

Thesis/Dissertation Abstracts

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*This section of *Plaridel* showcases the scholarly outputs and major creative works of communication students in the Philippines. Through this section, the journal 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 and media scholarship and creative endeavors that Philippine schools of communication and media produce.*

For this issue, the works of the students of the UP College of Mass Communication (UPCMC) for the year 2001 are featured. 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 UPCM students for the succeeding years and hopefully, the works of students from other communication schools.

Abuel, Ferdinand Y. & Carlos, Christopher D. (Filmmakers). (2001). *Oyayi (Lullaby)*. [16mm/video finish]. (Available from the University of the Philippines Film Institute). This film is about two boys and how they cope with a grown-up world and with grown-up issues. The film's cinematic aspects were deliberately kept simple to juxtapose these with the complexity of the issue —i.e., homosexuality that the material tackles. The film tries to present homosexuality as a serious issue that society should accept, respect, and come to terms with. *Recipient of the UPFI Best Thesis for Narrative (16mm) award for AY 2000-2001.*

Agato, Evelyn S. (2001). *Ang panghihimasok politikal sa pamamahala ng Kawanihan ng Lingkuran Pagsasahimpapawid at ang hinaharap nito bilang publikong korporasyon (Political intervention in the management of the Bureau of Broadcast Services and its future as a public corporation)*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study evaluates the extent of political intervention in the management of the Bureau of Broadcast Services (BBS), and the prospects for instituting changes within the organization so that it may better live up to its mandate of public service broadcasting. While the results of the study are inconclusive, sufficient data were gathered to be able to come up with recommendations that the BBS might consider so that it may distinguish itself more clearly from commercial broadcasting and better fulfill its role as a vehicle for national self-expression.

Alcampado, Aileen V. (Filmmaker). (2001). *Agwi (Cobweb)*. [16mm/video finish]. (Available from the University of the Philippines Film Institute). This narrative is about a woman in search of her "soulmate" who, instead, finds herself in the process. This story is about self-appreciation, and finding one's own path towards individualism. *Recipient of the UPFI Best Thesis for Narrative (16mm) award for AY 2000-2001.*

Aveno, Jocelyn L. (2001). Communicating indigenous agroforest knowledge and practices: The case of the Bugkalots. Unpublished doctoral dissertation, College of Mass Communication, University of the Philippines Diliman. This study documents and describes the existing agroforest knowledge and practices of the Bugkalots, and establishes the role of communication systems and structures in the evolution, preservation, maintenance, and use of these knowledge and practices. Findings reveal that indigenous knowledge is a rich source of information where sociocultural, economic, and technological concerns would benefit from. Further, the community network is a potent tool for diffusing indigenous and non-indigenous information, and in the preservation and maintenance of a people's cultural identity. *Recipient of the CMC Best Doctoral Dissertation award for AY 2000-2001.*

Bagatsing, Don Juan A. & De Luna, Delfin Cesar T. (Filmmakers). (2001). Poisoned playground: A research-based video production on the effects of the toxic waste in Clark and Subic. [video tape]. (Available from the College of Mass Communication, University of the Philippines Diliman). This 12-minute video material aims to increase people's awareness of the effects of toxic wastes in Clark and Subic, former sites of the US military bases, on the lives of their residents. Victims of the toxic wastes were interviewed, and their stories were presented using the "MTV style" in order to come up with a visually striking material. *Recipient of the Broadcast Communication Best Production Thesis award for AY 2000-2001.*

Bagnes, Francisco II B. (Filmmaker). (2001). Bebenta siya ngayon (He will be a hit tonight) [Video tape]. (Available from the University of the Philippines Film Institute). This documentary takes a look at the life of a sing-along master/stand-up comedian. Showcasing stand-up comedy as both talent and craft, the documentary attempts to make its viewers appreciate that there is depth and dignity in a job that seems to thrive on superficiality and acerbity. *Recipient of the UPFI Best Thesis for Video Documentary award for AY 2000-2001.*

Banting, Joana Grace B. (2001). Margie on Mindanao: A case study of the regional program that offers a different view of the southern island. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. The study was conducted to find out whether *Margie on Mindanao (MoM)*, an ABS-CBN regional program which focuses on the southern island, defies the urban-centric tendency of the media as it provides an alternative view of Mindanao. Three phases of qualitative inquiry were undertaken: production analysis, textual analysis, and reception analysis. The findings of the study reveal that *MoM* still reflects the urban-centricity of media although it attempts to defy the tendency to focus on issues and concerns affecting only the city-dwellers of the region.

