

Thesis/Dissertation Abstracts

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*This section of **Plaridel** showcases the scholarly outputs and creative works of communication students in the Philippines. Through this section, **Plaridel** aims to inform local and foreign communication and mass media educators, scholars and practitioners, as well as other interested individuals or groups, about the nature, scope and diversity of communication scholarship and creative endeavors produced by Philippine schools of communication.*

This issue, features the works of the students of the UP College of Mass Communication (UP CMC) for the year 2000. Specifically, the list includes all the M.A. theses and Ph.D. dissertations for the said year, and the undergraduate theses that were written or produced in the same year that won the best thesis awards. Future issues of the journal will feature the works of UP CMC students for the succeeding years and hopefully, the works of students from other communication schools.

Aganon, Celery Y. & Figueroa, Carlomagno. (Filmmakers). (2000). "Lutang": a documentary on the life of the Pastulan Aetas and their continuing quest for ancestral domain [Video Tape]. (Available from the College of Mass Communication, University of the Philippines). This 15-minute documentary presents the Aetas of sitio Pastulan, Bataan in their on-going struggle for their ancestral lands and their wandering in the face of the uncertainty of their economic situation. The documentary is appropriately titled "Lutang", a word with two meanings: in the Aeta vernacular, it means "lupa" (land); and in Tagalog, floating. Until today, the Aetas continue to float and wander in the course of their search for identity and social recognition. *Recipient of the Broadcast Communication Best Production Thesis award for AY 1999 – 2000.*

Arreola, Frances P. (2000). A case study on legislative policy formulation on Philippine children's television. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This thesis describes the legislative process that ensued from the introduction to the enactment of Republic Act 8370, or the Children's Television Act of 1997. The study examines legislative policy formulation as a process containing basic communication elements that are in a dynamic interaction

on several levels of communication. Findings reveal that the Children's Television Act was signed into law after much effort on the part of the legislators and other interest groups, who engaged in different means of lobbying and politicking to get support for this legislation.

Balagot, Gerniña C. (Filmmaker). (2000). *Mababang paaralan (Elementary school)* [Video Tape]. (Available from the University of the Philippines Film Institute). This 24-minute documentary aims to present the disparity between the ideals of public education and the reality in most Philippine public schools, while highlighting the ways by which the schools continue with the attempt to provide quality education to students. The documentary adopts the observational mode of representation that encompasses a calendar of significant and interesting events in Bolingit Elementary School in San Carlos City, Pangasinan. Images are recorded as they happen, thereby giving the viewers a look into the conditions in a typical Philippine public school. *Recipient of the UPFI Best Video Documentary award for AY 2000 – 2001.*

Balitaan, Elizabeth S. & Cuevas, Arleen C. (Filmmakers). (2000). *Taguan (Hide and seek)* [16mm/video finish]. (Available from the University of the Philippines Film Institute). This film tackles the issue of incest, told through the eyes of an 11-year-old boy, Jon-jon, who becomes witness to his father's abuse of his sister. Through its narrative, the film tries to show how patriarchy is still very much ingrained in society despite modernization and advances in the advocacy for children's rights. *Recipient of the UPFI Best Thesis for Narrative award for AY 1999 – 2000.*

Branson, Ma. Theresa R. (2000). *Exploring the health needs of the Iraya Mangyans: towards developing a participatory communication program for health.* Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study looks into the health communication needs of the Iraya Mangyans of Paluan, Occidental Mindoro in the context of their knowledge on and attitude towards health, their health practices and the socio-cultural factors that shape or influence their health behavior. The results of the needs assessment were subsequently used to formulate a health communication program for the Iraya Mangyans.

Cajilig, Pamela G. & Divinagracia, Jaymie J. (2000). *Strangers in barong: communication and acculturation of expatriates working in Metro Manila*. Unpublished B.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study discusses how expatriates in the Philippines deal with the culture gap between their home and host cultures, how mass media facilitate the acculturation process, and how interpersonal and group interactions influence the extent of the expatriates' acculturation into Philippine society. Findings show that expatriates deal with the uncertainty they experience in the early stages of their acculturation by obtaining pertinent information about Philippine culture. The mass media do not play a substantial role in the acculturation process. Primary interaction with Filipinos often takes place in a work environment, but this interaction eventually develops into a social relationship. *Recipient of the Communication Research Best Thesis award for AY 1999 – 2000.*

Castro, Gedelyn M. (2000). *An evaluation of the training program Strategic Communication for Family Health: Local Government IEC Capability Building*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study assesses the abovementioned training program conducted by the Johns Hopkins University, University of the Philippines and Development Academy of the Philippines. Results show that the new perspectives and approaches to implementing development efforts constitute the major strength of the training program. Its major weakness is its lack of local approach to strategic communication.

