

# 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 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 (UPCMC) for the year 2003. 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.*

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**Anden, Aurea Joanna M. (Filmmaker). (2003). O. [DV]. (Available from the UP Film Institute).** This is an experimental film about weariness. It expresses the different facets of weariness through visuals and sound. It also shows that while weariness is inevitable, it is endurable because of hope – the promise of a future less bleak. *Recipient of the UPFI Best Thesis for Experimental Film award for AY 2003 – 2004.*

**Aranda, Giselle Anne S. & Tandoc, Edson Jr. C. (2003). *The blotter: Crimes against ethics consolidation and analysis of ethical standards and practices in police beat reporting.* Unpublished B.A. thesis, UP CMC Diliman.** This study documents unethical practices among police beat reporters and describes each in detail by citing specific examples. It also shows that every day, reporters are caught in webs of ethical dilemmas and often, they make compromises to survive. The study discusses how these compromises are made and at what costs. *Recipient of the Journalism Best Thesis award for AY 2002 – 2003.*

**Averion, Pamela Marie Yenko G. (2003). *A feminist research: Stories of empowerment and The Oprah Winfrey Show.* Unpublished M.A. thesis, UP CMC Diliman.** This study identifies and describes the salient features of *The Oprah Winfrey Show* and how it brings about awareness and empowerment to its viewers. Results reveal that by presenting tools and processes and by sharing personal stories and life experiences of other people, Oprah's audiences are empowered to explore their passions, enhance their strengths, and examine areas in their lives that need to be improved or healed so they may lead more fulfilled lives.

**Barros, Ma. Eufrecina P. (2003). *Home-street-home: Communicating the life stories of street children in Baguio City*. Unpublished Ph.D. dissertation, UP CMC Diliman.** This study looks into a) the factors that caused the street children phenomenon in Baguio City, b) what situations confront the street children of the city, and c) how street children view themselves and their situations. The study concludes that the social realities of the street children are a product of their time and place in the hierarchy of social institutions. Establishing interpersonal relationships with them, based on mutual trust, is an important step to determine the kind of program responses that would address their plight.

**Celino, Sarah Eufrosina. (2003). *Telebisyon, kaarawan at kapitalismo: Ang pag-aaral sa mga "birthday special" bilang instrumento ng promosyon para sa mga artista at ang kaugnayan nito sa kabuuang pampolitikang ekonomiya ng broadcast television (Television, birthdays and capitalism: A study on birthday specials as promotional tools for movie stars and their relationship to the political economy of broadcast television)*. Unpublished B.A. thesis, UP CMC Diliman.** Guided by the theory of the political economy of communication, this study examines five birthday specials that were aired from August 2002 to February 2003. It was determined that birthday specials are harnessed as image-building tools for movie stars, who serve as media commodities not only of the TV station where they appear but also of the entire media outfit owned by a media conglomerate. Thus, birthday specials are mechanisms for reinforcing the dominant ideologies of capitalism/consumerism, and the premium placed on romantic relationships between women and men. *Recipient of the Broadcast Communication Best Thesis award for AY 2002 – 2003.*

**David, Melissa L. (Filmmaker). (2003). *Panata (Vow)*. [VHS]. (Available from the UP Film Institute).** The events presented in this documentary revolve around the life of one penitent who lives in a town that has a very long history of practicing religious penitence through self-flagellation and crucifixion every Holy Week. The objective of this documentary is to present the tradition from within and get an inner and deeper perspective, so that the audience may have a better knowledge and clearer understanding of the realities and truth that prevail among those who practice this unique Filipino tradition. *Recipient of the UPFI Best Thesis for Documentary award for AY 2002 – 2003.*

