

# Thesis/Dissertation Abstracts

Compiled and Edited by

*Violeda A. Umali*

---

*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 scholarship and creative endeavors that Philippine schools of communication produce.*

*For this issue, we feature the works of the students of the University of the Philippines College of Mass Communication (UP CMC) for the year 2002. 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 the works of students from other communication schools.*

---

**Aquino, Shirley G. (2002). *Communication in barangay governance and Technology of Participation*. Unpublished M.A. thesis, UP CMC Diliman.**

This study documents and evaluates the application of the Technology of Participation (ToP), introduced to Philippine local government units (LGUs) in 1995 through a USAID-funded project, as a tool for the improvement of small group communication and governance in the barangay level. Through an analysis of the group dynamics and communication patterns among the members of the Barangay Timugan Council, the chosen study site, the researcher concludes that the ToP can be a very promising facilitation tool for LGUs in the Philippines.

**Araral, Golda K. (2002). *Miracles happen: A case study of "The Club" as an evangelistic TV program*. Unpublished M.A. thesis, UP CMC Diliman.**

This case study uses of the interview, content analysis, and survey to describe and analyze the structure, content, and audience of **The Club** evangelistic program. From the results generated through these three methods, the study concludes that **The Club** was able to meet its objectives as an evangelistic TV program. It was not only able to satisfactorily meet the pressing needs of its viewers, it was also able to illustrate concrete and relevant uses of biblical principles through its different segments.

**Bugaosan, Deo Dominic A. (2002). *The frame of television news: A descriptive study and critical analysis of the news production process in the news organization of GMA-7*. Unpublished M.A. thesis, UP CMC Diliman.**

This thesis is a qualitative study on the process of television news production as exemplified by one of the country's largest TV networks. It investigates the frame or ideological character of TV news through the examination of the process whereby seemingly unmediated images of people, places, and things are regularly produced and transformed by news workers to become everyday social reality, at least for the viewers. Analysis

reveals that while the news seldom suppresses, it rarely expresses alternative ways of understanding the world. Ultimately, the news produced is biased towards the status quo, making the powerful more powerful while further disenfranchising already marginalized groups.

**Cedeño, Therese Gay A. (2002). *Madayaw Dabaw!: The role of television in the promotion of Kadayawan Festival as a tool for maximizing the development of Davao City*. Unpublished M.A. thesis, UP CMC Diliman.**

This study examines how the collaboration of the government and private sectors during the Kadayawan Festival contributes to the further development of Davao City. Special attention is given to the role of television in promoting the event. Study results show that the city government of Davao, the private sector, and the TV industry work closely with each other, from the preparation to the staging of the Kadayawan Festival. Moreover, these sectors, in realizing their respective economic agenda through the festival, contribute to the development of Davao City.

**Cunanan, Farah C. (2002). *He, a, e, she... siya na nga lang: Isang etnograpiya ng komunikasyon ukol sa kaugnayan ng wikang Filipino at sa pagtrato ng lipunang Filipino sa kababaihan at kalalakhian (Communication ethnography on the relationship between Filipino language and the status of women and men in Philippine society)*. Unpublished B.A. thesis, UP CMC Diliman.**

Through an analysis of 30 prize-winning stories for children, this study explicates how the Filipino language portrays women and men based on the norms of Philippine society. It was found that the Filipino language is generally gender-neutral. But due to the passage of time, environmental changes, and foreign influences, the Filipino language has also become infused with gender-specific syntax, which in turn is indicative of the unequal status of women and men in certain aspects of Filipino life. *Recipient of the Communication Research Best Thesis award for AY 2001 – 2002.*

**Dapul, Redel A. & Luna, A. Niccolo S. (Filmmakers). (2002). *Aphasia*. [VHS]. (Available from the UP Film Institute).** This production thesis uses animation as its visual storytelling technique to pose a challenge to the seldom-explored area of theology. Specifically, the film argues that there should be a direct or unmediated relationship between God and man. Consequently, establishing institutions like the church is unnecessary. *Recipient of the UPFI Best Thesis for Animation award for AY 2001 – 2002.*

**Del Villar, Carmencita P. (2002). *Mind-body communication: Towards a new way of developing confidence*. Unpublished doctoral dissertation, UP CMC Diliman.**

Employing both quantitative and qualitative research methods, this study evaluates the Mind-Body Communication Technique as a new method of teaching confidence to Communication III students. Results indicate that this new technique is appropriate to the classroom setting as each session lasted for an average of only 15 minutes, beneficial as it enhanced relaxation, enjoyable as it offered a new pleasant experience, and effective as it helped improve the students' level of confidence and overall speech performance.

