

Editor's Note

I am delighted to present to you the fourth volume of *Scientia et Artes*, the official student journal of the College of Arts and Sciences. This first issue for 2018 contains six interesting studies of Bachelor of Communication students on the different aspects of communication.

Communication, as we know it, has become more and more sophisticated with the use of technology. In fact, the use of certain types of media calls for specific register or type of language that is unique to a particular field. For example, in technical writing, the common register used is technicalese; in legal parlance, legalese; and in text messages, textism. This is what Lea Grace P. Gunita, Jan Chinitamay W. Delos Reyes, and Mark Arvin Q. Lazaro focused on in their study entitled, *SMS L@ngu@ge: Differences in the Use of Text Messaging and Textisms*. The paper concludes with an interesting finding on the differences in the use of textisms between sex and strand.

A similar study by Irene Mae Pagsolingan's *Analysis of Emojis' Functions on Students' Facebook Postings* sheds light on the role emojis play in computer-mediated communication (CMC). Emojis, as the study reveals, compensate for the shortcomings of this type of communication. To simplify, an emoji is to a CMC what a non-verbal cue is to a face-to-face communication; it reinforces the message, or gives away the real meaning of the message. The paper presents unexpected ways on how emojis are used to support communication.

Indeed, the use of emojis proliferates in social media, particularly in Facebook. Taking advantage of the medium's prevalence, various news media have made it the dominant platform to post news articles, whether fake or real, which is definitely difficult for an ordinary reader to determine. This led Carlo Crisanto V. Sapiendante, Nixieline Babes C. Miranda, and Sean Rick T. Ledesma to conduct a qualitative study on how media professionals discern fake news posted on social media. What they discovered would help ordinary netizens to be guided on how to discern whether news posts on social media are authentic or not.

Another qualitative study was embarked on by Mary Noelle Pineda, Frances Marie G. Birco, and Anabelle V. Mendoza with their study on Extra-Judicial Killings: The Framing of Television News. News framing is a communication technique by which media focus attention on certain events and then place them within a field depending on which aspect they want to highlight. In this study, readers would become more aware about how news framing shapes opinions and directs viewers into the direction the media wants them to take.

The last two articles dealt on behaviors of participants—one, the forwarding behavior of netizens, and the other the communication behavior of children. The latter is the focus of investigation of Luisa May Castillo, Christine Joyce Mesa, and Jeremie Joi Pascual, in their study entitled Viral Marketing and Content Forwarding Behavior of the Filipino Netizens. The study highlights that netizens themselves can be marketing tools who would forward content that made an impression on them. The result would make marketing professionals aware of the need to create commercials and advertisements that appeal to consumers.

Completing the lineup is the study of Rafael M. Adriano, Ariyen Chriscel C. Dela Cruz, and Jannilene P. Tubon who investigated the effects of TV viewing on the communication behavior of children. The result turns on an interesting twist as it revealed that television exposure does not have any relationship with communication behavior of children.

Communication takes on different forms, support, effect, and depth, which are all impacted by technology. This issue presents the different faces of communication and aim to make readers aware that as people communicate, they themselves not only become active participants in the exchange but the person that embodies the message.

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