which is problematic as it excludes sociocultural aspects. He suggests the inclusion of neglected perspectives such as transgressive ecotopianism, indigenous or traditional knowledge, and eco-Marxism on the topic. He feels that this will keep audiences better informed of the need for preserving the environment.

The fifth and last paper by Mariam Agonos, May Pearl Bade, Marielle Cabuling and Jason Mercene studies how families with one parent who works overseas (in the Philippines) use leisure time and activities as a way of compensating for the absence of a parent in keeping families together. They find that while financial needs necessitate one parent being away to earn an income, the absence is felt and as a means of compensation, family leisure is used as a tool to offset the absence. Using a qualitative methodology, they find three techniques of negotiation employed for constructing leisure activities.

It is hoped that readers will find the rich information contained in the above five articles are both stimulating as well as enriching. I would like to thank the authors for their contributions, the reviewers for providing valuable feedback, Ms. Stella Melkion of Taylor's Press for her work in ensuring quality for this journal and the management of Taylor's University for financial support in publishing this journal.

We welcome suggestions for improvements to this journal and hope that all readers benefit through the contributions of this issue.

Associate Prof. Dr. Lokasundari Vijaya Sankar

Editor-in-Chief

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