

Filipino Feminism & THE MEDIA

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Question?

Has Filipino Feminism impacted the global
Image of women, particularly
through media?

Exploration
of Filipino
Feminist
Movement

Filipino Media
is INTERNATIONAL!

Connection to GLOBAL FRAMEWORK of Interdependency

↳ Filipino Media is International
↳ embody feminist ideals

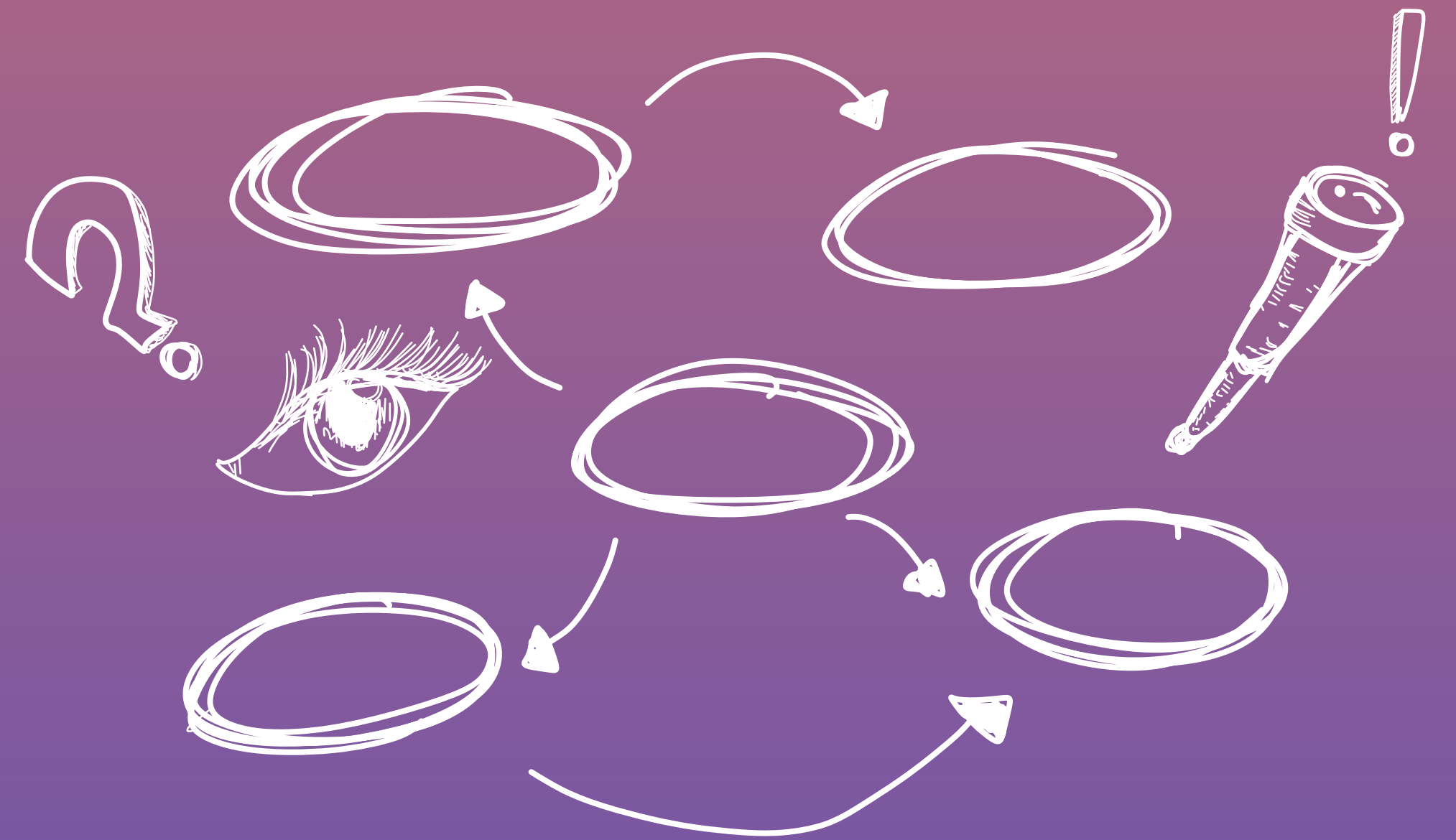
↳ possible connection to formation of gender representation
↳ "women" image / portrayal



Theoretical Framework



- ↳ Looking into three theoretical perspectives
 - ↳ Critical Race, critical gender, and post colonial lens
- ↳ Effects of colonialism on gender roles, Filipino feminism combatting it
- ↳ how the media is impacted by these gender norms / roles
 - ↳ OR is a REFLECTION of it



Methodology and Results

↳ History of Feminist ideals in Philippines

↳ influence on media

↳ Textual Analysis (Filipino Media / Teleserenye)

↳ Case study (Kadenang Binto), THICK description Method

↳ use of makeup & clothing

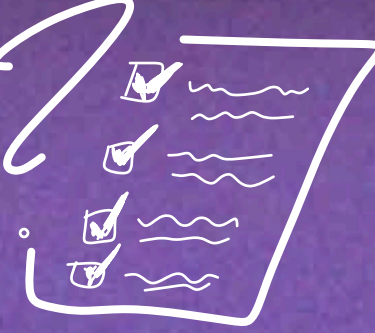
↳ light clothing, makeup = innocent, pure, good

↳ dark clothing, makeup = malicious intent, evil

↳ language use, english = bad

↳ Antagonist using English when lying, plotting
avoidance of modern values, Catholic society

SOLUTIONS?



- ↳ Home, talk to children
 - ↳ Raising aspirations of gender equality
- ↳ No promotion of sexualizing & objectifying women's bodies
 - ↳ Humane Approach
- ↳ Gender sensitive Education

WOMEN
=
HUMAN!

