

**SEARCH: The Journal of the South East
Asia Research centre for Communication
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 six papers from different perspectives in the Humanities

The first article by Calimag, Zafra, Ambion and Demeterios investigates the tattoo culture of 8 ethnolinguistic groups of the Cordillera region in the Philippines. Through such a documentation the authors hope to promote and preserve this cultural phenomenon in the Philippines as part of their ethnic heritage.

The second article Mukhtar El-Kassim and Syed Arabi Idid investigates the perceived ease of the use of social media against the behavioural intentions of their users. Using the TAM Model they find that the behavioural intentions and the use were indeed positively connected.

The third article by Teoh, Yang and Neo investigate the framing techniques of both Malaysian and the Chinese press in covering the visit of Malaysian Prime Minister Najib Razak to China. They found that both governments portrayed the visit positively though it had cultural and economic differences.

The fourth article by Ullah and Akhter investigate journalism education in Bangladesh. They find that the inadequate coverage by educational establishments on practical courses prevents budding journalists from being readied for the real journalistic world.

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 Hassim, Ahmad Hisham and Mat Nayan investigates the socialization of the hijab or veiling culture by Muslim women in Malaysia. They find that mass media is able to socialize the public as an agent of the socialization of Muslim culture.

A review paper is included in this issue by David Neo. He reviews the cosmopolitan culture of the Peranakan world through the grave art structures in the Bukit Brown cemetery

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 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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