

THE MORALITIES WITHIN: A Content Analysis of the Independent Film “Tirador”

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 MasCom 325m (Research Paper in Mass Communication)

by



Mary Arzl Key Diocson

March 2014

THE MORALITIES WITHIN: A Content Analysis of the Independent Film “Tirador”

by

Mary Arzl Key Diocson

ABSTRACT

This is a descriptive research study designed to determine the values presented in the film “Tirador” also known as Slingshot by Brillante Mendoza. Specifically, the study answered the following objectives (1) to determine the values through the actor’s portrayal, (2) to determine the values presented in the language used by the character, and (3) to determine the values presented through scenes in the film.

This research study used content analysis as its method and a validated researcher-made coding sheet as its instrument. It was found out that (1) the main characters of the selected film presented positive and negative values in terms of character’s portrayal; (2) some of the characters used disagreeable lines in the film; and (3) the characters involved in a particular scenes presented positive values of Filipino being violated.

It was concluded that (1) most of the values presented through the character’s portrayal were negative values particularly impatience, dishonesty, irresponsibility, authoritativeness and untrustworthiness, (2) most of the lines of the characters present negative values particularly “putang-ina”, and (3) most of the characters violated positive Filipino values particularly respect.