

PERCEPTIONS OF GAS STUDENTS ON THE ISSUES OF
GENDER INEQUALITY IN ABS CBN'S KRISTINE
AND GMA-7'S BEAUTY QUEEN

Thesis

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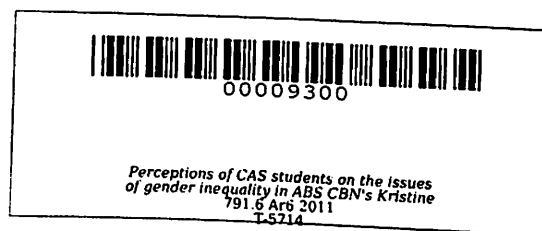
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**PERCEPTIONS OF CAS STUDENTS ON THE ISSUES OF
GENDER INEQUALITY IN ABS CBN'S *KRISTINE*
AND GMA'S *BEAUTY QUEEN***

Undergraduate Thesis
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ABSTRACT

ARPON, MARK LEROY. *Perceptions of CAS Students on the Issues of Gender Inequality in ABS CBN's *Kristine* and GMA's *Beauty Queen*.* Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University. April 2011. Adviser: Prof. Allan Robert C. Solis.

This study was conducted to expose and consider the perceptions of CAS students regarding the issues of gender inequality in ABS CBN's *Kristine* and GMA's *Beauty Queen*. Specifically, the study aimed to: determine the gender preferences of CAS students in watching primetime TV programs; describe how gender inequality is presented in ABS CBN's *Kristine* and GMA's *Beauty Queen* as perceived by CAS students; and discuss the scenes and characterization in ABS CBN's *Kristine* and GMA's *Beauty Queen* that portray gender inequality as perceived by CAS students.

The study used the descriptive method of research to describe the perceptions of CAS students whether they observed gender inequality in the primetime programs under study. The respondents were students of the College of Arts and Sciences, Cavite State University, Indang, Cavite. The study employed Convenience Sampling in determining the respondents.

The study shows that CAS students did not perceived that ABS CBN's *Kristine* and GMA's *Beauty Queen* portrayed gender inequality but they observed the aspects that supported the existence of the concept.

Furthermore, CAS students preferred females in terms of their roles as protagonist, antagonist and lead characters.

Moreover, CAS students did not suppose that the programs portrayed gender inequality but they noted that female characters portrayed roles that were sensitive and emotional while male characters controlled their emotions and handled situations in an intellectual manner. They also observed that females were portrayed dominantly in terms of number and exposure length compared to males.

However, CAS students perceived that when scenes were considered, male characters dominated action and rape scenes while female characters dominated drama and sexy/intimate scenes. When characterization was taken into consideration, CAS students observed that male characters dominated roles having white collar jobs and wealthy economic status while female characters dominated roles having poor economic status and maximum association to house chores.

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**PERCEPTIONS OF CAS STUDENTS ON THE ISSUES OF
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INTRODUCTION

"For a long time, certainly throughout the Golden Age, only men were upon the earth; there were no women. Zeus created these later, in his anger at Prometheus for caring so much for men. He swore to be revenged...and he made a great evil for men. A sweet and lovely thing to look upon, in the likeness of a shy maiden, and all the gods gave her gifts. Because of what they gave her they called her Pandora...From her, the first woman, comes the race of women, who are evil to men, with a nature to do evil."

The excerpt above was taken from the book, *Mythology: Timeless Tales of Gods and Heroes* by Edith Hamilton. With that supposition alone, people observe the womanly subordination in historic times by merely noting the words *these* and *thing* as used to refer to the female race. But as the world undergone change and civilization, this supposition has been disregarded and forgotten. The sexes now start to acquire balanced roles and responsibilities. As