

**A CONTENT ANALYSIS ON SPARKLING MAGAZINE FAN-MAILS**

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### ABSTRACT

There is no denying that Hallyu wave, or the increasing popularity of South Korean culture has reached the Philippines' shore with Filipinos gushing over Korean entertainment. The influence of Korean pop culture is visible not only in television programs but also in various publications in the Philippines. Sparkling is a magazine that caters to Filipino K-Pop fans. Sparkling Magazine as the only K-pop magazine in the Philippines that provides different information needs from other medium. (Retrieved from:<http://www.summitmedia.com.ph>): Retrieved on: February 28, 2014) The study presents Sparkling magazine's content according to the readers' feedback through the fan-mails sent by the readers and published on the inbox section of the magazine. The study used Baran and Davis' Framing Theory and Blumler & Katz's Uses and Gratification Theory. The researchers did a content analysis in random sample of six issues of Sparkling Magazine's inbox section. They also conducted an interview with the editor-in-chief of Sparkling Magazine to validate their findings. In addition, they analysed all the gathered information from the sources and answered the study problem, what are the contents of Sparkling Magazine according to the readers' feedback. Using the coding categories provided by the researchers based on the magazine's sections and content, they tabulated the content of each fan-mail per issue. Content Quality, Design, Images, and Special Offerings appeared in the elements category. Feature, Interview, and Utility are the types of articles that



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interest the readers. Artist, Events, Food, Music, Place, Product, and TV Program was mentioned for the themes. The fan-mails served as a guide to learn the readers' point of view about the medium. Sparkling Magazine indicates the reports on the reading experience of the consumers- the K-Pop fans.





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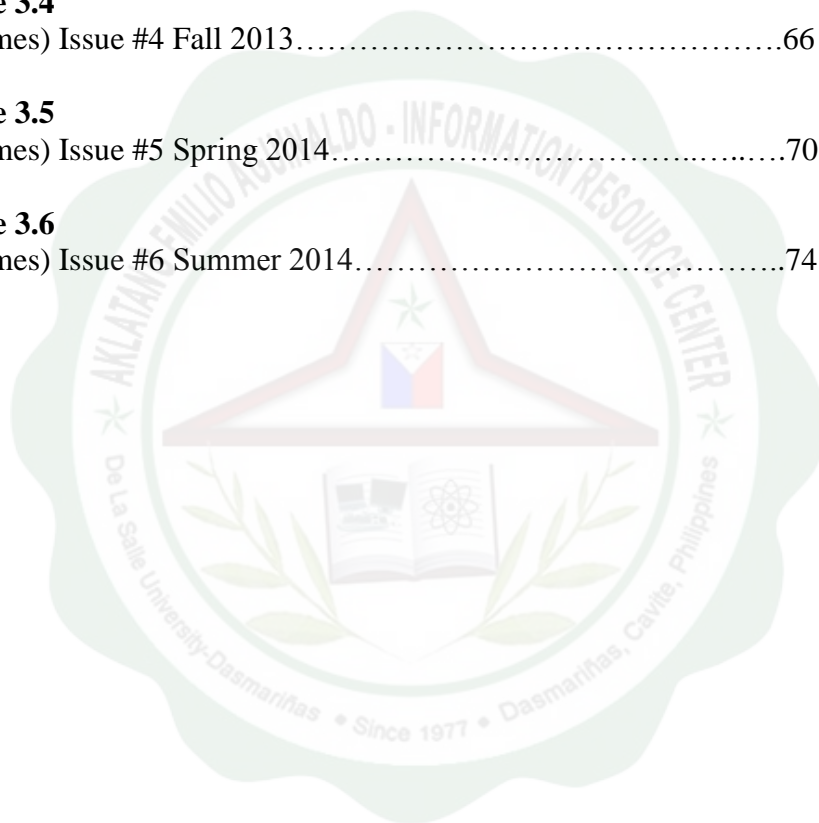
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