**Domingo, Ella Kristina D. (2002).** *Constructing new politics: How selected students construct new politics as influenced by mass media exposure, political participation, and other socio-political events.* Unpublished M.A. thesis, UP CMC Diliman. This study examines how UP CMC students process, define, practice, and understand new politics. A major finding of this study is that the students' constructions of new politics are limited to leadership styles and Filipino values. Only a few students have established a concept of new politics consistent with civil society's advocacy for the empowerment of the masses.

**Julian, Marvello C. (Filmmaker). (2002).** *Donselyo (Virgin male).* [VHS]. (Available from the UP Film Institute). This 19-minute narrative tackles the issue of male virginity, which is often talked about but seldom visualized on screen. This film helps to understand the situation of virgin males who, rightly or wrongly, are regarded as inferior in a macho-oriented society. Recipient of the UPFI Best Thesis for Narrative award for AY 2001 – 2002.

**Karunambaram, Charles. (2002).** *Tuning the war drum: The reconstruction of 'parai' towards 'dalit' empowerment in Tamilnadu, India.* Unpublished Ph.D. dissertation, UP CMC Diliman. *Parai* practice (drumming) in Tamilnadu, which has been a symbol of shame and servile duty of the *Dalits* (the erstwhile untouchables of India) for ages, has in the past three decades undergone radical changes. This descriptive study looks into how *Parai* has been reconstructed, structured, and understood in the present forms of its practice. It identifies six key strategies for the vigilant reconstruction of *Parai* towards the promotion of the *Dalit* protest culture, namely: promotion of *Parai* as *Dalit* art, professionalization of *Parai*, building associations of *Parai* artists, employing *Parai* in *Dalit* agitations, supporting women participation in *Parai*, and advocating *Parai* in academic education. Recipient of the UP CMC Best Ph.D. Dissertation award for AY 2001 – 2002.

**Lorenzo-Molo, Marina Caterina F. (2002).** *Merging marketing and public relations: A qualitative study on the necessity and practicality of merging marketing and public relations in organizations in the Philippines.* Unpublished M.A. thesis, UP CMC Diliman. This research examines the possibilities of merging marketing and public relations in the Philippines. Based on data gathered through in-depth interviews, the study emphasizes the strong possibility of merging these two fields, but cautions about the numerous obstacles related to turf and corporate politics that will have to be tackled and resolved.

**Macasaet, Leilani, B. (2002).** *Shifting perspectives: Promoting public service excellence through the "Mamamayan Muna, Hindi Mamaya Na" program.* Unpublished M.A. thesis, UP CMC Diliman. This study assesses the *Mamamayan Muna, Hindi Mamaya Na* program by generating feedback from government employees and the general public through quantitative and qualitative research methods. Subsequently, the study proposes a communication plan that will help improve and sustain the program.

**Manding, Ma. Consolata O. (2002).** *Media literacy education among pastoral workers in the Philippines: Towards building a model media literacy curriculum.* Unpublished Ph.D. dissertation, UP CMC Diliman. This study looks into the need for media literacy education among pastoral

workers in the Philippines particularly the clergy, the women religious, the lay catechists, and the lay religious leaders. It also proposes a new media literacy curriculum that advocates the semiotic theory of communication, wherein the users would read media texts from their cultural context and generate meaning for themselves and others.