Castro, Jade Francis C. (Filmmaker). (2000). *Hopya love me too (Hope you love me, too)* [16mm.]. (Available from the University of the Philippines Film Institute). This production thesis is a 15-minute narrative that opens with an intriguing premise: What would three kidnappers do if the father of their victim does not show interest in getting his daughter back? This what-if situation is the springboard for all things to come, and the surprising and comedic turns become the means to deliver the film's message of love, forgiveness and tolerance as better alternatives to hate and resentment. *Recipient of the Kodak Best 16mm Film Award for AY 1999 – 2000.*

Cruz, Genevieve C. (2000). *Ang radyo sa buhay ng mga Hanunoo (The role of radio in Hanunoo life)*. Unpublished B.A. thesis, College of Mass Communication, University of the Philippines Diliman. Guided by the uses-and-gratifications perspective, this study describes how the Hanunoo Mangyans use radio in their day-to-day life. Results show that the Hanunooos are discerning radio listeners: their acceptance of radio messages is rooted in their evaluation of the messages' usefulness to their livelihood concerns and salience in their personal experiences. *Recipient of the Broadcast Communication Best Thesis award for AY 1999 – 2000.*

Cruz, Geraldine V. (2000). *Filipino-Americans: their viewing habits of Filipino cable television and Filipino films on video*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study adopts the participant observation method to find out how Filipino immigrants in the US use Philippine television to maintain their cultural and/or psychological connection to the Philippines. Results reveal that the immigrants use Philippine television as a way to cope with depression and stress brought about by homesickness, loneliness and culture shock. However, the immigrants' use of media products is affected by overlapping factors, such as their age and time of migration, length of stay in the U.S., TV viewing habits while in the Philippines, impressions of Philippine society and culture, and access to Philippine television.

Custodio, Lucille R. (2000). *Woman as womb: the social construction of pregnancy*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This thesis examines the social constructions of pregnancy in Philippine society. Results of the in-depth interviews and focus group discussions show that the social constructions of pregnancy are directed towards nurturing and protecting the fetus, predicting the sex of the unborn child, attaining a health and less painful childbirth and ensuring the mother's health after childbirth. Moreover, despite medical advances and the women's decision to avail of the most up-to-date prenatal care and delivery services, Filipino husbands and wives still uphold the traditional beliefs and practices on pregnancy.

De los Santos, Christian V. (Filmmaker). (2000). *Ewan (I don't know)* [16mm]. (Available from the University of the Philippines Film Institute). This 8-minute narrative is not so much about coming of age as much as it is about becoming an adult. Much of it comes from what other people have concluded as this generation's irresponsibility, vanity and lack of direction. The story aims not to speak for this generation, but rather to speak to it. As the characters go through the events of what seems to be a typical day, the story hopes to make the young people see more of what they are and what they are becoming. *Recipient of the Kodak Best 16mm Film award for AY 1999 – 2000.*

Diaz, Paz H. (2000). *Text and discourse: narrative structure in everyday stories*. Unpublished doctoral dissertation, College of Mass Communication, University of the Philippines Diliman. With the use of narratology, the researcher articulates the structure of real-time stories told by the seven women who participated in this study. In addition, the researcher also proves the applicability of semantic webbing in understanding these real-time life stories. Apart from these methodological contributions, this study also shows the positive side of the informal economic sector, something that mainstream economists in government tend to gloss over. *Recipient of the Lourdes Lontok-Cruz Award of distinction from the University Center for Women's Studies on March 22, 2002.*

Espejo, Cezario Joel G. (2000). *When Filipino becomes Nippon and Nippon becomes Filipino: extent of intercultural understanding through mass media exposure and interpersonal communication between Filipino and Japanese SSEAYP participants (1974-1999)*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study of the Filipino and Japanese participants of the Ship for Southeast Asian Youth Program (SSEAYP) examines the degrees of intercultural understanding, learning or acceptance of the two groups of participants a) after they were exposed to specific mass media and other information sources during four periods of the program and b) through interpersonal communication activities on board the ship and after the program. Findings reveal that the two groups' levels of understanding, learning and acceptance of each other's cultural practices improved while on board the ship and after the program. Further, the participants' interpersonal communication, carried out primarily through the email and the Internet, frequently center on economics, the Japanese's tea ceremony and the Filipinos' hospitality.

