

Open Issue

This edition of *Plaridel* is an open issue that features studies on the various media of Indonesia and the Philippines.

Constituting the first part are essays on Indonesian cinema and television. The first article, “Inside Gazes, Outside Gazes: The Influence of Ethnicity on the Filmmakers of the Dutch East Indies” by Christopher A. Woodrich, revisits cinema from 1926 to 1936. In particular, Woodrich explores the role of ethnicity in the first ten years of the country’s film industry and offers a typology of films based on specific case studies. The second article, “Realizing a Regional Network Broadcasting System to Promote Competitiveness in Local Programming and Fair Broadcasting in Indonesia” by Surokim, assesses the shortcomings in the implementation of Broadcasting Law No. 32/2002, which requires national broadcasting to evolve into a network of local television in order to create a system that is democratic. As a response to the law’s shortcomings and based on a descriptive qualitative method of research, Surokim proposes a new design for a networked broadcast system that is responsive to the conditions, needs, and peculiarities of local television in Indonesia.

The second part of this *Plaridel* issue focuses on Philippine media and communication, specifically on an information campaign, a collection of YouTube viral videos, and the genre of horror film. “The ‘Epal’ Effect: A Theory-Based Assessment of the *Bawal ang Epal Dito* Campaign for the *Pantawid Pamilyang Pilipino Program*” by Randy J. Solis, Julianne Thessa

Y. Baldo-Cubelo, and Christine Anne R. Cox, analyzes and evaluates an information campaign aimed at preventing politicians from taking advantage of the government's *Pantawid Pamilyang Pilipino Program* (4Ps) to further their political ambitions. The essay "Barthesian Semiotics on Selected YouTube Video Clips of Petra Mahalimuyak" by Feorillo A. Demeterio III and Leslie Anne Liwanag provides semiological analyses of the viral videos produced by Filipino-American model and performer Ashley Rivera, which feature various cultural icons. Finally, "Si Kris Aquino at ang/bilang Genre ng Lagim sa Filipinas" by Louie Jon Sanchez explores the films of Filipino scream queen Kris Aquino in the context of both the horror genre and Philippine cultural politics, and offers the startling conclusion that Aquino herself has become a unique "genre of horror."

In the Documents section of this issue are reconsiderations of Zhang Yimou's *Hero* (2002) and Lino Brocka's *Maynila sa Mga Kuko ng Liwanag* (1975); a review of Jonathan Corpus Ong's book, *The Poverty of Television: The Mediation of Suffering in Class-Divided Philippines* (2015); an interview with rising filmmakers from Laos, Anysay Keola and Xaisongkham Induangchanthy; a lecture by Ricky Lee, multi-awarded screenwriter and recipient of the Gawad Plaridel Lifetime Achievement Award from the University of the Philippines; and a virtual roundtable discussion on the AlDub phenomenon in Philippine media.



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