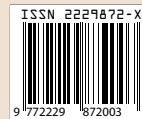




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EDITORIAL

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This issue of SEARCH: The Journal of the South East Asia Research Centre for Communication and Humanities is made up of four papers that deal with messages in different areas of communication (television messages, cigarette pack messages, tattooing and film messages).

The first article by Irene Photiou, Lambrini Papadopoulou and Theodora A. Maniou explores the clash between a European identity (arising from the European Union) and individual national identities within Europe. Using the 2015 financial crisis in Greece as a background, the authors explored how television networks framed the crisis. The findings showed that while there were ethnic differences in Greece between European, Hellenic and Cypriot identities, media preferred to subtly promote a trend new European awareness as opposed to several Greek identities.

The second article by Tunu Nkunya, Thinavan Periyayya & Santhidran Sinappan explores how graphic health warning messages in cigarette packs and positive gain-framed statements are processed and its impact on smokers' attitudes towards these messages. Using statistical analyses on students awareness, they discovered that only personal relevance held importance for students' attitudes to smoking.

The third article by F.P.A. Demeterio III aims to grasp the current status of traditional tattooing in the Philippine Cordillera region in order to have some foresight to and influence on the future of this cultural practice. Building on a previous study of the practice of tattooing, the study investigates this practice through qualitative interviews and archival material.

The fourth article by Kavita Maheendran explores the concept of multiculturalism in Malaysia through the analysis of a popular film called Ola Bola. Additionally online blogs and portals provided information on the film and multiculturalism. She found that interracial friendship, cross cultural interaction, multilingual dialogues, portrayal of minority community and embracing colour blindness were major themes that emerged.

It is hoped that readers will find the rich information contained in the above four 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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