**Deza, Alfonso B. (2003). *Understanding the masa as audience through the films of Fernando Poe, Jr*. Unpublished M.A. thesis, UP CMC Diliman.** This exploratory study seeks to provide palpable bases for understanding the *masa* in relation to their favorite films and movie stars. It considers FPJ as a collective construct and primary focus of collective awareness. Postulating cultural interrelatedness, the film medium is seen as a vehicle of symbolic interactionism between FPJ, as creator of the product, and the *masa*, individually and collectively, as co-creators. The investigation addresses the following abiding concerns: a) FPJ's image as *bida*; b) popular aesthetics; c) FPJ politics in reel and real life; and d) indications for future FPJ films. *Recipient of the UP CMC Best M.A. Thesis award for AY 2002 – 2003.*

**Dionisio, Veronica C. (2003).** *The Pinoy TV writer's creative bloc(k): The organizational context of writer's creativity.* Unpublished M.A. thesis, UP CMC Diliman. This study focuses on the qualitative and critical analysis of the factors that impinge on the creativity of writers for television in the local Philippine television industry. The findings of the study underscore the seeming lack of power of TV writers in the creative decision-making chain. The TV industry, in general, lacks respect for the creative material (script), which results from the lack of appreciation of the abstract nature of the creative process involved in writing it.

**Fernandez, Maybel R. (2003).** *Dynamics of communication in micro-finance projects: A model of women empowerment.* Unpublished Ph.D. dissertation, UP CMC Diliman. This research 1) identifies the factors that led to the success or failure of selected micro-finance projects, 2) identifies the lending methodology used in each project, and 3) presents the communication dynamics of women involved in micro-finance projects in the context of culture as a model for women empowerment. Results of the study indicate that women are empowered through freedom in deciding what micro-finance project to be involved in, and through participative decision-making processes.

**Figer, Reggy C. (2003).** *When words cut like a knife: An inquiry on the phenomenon of verbal abuse on children.* Unpublished M.A. thesis, UP CMC Diliman. This study describes and documents the phenomenon of child verbal abuse in Quezon City and Tacloban City. It is conceptualized, organized and carried out in response to the dearth of studies on verbal abuse of children. Primarily, it identifies and clarifies parents' and children's views and perspectives toward child verbal abuse. Moreover, the nature and context of the different causes and features of verbal abuse are brought to the fore. The study also ascertains the consequences of verbal abuse on children.

**Genilo, Jude William R. (2003).** *Community-based communication in a Philippine rice farming village: Forming definitions, constructing knowledge and practices.* Unpublished Ph.D. dissertation, UP CMC Diliman. This study's interest is on the knowledge and practices of rice farmers. It looks at how they utilize communication to improve their plight via taking greater control over themselves and their environment. More specifically, it examines the role communication plays in the formation of collective definitions and the creation, modification, and sharing of knowledge and practices on rice farming.

**Gonzales, Milflor S. (2003).** *A study on FNRI-DOST's website as a communication tool for promoting food and nutrition.* Unpublished M.A. thesis, UP CMC Diliman. This study examines how the Food and Nutrition Research Institute (FNRI) website can be harnessed as a communication tool for promoting food and nutrition. Findings revealed that having accurate, up-to-date, and useful data is most important for the website's image. The website should also be easily accessible and give immediate response to its users.

**Guillermo, Rodolfo Jr. L. (Filmmaker). (2003). *Bulol stokwa (Village runaway)*. [Mini DV]. (Available from the UP Film Institute).** In this 14-minute animation narrative, the viewer witnesses the tale of an infant named *Buni*, how he left his mad home to look for a peaceful place to rest, how his family got affected, and how the entire village of *Bulol* got involved in searching for a lost member of the tribe. *Recipient of the UPFI Best Thesis for Animation award for AY 2003 – 2004.*

**Hao, Lori Ann T. (Filmmaker). (2003). *Patibong (Trap)*. [Mini DV]. (Available from the UP Film Institute).** This is a five-minute experimental film that shows the agony of a man trapped in a dreadful moment made even worse because of his memory loss. The film explores the concept of a circular timeframe where everything is happening over and over again, precisely and endlessly, but always for the first time for the person who has lost his memory. *Recipient of the UPFI Best Thesis for Experimental Film award for AY 2002 – 2003.*

