

**A DESCRIPTIVE RESEARCH ON THE PRACTICE OF PUBLIC RELATIONS IN
PROMOTING EXPERIMENTAL FILMS IN THE PHILIPPINES**

An Undergraduate Thesis Presented to
the Faculty of Communication Arts Department
College of Liberal Arts and Communication
De La Salle University-Dasmariñas

In Partial Fulfillment of the Requirements
for the Degree Bachelor of Arts in Communication

by

**GENETTTE LOIS DOMINGUEZ
MARIE LOURDES ORDIZ
MA. LOUISE PAR**

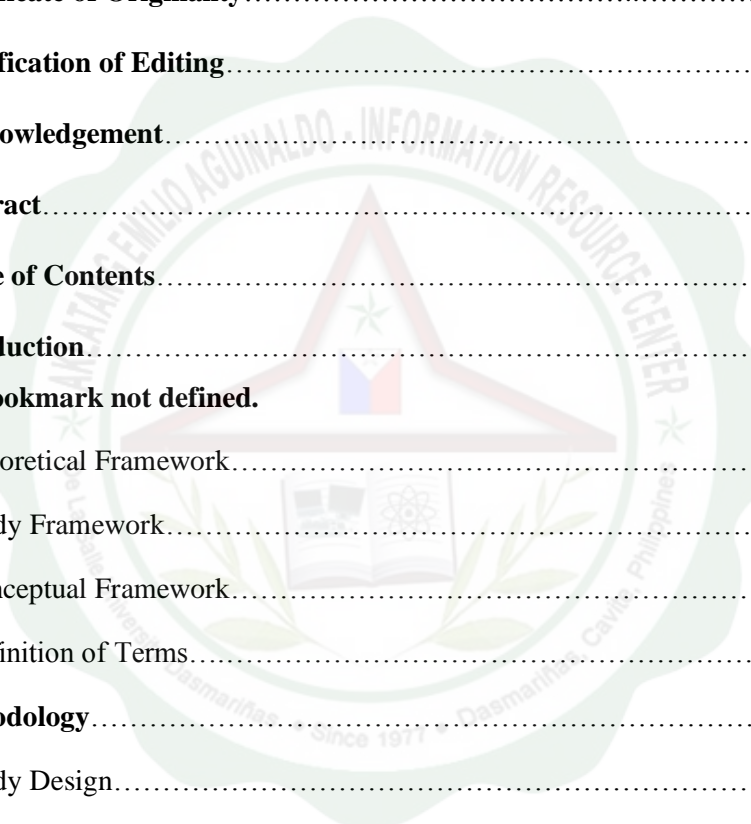
October 2015

ABSTRACT

The objective of this thesis is to promote experimental films through public relations and to discover and identify public relations strategies that would be most beneficial and the most utilized. P.T. Barnum Model and Social Exchange theory that were used to explain and further understand the study. Social Exchange Theory proposes that individuals and groups choose strategies based on perceived rewards and cost also in addition, it asserts that people factor in the consequences of their behavior before acting. On the other hand, P.T. Barnum pertains to the publicity tactics created and used by public relations officers in order to create a more likeable image and reputation for the artist. To determine effective public relations strategies, tactics, and emerging trends in promoting experimental films, focus interview has been conducted. A group of participants are invited to participate in the study and are divided into two categories, namely, experimental filmmakers and experts in the field of public relations. After the gathering of relevant information from filmmakers and public relations experts, researchers can assess the right public relations strategies, tactics, and emerging trends that will be carried out in promoting experimental films.

Tags: *Experimental films, Public Relations, Promotion, Publicity, Social Exchange Theory, P.T Barnum Model, Traditional media, Digital media, PR strategies*

