## ABOUT THE AUTHORS AND EDITORS

**Edroslyn Fernandez** received her Master of Arts in Education from the University of Mindanao. In 2009, she received a Philippine Australia Human Resource Facility Scholarship, and finished her Master of Education from the University of Sydney a year later. In 2013, she earned her Doctor of Philosophy in Education from the University of the Immaculate Conception in Davao City. Her dissertation *Discourse Analysis in Philippine Print Advertising* has been presented in the 4<sup>th</sup> *International Conference in English, Discourse, and Intercultural Communication,* held in Macau from June 4 to 7, 2013. Her research interests include language usage, and education administration and management, particularly in Catholic institutions. At present, she is Associate Professor at Holy Cross of Davao College in Davao City.

**Cherish Aileen Brillon** is Associate Professor at and formerly Program Head of the Department of Communication of Far Eastern University, and the adviser of its FEU Film Society. She finished her MA in Media Studies major in Broadcasting at the University of the Philippines College of Mass Communication with a specialization in political economy. Her PhD in Philippine Studies at the University of the Philippines Diliman's Asian Center is in progress, with a focus on spectatorship and space studies. She has presented in local and foreign conferences on topics such as gender, new media, sentiment analysis of social media, urban studies, and the analysis of spaces and nostalgia in migrant cinema.

**Maria Lourdes Attic** graduated with a Bachelor of Arts in Mass Communication degree from Far Eastern University, *cum laude*. Her research interests focus on feminism, particularly its formation and principles. She has worked as Production Assistant at Big Boy Productions Inc., a privately owned production house in Makati City.

**Nikkie Marie Ayuson** is a fourth year Bachelor of Arts in Mass Communication student at Far Eastern University. Her research interests focus on the social issues that the new media have shaped, particularly on the psychological aspects of Internet usage and their role in the worldwide sex trade.

**Joan Belo** graduated with a Bachelor of Arts in Mass Communication degree from Far Eastern University, A photographer, videographer, and musician, her research interests include psychological and ethical issues brought on by the emerging influence of the new media.

**Lyndsay Picardal** graduated with a Bachelor of Arts in Mass Communication degree from Far Eastern University, *cum laude*. Her research interests revolve around the LGBT community and the influence of mass media in shaping the mindset of society.

**Karizza Pineda** is a fourth year Bachelor of Arts in Mass Communication student at Far Eastern University. Her research interests focus on cyberbullying, propaganda, and the role of impact of social networking sites in creating a virtual society.

**Karen Lee Viudez-Panela** is Assistant Professor at the Department of Communication, Far Eastern University Manila and finished her MA major in Mass Communication in the same university. She heads the Broadcast Cluster of the department and has been the student organization adviser of the FEU Mass Communication Society since 2006. Her communication research interests cover issues on film genre, humor, political economy, gender, and media violence.

**Sarah Giselle Lopez-Pozas**, is a Marketing Track Corporate Management Trainee at Nestlé Philippines Incorporated where, in 2013, she participated in Nestlé MILE, the company's selective leadership program for graduating students. She conducted research for her thesis at ABS-CBN Publishing Incorporated during her senior year internship and graduated with a BA Organizational Communication degree from the University of the Philippines in April 2014, winning the Best Thesis award. Previously a BA Development Studies and BS Pharmacy student, her research interests revolving around communication in information technology and advertising industries, digital communication, and communication psychology took her home to the obvious. **Jardine Dave Chua** graduated with a BA Organizational Communication degree from the University of the Philippines Manila in 2013. He subsequently entered government service with the office of Senate President Franklin Drilon, where he currently serves as a member of the Senate President's communications and media relations staff. He is an enthusiast of studies on international relations, intelligence operations, terrorism research, and criminology.

**Chadwick Co Sy Su, editor in chief of** *The Reflective Practitioner,* is Assistant Professor of Organizational Communication at the University of the Philippines Manila's College of Arts and Sciences where he handles courses in Statistics, Technical Writing, Intercultural Communication, and Interpersonal Communication. He was one of the college's Outstanding Teachers for the 2011-2012 and 2012-2013 Academic Years. His research interests revolve around intercultural communication, critical discourse analysis, and feminist theory.

Myra Laforteza Rondaris, managing editor of The Reflective Practitioner, is a communication consultant and Senior Lecturer at the University of the Philippines Manila where she graduated *cum laude* with a degree in BA Organizational Communication in 1991. She teaches subjects in Organizational Communication, Speech Communication, and Research Writing. She earned her Masters in Business Management degree in 1999 from the Asian Institute of Management. Her notable research works include a study on the Philippine baking industry and a study on the vale system as applied in the Philippine construction industry. She was also tasked to formulate corporate strategy for one of the oldest and biggest food companies in the country. Prior to joining the academe, she worked as a business development officer and solutions manager for the commercial and banking sectors of one of the country's biggest companies in the information and communication technology industry that time. She also setup several companies in different industries. Currently, she is a business owner and treasurer of the University of the Philippines Organization Communication Alumni Association, Inc.

**Mishima Z. Miciano, managing editor of** *The Reflective Practitioner*, is Assistant Professor at the Department of Arts and Communication of the University of the Philippines Manila, where she teaches academic and technical writing. She earned her masters degree in English Studies (Language) from the University of the Philippines Diliman and her baccalaureate degree in Communication Arts from the University of the Philippines Los Baños. Her research interests include discourse analysis, genre-based learning approaches and the study of various professional and academic discourses.