**Icban, Kristine Mariel C. & Raymundo, Carmi C. (Filmmakers). (2003). *Dansport (Dance competition)*. [DV]. (Available from the UP Film Institute).** This film's basic concept is to use the grandeur of dance to express emptiness, and to show the irony of its grace with life's violence. The different creative elements of production center on this basic concept. Color and dullness are the basic patterns for visual design; loudness and silence, for the sound. In the end, the film endeavors to make its viewers wonder whether they were drowned by the glamour of the dance, or by the harshness of its opposite. *Recipient of the UPFI Best Thesis for Narrative award for AY 2002 – 2003.*

**Lourduraj, Ignacimuthu. (2003). *A radio with difference: A descriptive correlational study between Radio Veritas Asia Tamil service and Tamil listenership*. Unpublished M.A. thesis, UP CMC Diliman.** The objective of this study is to analyze the content of the programs of Radio Veritas Asia (RVA) Tamil service and the effects of these programs on Tamil listeners. The study concludes that the preference for Tamil service by respondents does not depend on their religious affiliations but on their desire to gain spiritual experience and learn biblical values. The thrust of RVA Tamil service to proclaim truth and promote justice comes out clearly in the programs as well as the opinions of its listeners.

**Lacuesta, Liza C. (2003). *Diffusing electronic commerce (e-commerce) among small and medium enterprises (SMEs) in Davao City*. Unpublished M.A. thesis, UP CMC Diliman.** Using both quantitative and qualitative research approaches, this study determined the various perspectives on, and extent of adoption of, e-commerce among SMEs in Davao City. Results confirm the assertion that the background of an organization and the characteristics of its decision-making unit are the key factors determining the adoption of an innovation. Thus, because of 1) the thriving ICT environment in the area, 2) the innovativeness of the SMEs, and 3) the technology-receptive profile of the management units, e-commerce has been diffused in Davao City.

**Lagrimas, Dianne Kristine S. & Tusara, Laarni M. (2003).** *Enter at your own risk: A quantitative and qualitative research on internet connectedness and Netiquette.* Unpublished B.A. thesis, UP CMC Diliman. This research examines Internet users' knowledge, attitude, and behavior on Netiquette based on their patterns of Internet use. The study concludes that specific Internet connectedness variables have significant relationships with Netiquette knowledge and behavior. Site, task, goal, time, activity, effect, computer dependency, and Internet dependency significantly affect Netiquette knowledge while home computer history significantly affects Netiquette behavior. Knowledge does not play a significant role in behavioral differences. Instead, attitudes like the pursuance of satisfaction and anonymity were among the motivations of Netiquette violators. *Recipient of the Communication Research Best Thesis award for AY 2002 – 2003.*

**Loreños, Ma. Kathrina S. (Filmmaker). (2003).** *Pinish Product (Finished Product).* [Video]. (Available from the UP Film Institute). This animation project is a narrative that aims to show how commercial notions of beauty have resulted in dehumanization. The film takes off from Foucault's concept of the panopticon, as well as notions of surveillance and self-surveillance. *Recipient of the UPFI Best Thesis for Narrative award for AY 2003 – 2004.*

**Molina, Kristine N. (2003).** *Let the deaf be heard! A situation analysis and community communication campaign for the deaf and hearing people of Greater Lagro, Novaliches, Quezon City.* Unpublished M.A. thesis, UP CMC Diliman. This study is divided into two stages: the first stage aims to get a better understanding on the world of the deaf, while the second stage focuses on the formulation of an effective communication campaign for forging linkages with this group. Using the campaign model of Nowak and Warneryd, the campaign features activities to be carried out over a one-year period with the intended effect of introducing sign language in barangay Greater Lagro, before expanding the program to other areas.

