

UNIVERSITY OF THE PHILIPPINES MANILA

The Reflective Practitioner

The Reflective Practitioner, Vol. 1

Philippine Copyright © 2016
Department of Arts and Communication
College of Arts and Sciences
University of the Philippines Manila

Published in 2016 by the
Department of Arts and Communication
College of Arts and Sciences
University of the Philippines Manila

All rights reserved.

No part of this publication may be reproduced,
stored in a retrieval system, or transmitted,
in any form or by any means, electronic,
mechanical, photocopying, recording,
or otherwise, without permission
in writing from the publisher.

ISSN: 2467-5830

Cover Design

Title: Tigbao Hanging Bridge

Photo by: Joffrey Baylon

The Reflective Practitioner, Vol. 1

UNIVERSITY OF THE PHILIPPINES MANILA

The Reflective Practitioner

A Department of Arts and Communication Annual Publication
Volume 1, 2016

CHADWICK CO SY SU

Editor

MYRA LAFORTEZA RONDARIS

MISHIMA Z MICIANO

Managing Editors

JAN MICHAEL A C BERNADAS, City University of Hong Kong

HERMAN M BOGNOT, University of the Philippines Diliman

MIKEE N INTON, Lingnan University

GENE SEGARRA NAVERA, National University of Singapore

ROWENA CAPULONG REYES, Far Eastern University

ARWIN M VIBAR, University of Asia and the Pacific

KENNETH C C YANG, University of Texas at El Paso

Editorial Board

The Reflective Practitioner is the official publication of the Department of Arts and Communication of the University of the Philippines Manila. It publishes annually a wide variety of scholarly and original articles by younger as well as established scholars in communication.

Articles and reviews in the Communication Journal do not represent the views and opinions of the Editorial Board, the Department, the publisher, and the University. Responsibility for statements and the accuracy of facts rests solely with the individual authors. The Editorial Board reserves the right to accept or reject material submitted to it for consideration.

The Reflective Practitioner, Vol. 1

TABLE OF CONTENTS

Editor's Note v

Discourse Analysis of Persuasive Language
in Philippine Print Advertising 1

Gossip in the Age of Digital Reproduction:
Revisiting the practice of *tsismis* in online media 26

Analyzing Women's Commodified Sexuality
as an Erotic Power 51

The Correlation Between Social Media
Governance Indices and Online Audience
in selected magazines of ABS-CBN Publishing Inc. 75

Ugadat, Ugodit, Utselet (Sniff out, Suck up, Survive)
A Book Review 105

ABOUT THE AUTHORS AND EDITORS 116

CALL FOR PAPERS 120

PANAWAGAN PARA SA PAPEL 121

Editor's Note

Just like some firsts in anyone's life, this endeavor, **The Reflective Practitioner**, comes borne of pain and pleasure. The efforts to bring forth a new journal are always fraught with pains, from the inevitable rejections to the dealings with minutiae that invariably strain both eyes and mind. Still, there are pleasures to be found, from that of seeing the copy that is now in your hands to the realization that this journal has served as a vehicle for the works of scholars to reach an audience.

The release of this journal was part of the activities for the 30th anniversary of the BA Organizational Communication program of the University of the Philippines Manila's College of Arts and Sciences. Initially, it was planned as a monograph, a one-off, as it were. However, I am pleased to let you know that this journal will be released every year in January from now on, with the aim of strengthening the research thrust of the college in general and the department in particular. Subsequent issues will feature articles on the arts; after all, the Department is under the College of Arts and Sciences, two branches of study that must be and are friends.

The Organizational Communication program has been described by both its graduates and observers as an eclectic mix of expertise, and it is from this description that this first issue proceeds. We start with an analysis by **Edroslyn Fernandez** of print advertisements from the beauty and cosmetics industries in the Philippine context. She discusses the power of words, how they create the illusion of age as a disease, and how a fuller appreciation of beauty can be taught in the early years of schooling.

Cherish Aileen Brillon interrogates the role of gossip in the milieu of digital media. This article is an initial response to the paucity of literature on this undoubtedly social and organizational phenomenon. On the other hand, **Sarah Giselle Lopez-Pozas** studies Social Media Governance in ABS-CBN Publishing, Inc. Among the many insights that can be drawn from her study, two particularly stand out: there are plenty of rooms for improvement, and the future can only be brighter.

The Reflective Practitioner, Vol. 1

Maria Lourdes Attic, Nikkie Marie Ayuson, Joan Belo, Lyndsay Picardal, and Karizza Pineda, with their research supervisor **Karen Panela** then juxtapose the virtual and the real with their insightful paper on the commodification of women's sexuality. Their study's conclusion, that of women being able to use their sexuality to get the upper hand against men, lends itself very well to further discussion of the changing trends of gender relations, whether within profit-making endeavors or outside of these.

Jardine Dave Chua's review of *KGB: The Inside Story* creates a neat intersection between the avenues of politics and communication. His analyses indeed prove the point behind the title of this journal; his reflections on practice are grounded in theory and come with recommendations for improved praxis.

At this juncture, I would like to thank certain people, without whose assistance this journal would have remained only in the realms of imagination. I begin with **Prof Carolina Pulumbarit**, whose networking skills and ability to work with people I hold in admiration. **Profs Myra Laforteza Rondaris** and **Mishima Miciano** saw this journal off at the printers, and for this they have my gratitude. I am likewise grateful to my department chair, **Dr Donna Bautista**, whose support for this endeavor has ensured its sustainability for the next few years.

Of course, any journal worth its salt must have a set of external referees. I am fortunate to have had the expertise of **Dr Kenneth Yang Chung Chuan** of the University of Texas at El Paso, **Dr Gene Segarra Navera** of the National University of Singapore, **Dr Rowena Capulong-Reyes** of Far Eastern University, and **Dr Arwin Vibar** of the University of Asia and the Pacific. I am thankful too to my former colleagues and now research fellows **Jan Michael Alexandre Bernadas** and **Mikee Nuñez Inton** of the City University of Hong Kong and Lingnan University, respectively, for their keen insights into the articles. **Prof Herman Bognot** of the University of the Philippines Diliman has my gratitude not only for teaching me to read and write in Cyrillic, but also for his help as a reviewer.

The Reflective Practitioner, Vol. 1

Just before this first issue went into print, I was pleasantly surprised to discover, through the kindness of my colleague, **Prof Gina Salazar**, that this journal has a namesake, a 1959 book authored by **Donald Schon**, an eminent social scientist. This is a charming coincidence, as it were, because even as the themes of book and journal differ, there is one common visual: the ability to look and question one's self in front of a mirror.

On a personal note, the presence of my spouse **Clarice Abigail Gonzales** is a luxury that buys me time and that second wind to involve myself in creative pursuits like this journal. Finally, my assistant **Paul Martin Anthony Cenizal** has my thanks. His discipline, attention to detail, and ability to multitask, among others, are traits I used to fear were no longer in people his age. I am glad to be mistaken.

A handwritten signature in cursive script, appearing to read "Chadwick Co SY SU". The signature is written in dark ink and is positioned above the printed name.

Chadwick Co SY SU