

CHARACTER ANALYSIS OF ABS-CBN TELENOVELA "RUBI"

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ABSTRACT

This study analysed the character of Rubi and how she manifested her portrayal as a protagonist and antagonist. The study determined the values shown in this telenovela like family, culture and social values. It shows the difference of portrayal of Rubi in Mexico and in the Philippines. This is an adaptation of a Mexican telenovela. The Filipino viewers embraced it since it got the highest rating. However, despite its popularity, it shows sexy scenes which are not advisable to young viewers. In addition, it also shows characters using harsh/foul language. It is hoped through this study that sexy scenes will be minimized to suit young viewers. The study also shows the types of women nowadays that are compared to the character of Ruby. The researcher aimed to bring the awareness to the Filipino viewers how the telenovela must be made more wholesome. This study hoped to encourage producers and television networks to make or show original telenovelas showing more positive values rather than imitating the telenovelas of other countries.