

A LEGEND: AN ANALYSIS ON THE MEDIA'S PORTRAYAL ON WHANG-OD'S
PERSONA AND CONTRIBUTION IN THE RECOGNITION AND PRESERVATION
OF PHILIPPINE CULTURE (A TRI-MEDIA RESEARCH)

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By

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ABSTRACT

A Content Analysis of the articles (print media), documentaries (broadcast media) and blogs (new media) was done to explore how media portrayed Whang-Od and *pambabatok* and how these portrayals helped in the recognition and preservation of Philippine culture. These media entities presented *batok* as a sacred tradition and discussed Whang-Od's resources in performing the art — highlighting the traditional method of the practice. Analyses revealed that Whang-Od is the sole person who have kept the tradition alive all these years and that *pambabatok* , because of her age and of her lack of a son or daughter, might be extinct. Although there was a mention of a possible heir, Whang-od's granddaughter Grace, the samples still presented the constant fear of losing the *batok* tradition because of modernization and commercialism. The portrayals, therefore, reiterated the need to consider Whang-Od as a candidate to be a National Artist as such recognition may help in the preservation of the culture. All these findings are consistent on the observation that the media served as a powerful force for maintaining social cohesion for Filipinos and for constructing or reproducing social consciousness about a certain culture. Furthermore, the findings illustrated that media is a mediator of values and beliefs to preserve traditions, and is the major source of information and means of information control within modern societies.