Table of Contents

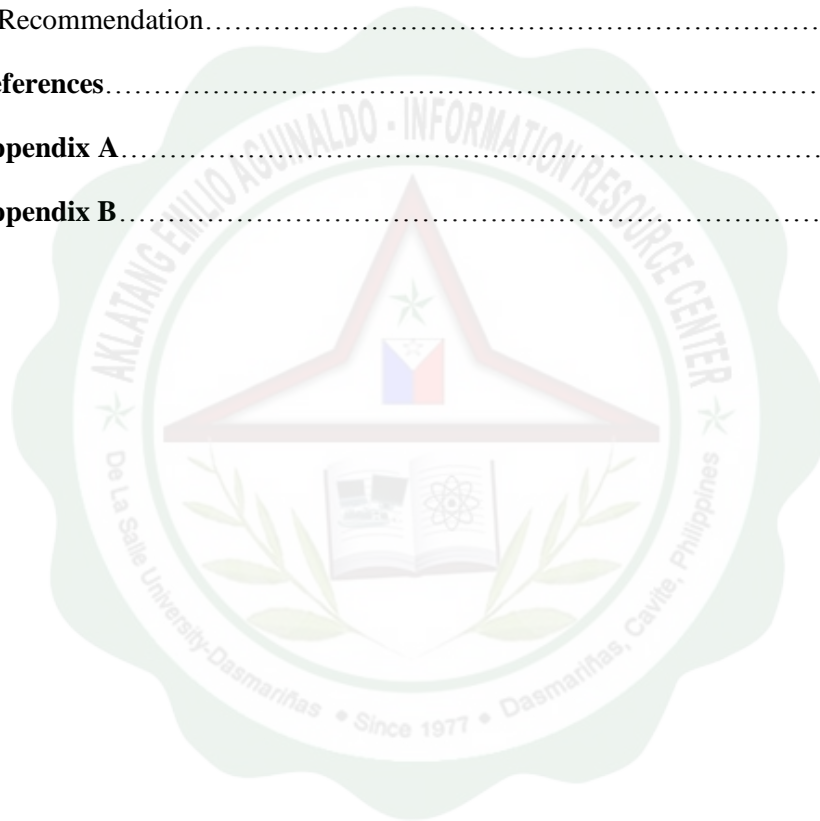


Approval Sheet	i
Adviser Certification	ii
Certificate of Originality	iii
Certification of Editing	iv
Acknowledgement	v
Abstract	vi
Table of Contents	vii
Introduction	Err
or! Bookmark not defined.	
Theoretical Framework.....	13
Study Framework.....	10
Conceptual Framework.....	14
Definition of Terms.....	16
Methodology	18
Study Design.....	18
Participants.....	21
Data Collection, Techniques and Procedure.....	23
Data Analysis.....	24
Results	25
Discussion	43

PR in Promoting Experimental Films in the Philippines

viii

Existing PR Strategies.....	43
Most Utilized PR Strategies.....	46
Most Beneficial PR Strategies.....	52
Emerging Medium.....	56
Conclusion.....	59
Recommendation.....	61
References.....	62
Appendix A.....	66
Appendix B.....	81



List of Tables

Table 1

Research Participant’s Profile (Filmmakers).....20

Table 2

Research Participant’s Profile (PR Practitioners).....21

Table 3

Public Relations Strategies of Experimental Filmmakers in Promoting Their Films
.....26

Table 4

Public Relations Strategies of Public Relations Officers in Promoting Experimental
Films In Relation To Their Previous Works.....27

Table 5

Most Utilized Public Relations Strategies by Filmmakers in Promoting Their Films
.....29

Table 6

Most Utilized Digital Public Relations Strategies by Filmmakers in Promoting Their
Films.....29

Table 7

Most Utilized Traditional Public Relations Strategies by Filmmakers in Promoting
Their Films.....30

Table 8

Most Utilized Public Relations Strategies by Public Relations Officers.....32

Table 9

Most Utilized Digital Public Relations Strategies by PR Officers in Promoting.....32

Table 10

Most Utilized Traditional Public Relations Strategies by PR Officers in Promoting
Their Films.....33

Table 11

Most Beneficial Public Relations Strategies According To Filmmakers.....35

Table 12

Most Beneficial Digital Public Relations Strategies by Filmmakers In Promoting
Their Films.....35

Table 13

Most Beneficial Traditional Public Relations Strategies by Filmmakers in Promoting
Their Films.....36

Table 14

Most Beneficial Public Relations Strategies According To Public Relations Officers
.....38

Table 15

Most Beneficial Digital Public Relations Strategies According to PR Officers in
Promoting.....38

Table 16

Most Beneficial Traditional Public Relations Strategies According to PR Officers in
Promoting.....39

Table 17

Emerging Medium in Promoting Experimental Films According To the Filmmakers

-----41

Table 18

Emerging Medium in Promotions Public Relations Officers.....42