**Navasca, Herbert M. (Filmmaker). (2002). *Timbang lata (Tin pail)*. [VHS]. (Available from the UP Film Institute).** This short film illustrates the psychological tension a homosexual experiences as he deals with the socio-political issues surrounding him. It attempts to contribute to the vigilant battle against ignorance of and prejudice against homosexuality. The film has a grainy finish to project a sense of urgency and rawness, and to draw the audience's attention not to the façade but to the content of the film. *Recipient of the UPFI Best Thesis for Narrative award for AY 2001 – 2002.*

**Nicomedes, Anne D. (Filmmaker). (2002). *Alin ang naiba (Which one is different)*. [16mm]. (Available from the UP Film Institute).** This film is about Jerry, a teenager who gets ostracized because he does not have a cellular phone. The struggle to live with the lack eventually becomes a struggle with the temptation to snatch a unit for himself. This dark comedy presents the conflict between a person's needs and his moral principles: whether he should reject his principles and fulfill his desires, or live miserably with a clear conscience. *Recipient of the UPFI Best Thesis for Narrative award for AY 2002 – 2003.*

**Paragas, Ma. Luisa D.C. (2002). *A knock on the hard hat: A comparative case study in the communication and implementation of occupational safety and health practices in foreign and Filipino construction firms*. Unpublished M.A. thesis, UP CMC Diliman.** This study compares two construction firms, one Filipino and the other foreign, in terms of how they advocate and implement occupational safety and health (OSH) at their respective work sites. Results reveal that ownership does not insure the effective and efficient communication and implementation of OSH in the Philippines. Moreover, OSH is not only about the full implementation of rules but, more importantly, about understanding Filipino psychology. This is what the study describes as the Filipino approach in communicating and implementing OSH.

**Peralta, Margarita G. & Raquiza, Marie Antoinette S. (2002). *The curriculum in practice: A study on the effectivity of the Broadcast Communication curriculum in developing future broadcast journalists*. Unpublished B.A. thesis, UP CMC Diliman.** This thesis, which comes with the documentary *Toga*, deals with the experiences of students in the UP CMC Broadcast Communication program, particularly in connection with their training in broadcast journalism. The study recommends a reorientation of the Broadcast Communication curriculum towards academic, rather than operational, competence. There should be greater focus on knowledge rather than on skill; on the ability to critically work with ideas rather than with equipment. This reorientation is deemed to provide the students with a more relevant and meaningful educational experience in broadcast journalism. *Recipient of the Broadcast Communication Best Thesis award for AY 2001 – 2002.*

**Puntawe, Joy F. (Filmmaker). (2002). *Alon (Wave)*. [VHS]. (Available from the UP Film Institute).** This film is a step inside the world of a person who experienced traumatic events in her past. However, it does not focus on the main character's traumatic experiences, but on her struggles and how she copes with her situation. Ultimately, this film hopes to help people deal with things that they are afraid to face and accept about their lives, particularly about their past. *Recipient of the UPFI Best Thesis for Narrative award for AY 2001 – 2002.*

**Rase, Adjanet F. (Filmmaker). (2002). *Sapatero (Shoemaker)*. [16mm]. (Available from the UP Film Institute).** The film tries to show how important self-worth is to an aging person, and how big the role his immediate family and surroundings play in the development of this worth. Using the story of an 80-year-old shoemaker, the film aims to change people's views and prejudices about the elderly. *Recipient of the KODAK Best 16mm Film award for AY 2001 – 2002.*

**Resontoc, Ariadne S. (2002). *The effectiveness of text messaging in Philippine broadcasting*. Unpublished M.A. thesis, UP CMC Diliman.** Through interviews with station supervisors, survey of broadcast practitioners, and content analysis of text messages received by selected radio and TV stations, this study endeavors to find out how text messaging has affected broadcast operations in the country. Two major groups of text users in the industry are identified: the individual users (primarily the reporters) and the program users (primarily the public affairs programs). The informants consider text messaging as a worthwhile investment in broadcast operations due to the returns of the technology. However, telecommunication networks should still improve their services so that text messaging can have a permanent hold in the broadcast industry.

