

From the Editor

In this edition, the featured articles have again shown the diversity and breadth of perspectives in looking at and discussing art-related issues. The first featured article is “Telling a Compelling Story: An Exploration of Cognitive Simplicity in Comic Book Design and Characterisation as Visual Communication for Political, Cultural and Social Influence” by Stephen T. F. Poon. This article debates the role of comics as a source of culture and politics and the challenges it faces in today’s era.

The second article was written by Marusya Nainggolan, Melani Budianta, Nyak Ina Raseuki, and Harsawibawa with the title “Trisutji Kamal’s *Loro Jonggrang*: A Cross-Cultural Dissonance.” This article gives a perspective on a composer named Trisutji Kamal through her essential work titled *Loro Jonggrang*.

Jalaine Joyce V. Malabanan, Jose Mari A. Carpena, and Feorillo Petronilo A. Demeterio III have written the third article entitled “The Lifeworld of Millennial Stage Actors in Metro Manila: A Schutzian Phenomenological Study.” This article examines the world of work as a professional theatre player in Manila. Interestingly, the phenomenological approach has been used in analysing and evaluating the scenario.

The following article is titled “Consumer-Based Product Creativity, Product-Brand Fit, and Product-Category Fit: Which is More Influential in Consumer Responses?” In this article, Soo In Shim and Yi Sheng Goh have conducted a study on responses and consumer perception of a product based on brand fit and category fit. In a competitive market environment flooded with various products, this study may provide a perspective to scholars or strategists related to product marketing from a creative or visual point of view.

The viewer’s experience in the multimedia gallery exhibition space has been the focus of the following article. This article written by Elyna Amir Sharji, Lim Yan Peng, Peter Charles Woods, and Rose Linda Zainal Abidin is titled “Visitors’ Interaction in an Experiential Designed Environment: A Case Study of a Multimedia Gallery.” The study from this article highlights the need and potential for curators, designers, and artists to improve a higher and better visual experience for an exhibition held in a multimedia gallery.

Wei Shean Ter and Kwan Yie Wong have written an article entitled “Acoustic Effects of the Singing Voice Quality of Untrained Female Singers in Malaysia.” This article is related to the study of vocal warm-ups that significantly impact the value or quality of vocals for singers.

In the article titled “Mapping the Queer Body: Queer Tropes and Malayalam Cinema,” Rajesh James and Sathyaraj Venkatesan explored queer-related ideas that exist in the practice of Malayalam cinema.

The Malay Film Unit, as a tool of nerve warfare and propaganda by the British in Malaya, has been the focus of the following article. With the title “British Propaganda and Psychological Warfare in Malaya through the Malayan Film Unit (MFU) 1946–1957,” the group of writers Chellitda Farhana Gunaish, Mohd Firdaus Abdullah, and Wan Hasmah Wan Teh presented the role of the MFU in raising the image and power of the British in Malaya after the Second World War.

Through an interview titled “Art in Health: Malaysian Experience,” we can see quite interesting developments related to art intervention in Malaysia’s health field. This interview conducted by Muhammad Asyraf Mohd Bakri and Mohammad Kamal Sabran highlights the level and process that has been and is being carried out by a group of researchers in Malaysia in using art or artistic practice in the field of health research.

Finally, for the book review section, David H. J. Neo has reviewed a book titled *The Palgrave Handbook of Magical Realism in the Twenty-First Century*.

Editor-in-Chief
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