



# COLLAB

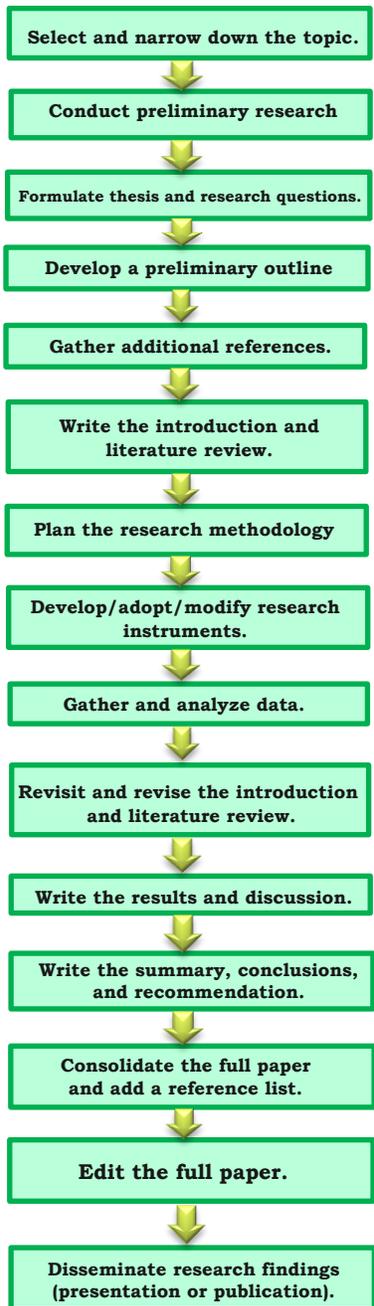
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## Philippine Christian University

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### Research Process



Barrot, 2018, p.7



## “Research that creates impact”

Marco Polo, DLSU- Manila, 2002

“Research that makes an impact, research that has a utilitarian function and a liberating role in human and social development”

The benefit of technology has allowed us to live in a more comfortable life, but not necessarily an easy one. In fact, it has even become sophisticated. Often, we have to make decisions as there are so many decisions as there are so many choices. But such is the effect or should we say outputs of research and development – useful products, improved techniques, innovative systems and much more.

The fact is, Research is necessary in the search for new knowledge improve and make like on earth better. Moreover, there is a desire to encourage more research to be made because the world is not devoid of problems.

He contends that “there is a paramount need to increase our search for knowledge, not to compete but to improve lives, make society better and address our seemingly endless and monumental problems.”

Thus, it is hope that research will contribute to the existing body of knowledge that It will help drive the development of the country.

### How To Write An Abstract

#### Suggested Steps

- 1) **Introductory Statement**
- 2) **Major Goal of the Study**
- 3) **Methods (Research Design, Instruments, Participants and sampling procedure, Data Collection and Data Analysis)**
- 4) **Major Findings**
- 5) **Conclusion and Recommendation**





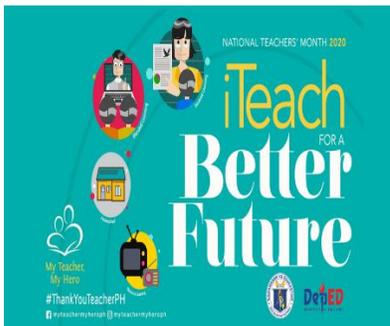
*Congratulations!*



Philippine Christian University  
**74<sup>th</sup> Founding Anniversary**  
*“Trailblazing Digital e/ducation Amid Pandemic”*



**HAPPY  
WORLD  
TEACHERS’  
MONTH!**



“Teaching is my life...”

-Dr. Jaime Gutierrez – Ang  
CHED RQAT – NCR-HUSOCOM

## The Winning Abstract

Jaime Gutierrez – Ang, CHED RQAT – NCR-HUSOCOM

**Her/Stories:** Voices of Women in Selected Vilma Santos Films in the Canon of Philippine Cinema

### Abstract

The study presents a feminist reading through a content analysis of selected Vilma Santos films in the Canon of Philippine Cinema – Sister Stella L by Mike de Leon, Relasyon by Ishmael Bernal, Anak by Rory Quintos, Bata, Bata... Paano Ka Ginawa? and Dekada 70 by Chito S. Roño and Ekstra by Jeffrey Jeturian. It focused on the film’s women protagonists. Feminist film theories of muted culture was employed in studying the women protagonists in these films. Data were gathered as the study underwent three phases: first phase was the library research on film movements, film theories and film criticism including reviews and articles related to issues on women in Philippine media; second phase was the actual viewing of the films to determine if they are representative feminist films and the last phase was the content analysis to probe on their plot, images and voices in Philippine Cinema.

In the end, it was found out that the selected Vilma Santos films in the canon of Philippine cinema have something in common in terms of the message of the story. These are the common life situations of women in our society and the struggles she has to experience in her quest for equality and self-worth. Hence, the images of women as seen in the selected Vilma Santos films in the canon of Philippine cinema are the socially and politically aware, religious/god loving, educated and empowered wife.

Furthermore, the building blocks of the discursive formations on the imaging of Filipino women are metaphors on care, nature, nurture and service to the male other; that is, their images do not exist as individual entities, but exist only in identities that the narratives of history allow them to have. The few histories and texts which discuss the image of the Filipino woman are created mostly by Western and/or male writers. There are very few accounts of “herstories” of domestic labor issues, “feminized trauma” and other narratives on the commodification and objectification of the Filipino Woman.

**Keywords:** feminist, feminine, female, gendered voices

This paper won in the First National Multidisciplinary Research Congress sponsored by Olivarez College as Best Research Paper on Gender Sensitivity and Development.



*“Without Research, our  
Higher Education  
Institutions are a joke.”*

**-Dr. Isagani Cruz**  
De La Salle University Manila



**Let’s Collab!**

**Ms. Paraluman R. Pajanustan** is your “collab” for the Office for Research and Publications. Any inquiries and assistance you need, please contact her through [paraluman.pajanustan@pcu.edu.ph](mailto:paraluman.pajanustan@pcu.edu.ph) or visit us at the ground floor, New Building of the University.





