

**ANALYSIS AND INTERPRETATION OF  
LITO CAMO'S NOVELTY SONGS**

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

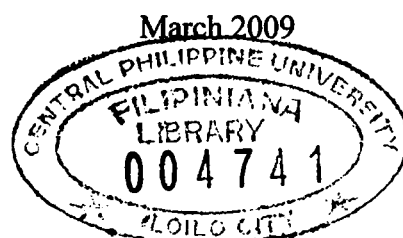
Iloilo City

In Partial Fulfillment of the Requirements in

MassCom 325 (Research Paper in Mass Communication)

by

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## ABSTRACT

This study analyzed and interpreted the selected Novelty songs composed by Lito Camo. These songs are "*Ang cute ng pokemon*", "*Bulaklak*", "*Basketball*", "*Otso-otso*", and "*Spaghetti song*". The study determined the songs characteristics based on lyrics and tones, subliminal words and phrases and inherent values through content analysis. All songs use common words that are easy to understand, but words that pertains to sexual acts are present. The tones of the songs are aspiration, admiration, openness and valuing good health. The songs project subliminal messages, with sexual undertones. The subliminal messages connote the woman itself, private sex organ of a woman and sexual acts. The values reflected in the lyrics are cheerfulness, friendship, social awareness, and maintaining good relationship with people. Filipino novelty song incorporates the heavy use of double meaning. It is hoped that through this study, the composer can create novelty songs with good values. The researcher aims to bring awareness to the music industry to produce songs that can awaken not only sensual feelings but also the feeling of love, unity and social consciousness and impart positive values to the listeners.