Filipino Feminism & THE MEDIA

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How has Filipino Feminism impacted the global image of women, particularly through media?

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 ideas in Philippines
- Influence on media
- Textual Analysis (Filipino Media / Teleserye)
- Case Study (Kadenang Ginto), 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!