

A NOTE FROM THE EDITOR

On behalf of the *Plaridel* Journal Editorial Board I am pleased to announce that the University of the Philippines College of Mass Communication's (UPCMC's) flagship journal has been reviewed and favorably evaluated by the Philippine Commission on Higher Education (CHED) in their new Journal Accreditation System (JAS). The JAS examines academic journals published in the Philippines and provides tiered accreditation based on criteria that include quality of published articles, credentials of members of the editorial board, credentials of referees, editorial policies, and timeliness and regularity of publication. Editorial policies are reviewed according to national and international standards for peer review and journal refereeing systems. *Plaridel* Journal was classified as a Category A-2 publication, one of the highest tiers, for the period 2010-2012.

Our colleagues in national state colleges and universities will appreciate that given this tier assignment, publication in *Plaridel* will be credited as an international level publication for the purposes of faculty evaluation. As a result, we very much look forward to receiving a larger volume of submissions to the Journal. This is also a good opportunity to remind authors that in addition to themed special issues, we often publish regular issues, submissions for which are accepted throughout the year.

We would like to invite our readers to visit *Plaridel's* new website at <[cmc.upd.edu.ph](http://cmc.upd.edu.ph)> where you can access a list of all articles published since the

Journal's first issue came out in 2004. The website contains author submission information, calls for papers for special issues, subscription forms, information on the peer review process employed by *Plaridel*, and abstracts of all papers that appear in the Journal. For any additional inquiries, please send an email to [plarideljournal@gmail.com](mailto:plarideljournal@gmail.com).

New submission policies have been instituted. Starting 2011 the Journal no longer accepts hardcopy submissions. All submissions should be sent to [plarideljournal@gmail.com](mailto:plarideljournal@gmail.com) with a cover letter addressed to Editor-in-Chief Dr. Rolando B. Tolentino. Papers that authors would like to submit to a special themed issue under a guest editor should be sent to the same email address, we will copy furnish the guest editor.

Submissions first undergo a style review and as a policy, papers that do not conform strictly to APA style are automatically sent back to authors for revision before formal editorial review. Abstracts must be 150 words or less and Filipino-language papers should be accompanied by a title and abstract in English.

This regular issue of the Journal features five articles culled from original research. Patrick Campos discusses the evolution of urban realism in Philippine film and examines how it intersects with global film culture. The second article by Antonio Lambino studies war extension rhetorics of U.S. Presidents and how these were utilized during the Iraq and Philippine-American wars. In the first of two Filipino-language pieces in this issue, Reuben Ramas Canete dissects images of masculinity in advertising clothing that are ubiquitous in today's urban spaces.

Omar Dumdum and Maria Criselda Garcia present evidence for audience assessments of news credibility and correlate these with various features of news programs as perceived by audiences. Finally, in another Filipino-language paper, Carlo Gabriel Pangilinan presents a critique of the museum exhibit entitled *Gold of Ancestors: Pre-colonial Treasures in the Philippines*.

Reviews in this issue include one on the book *Political Communication in Asia* and another on the film *Noy*. A list of commercial and independent films screened in 2010 is in our regular document feature.

In addition to regular issues the Journal also has a line-up of guest editors for special issues, which will be published over the next three years. The list of special themes and corresponding guest editors appears below. Calls for papers for each of these can be found in our website. We very much look forward to receiving your submissions.

## **Issue Themes and Editors**

### **Media and Youth**

*Dr. Armind V. Santiago*  
U.P. Film Institute

### **Writing Media History**

*Dr. Nicanor G. Tiongson*  
U.P. Film Institute

### **Informing the Public: What, Why, How, and When the People Need to Know**

*Dr. Elena E. Pernia*  
Department of Communication Research

### **Queer Media and Representations**

*Dr. Roland B. Tolentino*  
U.P. Film Institute

### **Political Economy of the Media**

*Dr. Elizabeth L. Enriquez*  
Department of Broadcast Communication

  
**Clarissa C. David, PhD**  
Issue Editor  
Regular Issue, February 2011

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