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Gender and the Media

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“Nationalist Feminist” or in her essay, Peministang Nasyonalista. Galura further writes in her essay how Uson has impacted in the flow of information through the web. Galura’s essay is an oppositionist view of Mocha Uson from the usual grain of critics and discriminators.

Borrero’s essay explores the commodification of Filipino beauty. She writes about the continuous and persistent search for beauty by Filipino women and men as constructed in various mass media forms by producers and manufacturers of beauty products. She discusses the techniques of pushing and marketing a beauty product as well as the bombardment of the concept of beauty as much like the Western mold of beauty.

Another interesting feature in this issue of the PCS Review is the interview with broadcast journalist and documentary maker, Ms. Kara David by Julienne Baldo-Cubelo. The interview article is very insightful and offers a glimpse of the inner workings of broadcast news and how this impacts on women like Ms. David. It also articulates the way women journalists meander within and without the multi-faceted world of constructing and producing news and various forms of text through the media.

The articles, essays and interview in this issue of the PCS Review has shown that the concept, notion, and ideas on and about gender have permeated into the social and cultural life of Filipinos through the mass media. Moreover, a new platform has penetrated the usual arena of media forms – we now have the Internet, where it has become an agora or marketplace of various engendered messages. The complexities of gender have become noticeable even in our cultural dances. Gender as a performed icon is also explored through a celebrity. New ways of entering into relationships have been articulated. These are indeed new explorations and examinations of gender and the media. The discourse on gender continues. And that is a good sign!



ARMINDA V. SANTIAGO, Ph.D.

Issue Editor, PCS Review December 2017 Issue

Research Article

Complementarity in Movement and Performance: Critiquing Gender Roles in Philippine Cultural Dances

Cheeno Marlo M. Sayuno

Abstract

The Philippine cultural dances are reflective of our ancestors’ way of life. These dances have become art forms used to enrich and pass on to our country’s rich culture from one generation to the next. This preservation of the dances is sustained amidst changes in culture and downpour of Western influences aided by globalization and cultural hybridization.

As a cultural dancer, I conducted this study to explore the meaning of movements in relation to gender roles by comparing dances across four suites: *Ngilin* from the Cordillera suite, *Lanceros de Tayabas* from the Maria Clara suite, *Tinikling* from the Rural suite, and *Karasaguyon* from the Moro/Tribal suite.

Using Eisler’s Partnership Model, I attempted to evaluate the presence of complementarity in movement and performance of female and male roles in the said dances as performed by the Sanghaya Dance Ensemble following the routine of the Ramon Obusan Folkloric Group. Specifically, the following standards were considered to determine complementarity: 1) equality and partnership; 2) body integrity; 3) self-determination of the female gender; and 4) promotion of peace between genders.

Results show various forms of partnership between dances and among different suites, which can be related to the roots of each of the dance suites. The study contributes to the body of knowledge on Filipino feminism using the performativity of the Philippine cultural dances as basis.

Keywords: *Philippine cultural dances, dance, Eisler’s Partnership Model, Feminism, Ramon Obusan Folkloric Group*

About the Author

Cheeno Marlo M. Sayuno is a PhD communication student at the University of the Philippines Diliman. He obtained his MA Communication Arts Degree at the University of the Philippines Los Baños, where he is currently an Assistant Professor, and his BA Mass Communication Degree (cum laude) at the Cavite State University.

He won in the Don Carlos Palanca Memorial Awards for Literature in 2013 and 2017 for his short stories on children, "*The Magic Bahag*" and "*Si Tiya Salome*," respectively. He was the 2015 sole awardee of the Salanga Prize (honorable mention) given by the Philippine Board on Books by Young People for his children's story, "The Missing Blanket." He is a writing fellow at the Asian Festival for Children's Content Writers' Retreat in Singapore, the UP National Writers Workshop, the Cordillera Creative Writing Workshop, Ricky Lee Scriptwriting Masterclass, TV5 Kwentong Komedi Scriptwriting Workshop, the UST J. Elizalde Navarro National Workshop on Criticism on the Arts and Humanities, the DLSU *Kritika* National Workshop on Art and Cultural Criticism Workshop, among others. His research interests include children's literature, child studies, discourse analysis, communication research and dance.

Research Article

"www.iamtrailingspouse.ph": The Constructed Identity of a Trailing Spouse in Blogs

Joanna Cay S. Garcia

Abstract

This study looks into the constructed identity of a trailing spouse that is narratively presented through blogging. Three trailing spouse blogs were analyzed to see how each uses socially constructed concepts in their sense-making. In particular, the concept of gender is located within their blog posts, and how it contributes to the construction of their identity as trailing spouses, and how this is presented in their blogs' communication narrative. Through a Social Constructionist lens, a document analysis of the communication narratives was used. It showed three levels of identity presentation among the blogs that were studied. From a Fictional Mediation level of narrative, one that presents an identity that acts as its narrator and directly addresses her audience, in this instance, within an identity of what a trailing spouse is to her. At the other end of the spectrum is the Non-Fictional level, a narrative voice that addresses a generalized perspective, presenting a more introspective identity. In between the levels is a balanced narrative where both Fictional and Non-Fictional voices are used, where the blogger comfortably switches from one to another depending on the context using social constructs that presents an identity that shows many sides of a trailing spouse. Only one of the three bloggers, explored the issues involving gender roles and its effects on her identity as a trailing spouse.

Keywords: *trailing spouse, identity presentation, narrative communication, Social Construction, narrative analysis, blogging as a narrative*

Research Article

The Concept of Forever as Perceived by Women in Long-Distance Relationships (LDR) with Seafarers

Thea Pamela A. Javier

Abstract

There has been a number of researches that investigated the intricacies of long-distance relationships (LDR). This study has then been conducted to put context, and provide a unique perspective, to a rather overly-researched subject. A thriving marine industry in the Philippines sparked the interest of the researcher to further delve into the way women in LDR with seafarers perceive permanence.

The Interaction Adaptation Theory, integrated with the Social Construction of Reality Theory, serves as the framework for the study. The framework, when operationalized shows that partners renegotiate their interaction positions to adapt to a communication mismatch, which is distance.

To construct the necessary data, the researcher utilized the in-depth interview method. The selected (researcher included) women from the Philippines – in a relationship (2), engaged (2) and married (3) – as informants through purposive sampling procedure. The researcher then used the Qualitative Approach and Descriptive Design in constructing the data.

The study revealed that a permanent relationship is possible despite the long-distance factor. It has revealed that futurity is one way to communicate permanence. The study concludes that women in LDR with seafarers view permanence based on their decision to live together.

Keywords: *Social Constructions, Contextual Research, Long Distance Relationship, Filipino Communicative Behavior*