Bolo, Maria Luz B. (2001). A model for predicting and analyzing communication needs of an organization in transition. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. The study's primary inquiry is to determine how organizational anxiety and uncertainty, brought about by change in ownership and management, are manifested in the communication conditions of an organization. Correspondingly, the study identifies the communication needs of employees within an organization undergoing changes

in ownership and management. The study also proposes its analytical framework as a model for predicting and analyzing communication needs of an organization in transition.

Cabuang, Ma. Cecilia M. (2001). *A case study of the radio program "Direk Heidi"*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study assesses the effectiveness of the radio program "Direk Heidi" in inspiring Filipinos to think and act positively. A survey was conducted among a sample of listeners of the program, and results showed that the program was very well-received by the listeners. Further, more than half of the respondents had been involved in the program through phone-in messages and volunteer work.

Calingacion, Belen D. (2001). *From street to stage: Theater as a communication strategy for recovery, rehabilitation and empowerment of center-based street children*. Unpublished doctoral dissertation, College of Mass Communication, University of the Philippines Diliman. This study describes a theatrical intervention aimed as a creative strategy to help in the rehabilitation and recovery of street children. In addition, it explores how the children were empowered through their participation in a theater production. The findings indicate that the use of theater could enhance the children's ability to express themselves, thus providing them the confidence to overcome communication barriers with the more privileged groups of society. But while the study highlights the potential of theatrical intervention in welfare work, it also acknowledges that welfare work requires diverse approaches that address the nuances of the needs of street children.

Chua, Janice B., Estoque, Ma. Cecilia D., Gatlabayan, Michelle L. & Sevilla, Marivic O. (2001). *Communicating the rehabilitation function of prison (Liberation from bondage)*. Unpublished B.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study discusses how the process of rehabilitation is facilitated among the prisoners of the Correctional Institution for Women (CIW) and how the different sectors of society — mass media, NGOs, prisoners' families, businesses, and free community — influence the realization of the rehabilitation functions of the CIW. The findings of the study indicate the importance of launching a campaign that would encourage the various sectors to fully participate in the resocialization process for the inmates. Only through the concerted efforts of the prison community to reform the prisoner, and the commitment of the free society to accept her, can the ex-convict finally proclaim that she is free. *Recipient of the Communication Research Best Thesis award for AY 2000-2001.*

Garcellano, Laya Isabelle T. (2001). *Hapag-kainan (Dining table)*. [VHS]. (Available from the University of the Philippines Film Institute). This short film shows the impact of a patriarch's extramarital affair on his family and their relationships with each other. The viewer is taken through scenes loosely centered on the family table, from dinner time to late into the night. The ticking of a clock threads through the film, symbolically making a countdown to the eventual disintegration of family ties. *Recipient of the UPFI Best Thesis for Narrative (digital video finish) award for AY 2000-2001.*

Garrigues, Pearl T. (2001). *DXMS: Radyong Katoliko sa pamayanang Muslim (DXMS: A Catholic radio station in a Muslim community)*. Unpublished B.A. thesis, College of Mass Communication, University of the Philippines Diliman. Using ethnographic methods, this study examines a Muslim community's perceptions and reactions regarding the Catholic radio station DXMS. The study also looks at how the station responds to the needs of its Muslim audience. Findings reveal that in general, the station adequately functions as a source of information and entertainment for the community. However, audience reactions and perceptions about the station vary, with some saying that its messages run counter to the teachings of Q'uran, and others regarding it as a mechanism for bringing the Christian and Muslim communities closer to each other. *Recipient of the Broadcast Communication Best Non-production Thesis award for AY 2000-2001.*

Ho, Abigail L. & Yamson, Aimee Rae C. (2001). *Inquiring into the Inquirer: A case study on the working conditions of reporters and editors of the Philippine Daily Inquirer*. Through focus interviews, this study looks into the working conditions of reporters and editors of the *Philippine Daily Inquirer (PDI)*. Results indicate that the working conditions in this publication are fairly satisfactory, with most of the interviewees saying that the *PDI* rules and regulations are reasonable. Most of the interviewees also said that their compensation package was just right for their day-to-day living, although none is left for savings or for leisure. *Recipient of the Journalism Best Thesis award for AY 2001-2002.*

Jiang, Wei. (Filmmaker). (2001). *Floating spring*. [VHS]. (Available from the University of the Philippines Film Institute). The film depicts a woman's inner conflict when she, now married, meets her ex-boyfriend after several years of not seeing each other. In highlighting the woman's inner conflict, the film aims to reveal the conflict between the modern and the traditional, and the perceptual and the rational. *Recipient of the UPFI Best Thesis for Narrative (video finish) award for AY 2001-2002.*

Lantican, Cecilia M. (2001). *Communication and creation of communities toward sustainable management of forests*. Unpublished doctoral dissertation, College of Mass Communication, University of the Philippines Diliman. This study examines how communication functions in community-based management of forests. Specifically, the study analyzes the Community-Based Forest Management (CBFM) program of the Department of Environment and Natural Resources (DENR) in terms of input, communication, and community vis-à-vis the people's values, attitudes, and perceptions. Results of the study indicate that while CBFM principles provided the structures for decentralizing forest management through community action, such structures were never realized because communication did not happen constantly.

