

THE PORTRAYAL OF CHILDREN IN JOEY VELASCO'S
"SA KAMBAS NG LIPUNAN"

A Research Report

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)

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March 2012



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ABSTRACT

The study was conducted to know the portrayal of the children in Joey Velasco's "Sa Kambas ng Lipunan," in terms of age, gender, educational background, values and problems presented in the video. Descriptive analysis was employed using coding sheets. A total of 12 children were studied according to their personal profile, on the other hand, values and problems were discussed based on the perception of the researcher. Coding sheets served as the main tool for data collection. Results of the study showed that the majority of the respondents are ages 8 years old, most of them are male and are out of school youth. Most of the children who belong in the out of school youth category are working, they sell scraps and other recyclable materials in order to survive in everyday life. But even though these children are experiencing poverty, their love and faith to God still remain. As shown in the video poverty has been the most common problem, it resulted to other aspects like illiteracy, drug addiction, early pregnancy, child labor, malnutrition, crime and broken family relationships. But still, they did not take poverty as a barrier, instead, they accept it as one of the challenges in life that give them strength and help them in pursuing their goals in life. As poverty was obviously presented in the video, it is recommended that the children must be given a certain attention and help coming from different agencies for them to have a shelter, livelihood for their family, and a better education.