

EDITORIAL

Digital Media Culture in Southeast Asian Societies

Southeast Asia is well known for an early adoption of digital technology, including using technology in innovative ways. Journal issue volume 4, number 2 of SEAMSJ explores technology through a social lens and asks the pertinent question: What is our understanding of authorship, consumption, cultural participation, and political agency regarding Southeast Asian social imagination of group harmony? As a result, we first feature three research articles covering rhetoric, analysis, and application as explored through online and digital media channels.

We start with *Theorizing a Vegan Advocate's YouTube Vlog as a Rhetorical Act* by Asst. Prof. Dr. Jea Agnes T. Buera (University of the Philippines Los Baños) and Prof. Dr. Jean A. Saludadez (University of the Philippines Open University). In this article, the authors explore the use of rhetorical strategies and ask if the use of technology changes the principles of persuasion. They suggest that topics about veganism in the Philippines have limited ways for free and open advocacy except through online channels. By selecting a popular vlog on veganism, the authors demonstrate how rhetorical strategies can advance communication advocacy. They claim that vlogging can integrate into a physical space by cultivating a real sense of space in a virtual one.

The second article, *Filipino Diasporic Identity and Space as Mediated by ABS-CBN News Channel* by Marion Nina Nicole G. Goyena (University of Santo Tomas, Philippines), analyzes the role that local Filipino TV channels play in diasporic identity construction of their audience. The author suggests that the Filipino diaspora serves as an extension of local TV channels, as content is often shared within community circles. The shared content reinforces pre-existing beliefs and provides vital context for Filipinos' intra- and interpersonal identities. The author's findings suggest that local Filipino TV channels perform as a mediator and sustain cultural affiliations by eliciting involvement among its audience.

Lastly, a group of Vietnamese students analyze the organizational use of social media in *Purposes of Social Media Usage by FPT University Students*. Hoang Van Hoan, Nguyen Ngoc Ky Anh, and Nguyen Duy use quantitative analysis to explore the effectiveness and purpose of organizational campaigns communicated through social media platforms. The authors conducted a study on the university's uses of social media for communication about student activities and events. After the study, the authors

make recommendations about how to choose the right channel for the specific audience at their university in Vietnam. The study revealed four key purposes for social media use; however, the authors realized they excluded other potential uses due to the limited scope of their study. As such, they have decided to expand it to include qualitative methodology and a bigger sample size.

These research articles are followed by Asst. Prof. Dr. Alexander J. Klemm's academic essay "The *Asian Journals Network*: Establishing a New Research Identity in the Humanities and Social Sciences." He critically engages with the circumstances that have led to the formation of the Asian Journals Network, the network's first conference with twenty Asian journals in the humanities and social sciences, the journals' stance on metrics, the signing of a Memorandum of Understanding, and the objectives of the network. SEAMSJ is now a proud member of the Asian Journals Network.

Eric Abalajon's (University of the Philippines Visayas, Iloilo) review of the book *Break It to Me Gently: Essays on Filipino Film* (Richard Bolisay, 2019) concludes this SEAMSJ issue.

Once again, we thank the Southeast Asian academic community for sharing their insights and experiences in the mediascape. As we have seen with preceding articles, the online and offline spaces find ways to complement and integrate into one another. On the one hand, that integration is the adoption of technology, and on the other, it is the sociality of media.

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Guest Editor

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ABOUT THE GUEST EDITOR

WILLIAM F. SMITH II is an Associate Professor at the College of Communication and Media Sciences at Zayed University in Abu Dhabi, United Arab Emirates. He has over 15 years of extensive experience living and teaching in China, Japan, Thailand, and Vietnam. He holds a Doctor of Philosophy – summa cum laude and an Antonin Artaud Fellowship from the European Graduate School (EGS), Switzerland. His research explores the disruptive nature of technology and the overarching implications of communication on society – social and cultural phenomena, especially in the context of social transformation and global issues that are impacted by the current mediascape.