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THE EXTENT OF PROMOTION OF FAMILY VALUES
IN MAGNIFICO: A CONTENT ANALYSIS

THESIS

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**THE EXTENT OF PROMOTION OF FAMILY VALUES
IN MAGNIFICO: A CONTENT ANALYSIS**

Undergraduate Thesis
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*The Extent of promotion of family values
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ABSTRACT

AURE, JHONA CAHAYON and SANTIAGO, COLEEN FATIMA TOLEDO “The Extent of Promotion of Family Values in *Magnifico*: A Content Analysis.” An undergraduate thesis. Bachelor of Arts in Mass Communication Major in Journalism. Cavite State University. Indang, Cavite. March 2003, Adviser: Ms. Michelle M. Valerio.

The study was conducted at the Cavite State University, Indang Cavite from January to March 2003 to analyze the film *Magnifico*.

It aimed to determine the theme of the movie to identify the family values promoted and find out the scenes and dialogues in *Magnifico* that promotes family values; to determine the extent of promotion on family values as depicted in the movie *Magnifico*. After identifying the promoted family values as manifested in the scenes, the researchers employed the content analysis form and thematic table as the research instrument of the study.

The content analysis form was the study of Ma. Celeste M. Borsoto (2001) and the thematic table was adapted from Natalie Rose N. Padua (in analyzing the content of the film, the same instruments was used by Jovelle A. Torres and Angelito N. Antic (2002) in their thesis entitled “ The Image of the Filipina: A Textual Interpretation of *Mila*.

In the thematic table the character’s dialogue and scenes that promote Family values were identified and analyzed. This instrument was the most appropriate to use since all the data were laid for a relatively easier analysis.

In the film *Magnifico*, the researchers identified 12 family values. The family values identified were faith, hospitality, helping each other, patience, determination, trust, honesty, love for one’s family, respect for each other, close family ties, caring to each

other, concern. In terms of extent of promotion, 43 percent of the scenes in *Magnifico* promote Filipino family values.

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AN ANALYSIS ON MAGNIFICO AND THE EXTENT OF PROMOTION ON FAMILY VALUES

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COLEEN FATIMA SANTIAGO**

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INTRODUCTION

MAGNIFICO is a Spanish word which means "Magnificent." It is a story of a young boy named *Magnifico* who touches the lives of the family members and the people in his community. Even at the young age he has taken it upon himself to provide solution to the numerous problems of the people around him.

Magnifico is one of the few Filipino films that celebrate and take pride in uniqueness as a people and commonality with the rest of the world because of its affecting insights into flaws as human being against inherent capacity to survive and achieve fulfillment in life.

Filipino viewers are craving and longing for movies, which will not only entertain but will also solve the present societal problems. Every Filipino has their respective favorites some would love to watch drama, some would love action and science fiction while others