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Department of Arts and Communication
College of Arts and Sciences
University of the Philippines Manila

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UNIVERSITY OF THE PHILIPPINES MANILA

The Reflective Practitioner

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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.

Articles and reviews in *The Reflective Practitioner* do not represent the views and opinions of the Editorial Board, the Department, 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.

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EDITOR'S NOTE

This issue of *The Reflective Practitioner*, its third, continues the thrust of the Department of Arts and Communication to support the research efforts of the University of the Philippines Manila's College of Arts and Sciences. The journal also continues towards its aim of involving more scholars outside the Philippines, while still keeping its attention on evolving scholarship within the country.

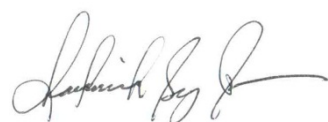
Eminent anthropologist, ethnographer, and peace studies expert **Ian McIntosh** presents and explains the concept of the "trividal" or tripartite identity—controversial and not easily understood—as introduced by David Burrumarra. His narration of his encounters with the Aboriginal leader from Northern Australia is an eye-opener to the breadth and depth of human experience, the sort that must be passed on to future generations, if only to lessen ethnocentrism and increase the chances of lasting peace in a world filled with constant conflict.

Maria Lavina Alonzo's article on the relationship between managerial grid model position and job satisfaction illustrates the importance and role of leadership in the formation and understanding of Organizational Communication as a discipline. Using Blake and Mouton's Managerial Grid Model, she presents and explains the association between concern for people, concern for production, and job satisfaction of employees in a bank. **Lance Cedric Dador** continues this foray into the financial markets by evaluating the impact of BIR Revenue Regulations 16-2012 on the domestic capital market. Here he emphasizes the need to shift from classical organization theory to the multiple constituencies perspective.

With the breakdown of the local animation industry amid the thriving business of animation, **Maria Paulina Florentino** explores the manifestation of Filipino culture in animated films to trace the "re-animation" of the Philippine cinema. This re-animation is seen to occur with the promotion of local talent by people in the cinema industry and the education of the public about the existence of animated films that portray the people's aspirations, the nation's socio-political issues, and cultural surfaces.

Sonika Jain examines the challenges and issues of elderly caregiving by adult children in the Indian context, specifically, as portrayed in Hindi language cinema. The article focuses on the film *Piku* and analyzes its unique characterization and plot construction with comparisons with other films to discuss how not only elderly caregiving is re-positioned and represented, but, in doing so, how mainstream narrative itself is re-shaped.

This issue of the journal would not be possible without the collective effort and valuable inputs and expertise of a number of people. The constant support of **Prof Alice Adeva**, chair of the Department of Arts and Communication, for this endeavor has been a great help in the completion of this publication. **Kenneth Rey Recio's** contributions as Managing Editor, despite his many responsibilities within and outside the department, have proven to be valuable. The journal will go on with his stewardship. **Prof Mishima Miciano's** initiative and effort in the creation of the journal's online version ensure a permanency that exceeds any paper version. On a personal note, I continue to be grateful to my spouse, who is a source of calm in this year's seas of uncertainty.



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