



De La Salle University – Dasmariñas

Content Analysis of Filipino Values Presented on
Selected Winning ARAW Values Advertising Awards Entries

An Undergraduate Thesis Presented to
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Abstract

This study focused on the selected Branded Communications Category Winners of ARAW Values Advertising Awards. It identified how the Filipino Values are presented in the selected advertisements. The commercials “Lola” and “Novena” by Jollibee Foods Corporation, “Bitin” by Nestlè Philippines, “Lipad” by UNICEF, “Makadiyos” by Monde Nissin Corporation, “Robot” by San Miguel Foods Incorporated, “Coach Narciso” by Nestlè Philippines and “Pagpupugay” by RiteMED were analyzed.

The Formalist Film Theory was used in analyzing the film elements such as the mise-en-scene, cinematography, editing, and sounds. The Cultivation Theory by Gerbner was also used as television, the advertisements’ medium, being the society’s institutional story teller, as it depicted social reality, and the norms on what is important and what is right.

The Filipino Values depicted by the subject advertisements are: Reverence for Family Unity or Marriage or Responsible Parenthood; Love of God and Respect for Religious Beliefs; Respect and Care for Life and Dignity and the Rights of All; Commitment to Truth, Honesty and Integrity and Love for Country and Respect for National Customs and Traditions. These are the ARAW Values Awards’ Seven Cornerstone Values.

The researchers found that different concepts of mise-en-scene, cinematography, editing, sounds, and plot were able to highlight different aspects of the advertisements, such as characters, settings, antagonists and protagonists, and elements that became medium of communication that made the depiction of Filipino values more effective.

Keywords: Advertising, Filipino Values, ARAW Values Advertising Awards, Content Analysis, Film Techniques, Plot, Formalist Film Theory, Cultivation Theory, Advertisements