Discourse Analysis on How Filipino Cultural Values Are Presented in Limsanity

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ABSTRACT

The research is titled “Discourse Analysis on how Filipino Cultural Values Are Presented in Limsanity.” Limsanity is a kind of internet meme that is found on social networking site Facebook and it has former Manila Mayor Lim as its subject.

The term “meme” is a concept that can be passed from a person to another that could lead individuals acting in ways that benefit their memes. It was coined from the term genes that has been passed from generation to generation by means of biological reproduction and human culture which is considered an inheritance system being passed through generations.

The theoretical framework used in this research paper came from Guy Cook’s *Discourse in Advertising*. The researchers chose this framework just because just like an ad, a meme has a picture and a caption in its construction. Guy Cook provided a number of variables that can discourse an ad, but the researchers only focused on the picture and language variables. This was supported by George L. Dillon’s *Art and Semiotics of Images: Three questions about Visual Meaning*, and Dillon provided questions that helped in answering the specific problem statements of this research.

The list of Filipino cultural values used for this study is from Tomas Andres’ *Dictionary of Filipino Cultures and Values*.

The researchers selected ten memes according to the number of likes in Facebook, and they were able to categorize the memes into three. One is with Lim’s photo pointing a finger at an audience. The second is with Lim’s photo with his hands leveled on his chest as if assuring his audience, and the third is just
a random category, meaning any meme will do as long as its subject is Mayor Lim.

The research’s specific problem statements are:

1. What messages do the captions of selected memes convey?
2. What Filipino cultural values are presented in Limsanity?
3. How do the captions used help present the Filipino cultural values in Limsanity?

The researchers answered specific problem statement number one by finding the common theme of the messages captions, and they were able to categorize the messages into six themes, namely: Filipino pride, photogenic mayor, plagiarism scandal of Senator Sotto, lying in public, suspension of classes, and popular culture.

Specific problem statement number two was answered by finding the common Filipino cultural values in memes. The researchers were able to yield the Filipino values, pakikisama, kalog, pataasang-ihi, pagkabayani, reciprocity, bahalana, merry making, pagkamaramdamin, paranoia, presumptuous, kasipagan, utangnaaloob, Filipino identity, and palabra de honor.

The third specific problem statement was answered by doing what Ms. Cachuela suggested. The researchers specified the answer through clarification, description, or emphasis.