



**ABSTRACT**

This research focused on Patriotism as presented in the selected films: El Presidente, Bonifacio, and Heneral Luna. It is intended to determine how students under the Social Sciences Department (SSD) perceive the value of patriotism as presented in the films. Given their background on social sciences, students under SSD are mindful of the Philippine history and social issues. The study intended to (1) determine how the students perceive patriotism, (2) find out how the students describe the patriotic side of the heroes, (3) describe how the students' sense of patriotism was influenced by the films, and (4) identify the changes in perception that the students had after watching the selected films. The paper is a qualitative-quantitative study. It used the Audience Reception Theory which can be traced back to work done by British Sociologist Stuart Hall. The researchers surveyed 52 selected students under Social Sciences Department who watched the selected films. After this, a group and expert interview were also conducted to enrich and validate the results from the survey. The findings revealed that students perceive patriotism as the unwavering love for the country and a continuing desire to protect and promote its interest. Furthermore, it revealed that the respondents were active viewers of the film that resulted in various answers when asked about what has been changed in their perception of patriotism after watching the selected films. Also, the study found out the characteristics



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of the heroes were presented and analyzed by the audience the way the directors intended them to be. Lastly, this research implied that historical films can pave way to a new understanding, questioning, and realization, because audience actively engaged in the interpretation of messages. This research recommends that movie watchers should be analytical when watching films. For the directors, the researchers recommend to take into account the truth when making films. Lastly, to the Filipino people, not just students under the Social Sciences Department, should engage on watching more historical films as a way of promoting patriotism and awareness of societal problems.

*Keywords: patriotism, historical films, audience reception, movies*