Lumasac, Celeste V. (Filmmaker). (2001). *Kabalintunaan (Irony)* [16mm]. (Available from the University of the Philippines Film Institute). This film about a woman's transformation from being a nature photographer to a photojournalist/critic tackles the social function of art and the social responsibility of artists. It aims to remind filmmakers that film is not just a medium for self-expression; it is also a powerful tool for portraying social realities and calling people's attention to these. *Recipient of the KODAK Best 16mm Film award for AY 2000-2001.*

Nuñez, Ramon A. (2001). *People's Television and sociopolitical changes: EDSA 2 and EDSA 3 in a cultural perspective*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study looks at the meanings generated by PTV's coverage of EDSA 2 and EDSA 3, two important sociopolitical events in the country. It also discusses how this coverage reflects the ideology of the dominant culture and the government which controls PTV. Results of the analyses show that PTV handled the coverage of the two events in a manner consistent with its role as a mouthpiece of the government. One has to link this to the fact that government stations will always try to gloss over the shortcomings of the administration and will always, under pretensions of accuracy and balance, present the so-called sunshiny spots of the government.

Pagay, Jenalyn B. (2001). *Kabataang manonood: predator o prey? (Young viewers: predator or prey?)*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study identifies three variables on which the issue of the young viewers' being "predator or prey" was evaluated: amount of time spent watching TV, descriptions of TV program content and personalities, and thoughts, feelings and actions after viewing a TV program. Findings reveal that young people are heavy consumers of TV programs, and TV viewing has become an important part of their life. Such dependence on television can be seen as a manifestation of the medium's success in creating viewers who are acquiescent to its messages.

Rondina, Johnathan L. *On-line, on-sale: Ang paketeng mail-order bride bilang dominanteng imagolohiya sa texto at diskurso ng pagka-Filipina sa world wide web (The mail-order bride as dominant imagology in the text and discourse on the Filipina on the world wide web)*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. The study aims to show how the Western, capitalist, and patriarchal ideology has used the internet to construct an oppressive imagology of the Filipina in the world wide web. Analysis of the top ten results on the search term *Filipina* revealed that on the web, the "Filipina" is synonymized with, and reduced to, a "mail-order bride". Such imagology portrays the Filipina as a postcolonial Other who is exoticized, eroticized, and tribalized by means of the fairy tale narrative of the American/Western male as a knight in shining armor rescuing the Filipina Cinderella. There are, however, websites that directly challenge this dominant imagology, showing that the internet can also be used as an instrument for emancipation from the dominant ideology. *Recipient of the CMC Best M.A. Thesis award for AY 2000-2001.*

Sandilya, Indira. (2001). *The perceptions, attitudes and practices of oral contraceptive users in Vikroli Park, Mumbai, India and the effectiveness of the communication material produced by a social marketing organization*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study aims to comprehend the factors that affect the effectiveness of a family planning promotional program in a lower income, urban locality in Mumbai, India. Findings show that certain components of the communication initiative were not well-received by the users; however, the packaging of the oral contraceptives helped boost the campaign's credibility. The study concludes that since the urban population is not homogeneous, communication interventions should not be broad-based but should target communities.

Sayurin, Victoria N. (2001). *Levels and factors of dependencies in mass media of selected residents in Las Piñas City*. Unpublished doctoral dissertation, College of Mass Communication, University of the Philippines Diliman. This study is an attempt to describe the relationships of the three major components of the media dependency theory — media, society, and the audience — as perceived by Las Piñas City residents. Findings of the study confirm the interdependence among these three components and suggest that the mass media's power may lie in the freely chosen uses that an audience makes of it.

Valbuena, Joyce P. (2001). *To use or not to use: The information processing and decision-making on condom use of men who have multiple sex partners*. Unpublished M.A. thesis, College of Mass Communication, University of the Philippines Diliman. This study seeks to identify the interrelating factors that influence the sexual behavior of men who have multiple sex partners, as well as some key points in designing and implementing communication campaign programs that would encourage these men to use condoms as a safer sex practice. Findings show that there is low condom use among the male informants of the study, which could be traced to their perceptions about their sexual partners and condoms, and their disposition to take risks. However, the findings also suggest that with the appropriate strategic communication, the men could be motivated to change their behavior and to use condoms.