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DEPICTION OF POSITIVE FILIPINO VALUES AND
CHARACTERISTICS IN THE MUSIC VIDEO "AND
HULING EL BIMBO" AS PERCEIVED BY THE
YOUNGER AND OLDER GENERATIONS

THESIS

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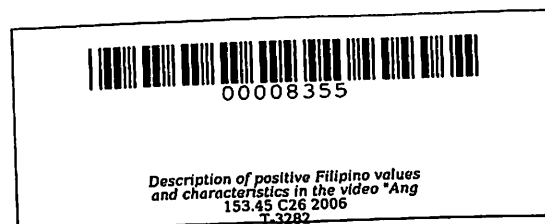
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**DEPICTION OF POSITIVE FILIPINO VALUES AND CHARACTERISTICS IN
THE MUSIC VIDEO “ANG HULING EL BIMBO” AS PERCEIVED BY THE
YOUNGER AND OLDER GENERATIONS**

**An Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree of
Bachelor of Arts in Mass Communication
(major in Journalism)**



**KAREN ANN C. CASTILLO
LESLIE ANNE L. NUESTRO
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ABSTRACT

CASTILLO, KAREN ANN C. and LESLIE ANNE L. NUESTRO. Depiction of Positive Filipino Values and Characteristics in the Music Video 'Ang Huling El Bimbo' as Perceived by the Younger and Older Generations. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University, Indang, Cavite. April 2006. Adviser: Ms. Bettina Joyce P. Ilagan.

The study was conducted to describe the positive Filipino values and characteristics depicted in the music video "Ang Huling El Bimbo" as perceived by the younger and older generations. Specifically, it aimed to identify the positive Filipino values and characteristics depicted in the music video "Ang Huling El Bimbo" as perceived by the younger and older generations and find out the similarities/ differences on their perceptions of positive Filipino values and characteristics depicted in the said music video.

The researchers invited two groups who represented the younger and older generations. They were asked to view the music video "Ang Huling El Bimbo" and were asked to identify the positive Filipino values and characteristics depicted in it.

Results showed that both the younger and older generations perceived the music video to have promoted positive Filipino values and characteristics. Both groups have identified strong friendship bond and pakikisama as the two positive Filipino values most visible in the music video.

Both younger and older generations identified strong friendship bond and pakikisama as the two positive Filipino values most visible in the music video.

Both younger and older generations identified being friendly as the most visible positive Filipino characteristic depicted in the music video.

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DEPICTION OF POSITIVE FILIPINO VALUES AND CHARACTERISTICS IN THE MUSIC VIDEO “ANG HULING EL BIMBO” AS PERCEIVED BY THE YOUNGER AND OLDER GENERATIONS 1/

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Leslie Anne L. Nuestro**

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INTRODUCTION

People now live in an industrialized society. It is so evident that media, both print and electronic, influence the society overwhelmingly. This is called a media-culture type of environment. As what communication scholars say, media are so powerful that they influence people's way of thinking as well as their culture.

The television rose as a truly powerful form of media. Because of this, print media and radio are outranked by television in some criteria. The birth of cable television made transmission of information easy. More channels, more words and more picture images are produced and distributed. Mass culture is the output of large organizations having financial capacity. Popular culture is manifested in music and an example of this