

**SEARCH: The Journal of the South East
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and Humanities**

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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 four papers from different perspectives in the Humanities.

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

The first article by Prasana Rosaline Fernandez, Surinderpal Kaur and Ng Kwan Hoong investigate the representation of the various social actors in the government departments and agencies in Malaysia in the health debates on Radio Frequency exposure from telecommunication structures. Using van Leeuwen's social actor framework, this research reveals the kinds of identities that are embedded in the discourse.

The second article by Lokasundari Vijaya Sankar, David Hock Jin Neo and Antoon de Rycker studied Peranakan funerals in Malaysia and Singapore, in a qualitative manner, to understand and document the customs and traditions that underlie the communities death rituals. Findings from the analysis of funeral customs showed that the Social Identity of the Peranakan community could be seen in the observance of filial piety of children to their parents, patriarchal customs, a show of grief and adherence to Chinese religious customs. Status and wealth is also part of the community's social identity.

The third article by Mohd. Faisal Kasmani studies the Sinar Harian newspaper in Malaysia to investigate transgressive forms of reporting the 2013 General Elections in Malaysia. His results showed that despite existing media restrictions, the paper gave voice to Opposition parties in order to provide a balanced reporting for the Malaysian public.

The fourth article by Thinavan Periyayya, GV Nair, Raduan Shariff, Zachary Roland and Thanaseelan evaluated the relationship between young adult Malaysian consumers' purchase intention and an organization's involvement in Corporate Social Responsibility programs. Findings revealed that young Malaysian consumers were CSR centric and had a positive attitude towards organizations practising CSR. However they also found that CSR knowledge among young, adult consumers was poor, and this moderated their socially responsible purchase behaviour.

The fifth paper by Wang Hua and Bahiyah Omar examines hotel employees' communication satisfaction and job satisfaction levels in Hainan, China. They studied both international and local hotels to see if there was a relationship between them. The findings suggested that effects of communication satisfaction and Confucian work dynamism on job satisfaction were almost equal at international and domestic hotels.

The sixth and last paper by by Fitria Akmerti, Susilorini and Purna Kusciati we conducted an audience research that aimed at analyzing how young Indonesian women television viewers understood and read the construction of women's body and sexuality in the music video clips as cultural texts in relation to their experiences of the world, The results showed that participants, were able to perceive that the women's images in the video clips were constructed to attract consumers and encourage consumption by exploiting women's bodies.

It is hoped that readers will find the rich information contained in the above six articles are both stimulating as well as enriching. I would like to thank the authors for their contributions, the reviewers and the Editorial Board for providing valuable feedback in ensuring quality for 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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