Kooran, George K. (2000). *Media, religion, society*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study involves quantitative and qualitative content analyses of religion-based/ religion-related (RB/RR) TV newscasts, and reception analysis of TV viewers' understanding and interpretation of religious news. The study's main findings are: a) TV stations engage in Christian propaganda by giving more positive news about the Christian religion while telling mostly negative news regarding other religions, b) TV stations make use of several tactics and techniques to persuade viewers to accept their version of an event as absolute and c) viewers generally process and interpret RB/RR news according to the dominant societal codes and ideology.

Lim, Jean Angelica O. (Filmmaker). (2000). *Kreea* [Video Tape]. (Available from the University of the Philippines Film Institute). "Kreea" is an eight-minute animation feature that paints a picture of a child's perfect fantasy world and its undoing brought about by the intrusion of reality. It is an expression of the filmmaker's yearning to relive the happy, innocent and carefree years of her childhood. *Recipient of the UPFI Best Thesis for Animation award for AY 1999 – 2000.*

Miller, Nadine Marie M. (2000). *A proposal for a Canadian-based website that will educate Filipino Canadian youth about the Philippines and connect them to other Filipino teenagers in Canada*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This is a feasibility study that looks into the need for and viability of a Canadian-based website that will educate Filipino youth in Canada about the Philippines and connect them to other Filipino teenagers in Canada. The results of the survey conducted among 500 Filipino teenagers based in five provinces in Canada support the viability of the proposed website.

Sacris, Lyle Edward Carmelo N. (Filmmaker). (2000). *Ang lualhati't hinagpis ng ikatlong hintuturong nakaririmarim sa loob ng hunyangong bughaw habang may luntiang pag-aaklas sa kumunoy ng bahaghari (The glory and grief of the repulsive third index finger inside the blue chameleon during the green mutiny inside the rainbow's quicksand)* [16mm]. (Available from the University of the Philippines Film Institute). The film's content basically revolves around social realities. It was originally intended to simply present anarchism as a valid

alternative to the prevailing socio-political system. However, to further unify technique, concept and theme, the filmmaker decided to experiment on a format, which in itself reinforces the philosophy, thereby allowing an “anarchism” of opinions. The film is not so much a social critique than it is a creative exercise that hopes to generate an after effect not primarily on the intellectual but on the affective domain. *Recipient of the UPFI Best Thesis for Experimental Film award for AY 1999 – 2000.*

Santos, Josefina C. (2000). *Pampulitikang ekonomiya ng ABS-CBN at ang globalisasyon (The political economy of ABS-CBN and globalization)*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study is a qualitative analysis of ABS-CBN as a media corporation and its strengths and weaknesses as a monopoly in the era of globalization. Through its analysis of ABS-CBN, the study describes and explicates the form and dynamics of media monopoly in the Philippines. The study concludes that because of the status quo and the legal environment that prohibits direct foreign investment in Philippine media, ABS-CBN's dominance in the local TV industry remains stable, solid and secure. The liberalization of direct foreign investment will pose a threat to the company's stability, due to the stronger financial power of foreign companies, and to ABS-CBN's dependence on peso revenues. *Recipient of the CMC Best M.A. Thesis award for AY 2000 – 2001.*

Trinidad, Marie Jeannette A. (2000). *Communication strategies of five Metro Manila-based women's groups and their advocacy of women's rights among women legislators in the House of Representatives*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This qualitative study describes the advocacy work of five women's groups in terms of: 1) the institutional background and network organizations of these groups, 2) the communication channels they use for advocacy work, 3) the communication barriers between them and the women legislators in the House of Representatives and 4) the problems they encounter in relation to their advocacy work. Results of the research show that the five groups have been active in their advocacy work and have been relatively successful in persuading women legislators to support bills upholding women's rights. However, some women legislators find the women's groups too aggressive and at times offensive in their advocacy style. Results of the study also point to the lack of cohesive and coordinated efforts among the women's groups in their advocacy work.

Umali, Artin G. (2000). *Endorsing the past: the role of television advertisements in the construction/reconstruction of Philippine history*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study aims to assess the role played by television advertisements in the construction/reconstruction of Philippine history through an analysis of the Philippine Centennial ads of GMA 7 and RPN 9. Findings reveal that television ads play a supplementary and incidental role in propagating history among Filipinos. TV ads are constrained by time and space, and hence cannot give an in-depth treatment of historical events the way textbooks, documentaries and other similar media formats can.

Valles, Marivil V. (2000). *Training needs analysis of business and economic journalists in Metro Manila*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study assesses the training needs of business and economic journalists in Metro Manila by comparing the ideal and existing states of business and economic reporting in the area, and identifying the performance gaps among the journalists in these beats. The study recommends that the training programs be able to address the journalists' a) lack of understanding of economic jargon, b) inability to explain the impact of an economic event on the day-to-day lives of ordinary people and c) inability to include the political implications of an economic event.