**Roman, Gerby S. (2002). *Communication educators in the changing media environment: A training needs analysis of communication educators in Region IV*. Unpublished M.A. thesis, UP CMC Diliman.** This study combines quantitative and qualitative research methods to determine the training needs of communication educators to enable them to respond to the changing communication scene. Results indicate that communication educators need long- and short-term training on communication and related fields to enhance their teaching performance. They should also undergo short-term training on non-communication fields such as education, humanities, and psychology.

**Roncesvalles, Carina I. & Tolete, Gladys Pinky D. (2002). *Txt me the newws: An exploratory study on the use of the internet and text messages by Philippine Daily Inquirer, Businessworld, and Philippine Center for Investigative Journalism reporters*. Unpublished B.A. thesis, UP CMC Diliman.** This study seeks to know the extent and implications of the usage of information and communication technologies (ICTs), specifically short message service (SMS) and the internet, as a means of information gathering by the journalists of selected media organizations. It was found that the informants use the two technologies in varying degrees. Said technologies are proving to be beneficial, allowing the journalists to work faster and to write their stories anywhere they are. However, these

technologies could also make the journalists complacent, and problems like the use of unverified and old information, limited access, and technical difficulties persist. *Recipient of the Journalism Best Thesis award for AY 2001 – 2002.*

**Santo Domingo, Judith P. (2002).** *A comparative analysis of the media relations efforts of senators of the 12<sup>th</sup> congress.* Unpublished M.A. thesis, UP CMC Diliman. This study compares the media relations efforts of senators in terms of the following: the set-up of their media offices; their frequency of news releases, press conferences and interviews; their media relations styles and activities; and problems encountered in connection with media relations efforts. Similarities and differences in the senators' media relations efforts are identified, and the reasons for such are presented.

**Saulo, Ma. Cristina G. (2002).** *The oral narratives and images of the Batak.* Unpublished M.A. thesis, UP CMC Diliman. Using a narrative framework, this study records and presents the contemporary everyday life of the Batak, a century-old indigenous people living in Puerto Princesa, Palawan, whose culture is said to be vanishing. The study argues that the Batak need a sort of "self-improvement" in order to regain their individual and collective sense of pride. In connection with this, the study recommends the introduction of a resource management project that will not only integrate the Batak's traditional knowledge into new strategies of sustainable resource management, but will also bring back their spiritual relationship with their land, their natural resources, and their forest animals.

**Soydan, Rustu K. (2002).** *Coverage given to former Philippine president Joseph Ejercito Estrada in three international magazines – Asiaweek, Newsweek and Time – from October 2000 to February 2001: A content analysis.* Unpublished M.A. thesis, UP CMC Diliman. This study examines the treatment given to and portrayal of former president Joseph Estrada by three international magazines during the period of crisis in his presidency. The findings show that the magazines did not join the local bandwagon that staged an 'all-out war' against the Estrada administration. Having a long-established international reputation, the magazines took a cautious stand in their coverage of Mr. Estrada and the crisis, and strived for accuracy, objectivity, and neutrality.

**Tanangco, Ma. Mira R. (Filmmaker). (2002).** *Binyag (Baptism).* [16 mm video finish]. (Available from the UP Film Institute). Set against two contrasting milieus in Filipino society (the traditional Filipino home and the violent setting of the police profession), *Binyag* shows two tragedies that simultaneously happen within the story: the devaluing of human life with the practice of "salvaging", and the loss of a person's sense of morality as he gets more absorbed in a system that condones brutality and corruption. *Recipient of the UPFI Best Thesis for Narrative award for AY 2001 – 2002; 2002 Catholic Mass Media Award for Best Short Film; 2003 Urian award for Best Short Film; 2003 Ishmael Bernal Award for Young/Alternative Cinema; First prize, 2003 Gawad CCP para sa Alternatibong Pelikula at Video – Feature (video) category.*

**Villena, Ma. Monina Cecilia A. (2002). Intranet: The rise of a virtual corporate global village. Unpublished M.A. thesis, UP CMC Diliman.** This study examines the perceived influences of the intranet on interpersonal face-to-face communication processes pertaining to work productivity and interpersonal relationships within three selected corporate environments. The findings reveal that said influences might be work function-based (as affected by one's job responsibilities) and/or culture-based (as affected by the existing corporate culture or one's nationality).