**Orozco, Myra L. (2003).** *Communication-interaction processes in the Makati Training, Placement and Livelihood Consortia MTPLC regular council meeting.* Unpublished M.A. thesis, UP CMC Diliman. This research undertakes an in-depth analysis of the regular council meetings of the MTPLC using a multi-theory framework. Based on its findings, the study concludes that the MTPLC can be considered a powerful tool in providing training, placement, and livelihood assistance to Makati residents through its productive and effective committee meetings.

**Palileo, Shirley G. (2003).** *The iconic image of the Philippine press identification card in Metro Manila and Cebu City.* Unpublished M.A. thesis, UP CMC Diliman. This study looks at something that represents the people behind the media and the power of the media – the press ID. Looking at Manila and Cebu, results indicate that the press ID has served other purposes, not just for identification. These were: prestige, material or economic, safety and convenience, and functional.

**Quiton, Grace T. (2003). *Gatekeepers on the Internet? Defining the role of the websites of Philippine-based travel intermediaries*. Unpublished M.A. thesis, UP CMC Diliman.** This study examines the role of websites in promoting Philippine travel and tourism, particularly the ways these websites have been used as communication tools by Philippine-based travel intermediaries. Results reveal that the websites of travel intermediaries perform as online gatekeepers generally by reinforcing existing traditional travel intermediary functions. These websites do not make the most of the transformative resources of the Internet. In many ways, they are still shackled by the one-way center-controlled communication paradigm that characterizes much of offline traditional media.

**Raymundo, Fairlane C. (2003). *A prediction and analysis of future information and communication technology trends*. Unpublished M.A. thesis, UP CMC Diliman.** This study presents predictions on five main areas that will be affected by ICTs within the next ten years: a shrinking country, the rise of digital education, technology defining culture, pressured entrepreneurs and spoiled consumers, and a more power medium. Seven major impacts of these trends are anticipated: ICTs will serve as a watchdog, ICTs will widen the gap between the rich and the poor, ICTs will empower the young, ICTs will displace tradition, ICTs will serve as a hiding place, ICTs will alter education's essence, and ICTs will displace human resources.

**Soriano, Rianne Hill I. (Filmmaker). (2003). *Karsel (Prison cell)*. [35mm]. (Available from the UP Film Institute).** This film is an attack on the constricting traditional values that hinder the growth of a woman as an individual. The story revolves around an imposing mother's preparations for her daughter's debut. Within the preparations for the grand celebration of the day that supposedly marks her freedom and independence, the debutante has to put up with more regulations, to which she will have to continue complying within the boxed paradise of her home. *Recipient of the KODAK Best 35mm Film award for AY 2002 – 2003.*

**Veloso, Socorro P. (2003). *Online education: Modes of delivering knowledge in the digital age, the Philippine setting*. Unpublished Ph.D. dissertation, UP CMC Diliman.** This study explores the current status of e-education in the Philippines. It looks into the experiences of local educational institutions implementing e-education to gain insights into the modes of online learning they employ and the issues and concerns they encounter in adapting online learning to the Philippines context. The experience of these schools shows that there are three modes of online education used in the Philippines – full online, mixed, and supplemental – depending upon the level of preparedness of the school, the instructors, and the students. Based on the findings, the study recommends areas for policy, action, and further study vis-à-vis online education in the country.

**Yonson, Evans Rosauo I. (2003). *Constructing the Internet as a tool in Philippine public sector unionism by selected PSLINK leaders and members*. Unpublished M.A. thesis, UP CMC Diliman.** The government's plan of connecting the whole bureaucracy through the Internet has prompted this research that looks into the extent to which the PSLINK and its affiliates use the Internet as a tool in public sector unionism. Guided by the theories of symbolic interactionism and constructivism, the study found that PSLINK members are very interested in the Internet, even as their access to the technology is still minimal. The members also see the Internet playing a great role in Philippine public sector unionism, particularly in providing a fast and effective mechanism for members to contact each other.