

ABSTRACT

*People are being exposed to affairs in Filipino films; this study evaluated how extramarital affairs are represented in Philippine cinema. It study focused on the infidelity presented among selected Filipino movies from 1970 to the present specifically *HuwagPamarisan*. *Mister mo*, *Lover boy ko* (1975), *Relasyon* (1982), *Minsan Lang KitangIibigin* (1993), and *No Other Woman* (2011). The researchers focused on the visual elements and dialogues used in representation of infidelity. The films were chosen according to its gross rates. Moreover, each movie discussed the concept of infidelity among male partner. The researchers also used qualitative content analysis through the support of Film Theory specifically Semiotic and Formalist Theory with Interpretative Approach. Based on the analysis, nine visual elements that include the setting, properties and costumes were used to represent infidelity.*

Water was the predominant visual element used to represent infidelity. Followed by temptation, baggage, ring, candled light, unbutton clothes, watch, white clothes, and sunset. Whereas meeting, delectable, sin, night, enemy, third party, secrecy, poisonous and destruction were dialogues that corresponded to infidelity. It was found out that there was dramatically a change in Filipino films over the period of time. It was also identified that there were difference on representation of infidelity between selected movies and reality.