

**Origins of Philippine
Pop Culture;**

**The Experience
Economy;**

**Role of Media and
Technology in
Philippine Pop
Culture**

Origins of Philippine Pop Culture

- Lumbera: Philippine pop culture traced its roots from the Spanish era by introducing ***plays and literature to the public;***
- The introduction of Christian and European traditions became the instruments of ***pacification***, endorsing interests of the Church and State replacing local traditions: ***pasyon, sinakulo, korido, komedya, and awit. [Noche Buena, Thanksgiving, Halloween]***
- These expressions were in turn used by nationalists to spread ***propaganda against the colonizers, and exposing abuses of the Spanish friars.***



YouTube
Jaymar Patrick



Simbang
Gabi



Simbang Gabi Foundation
29 September 2022 · 🌐



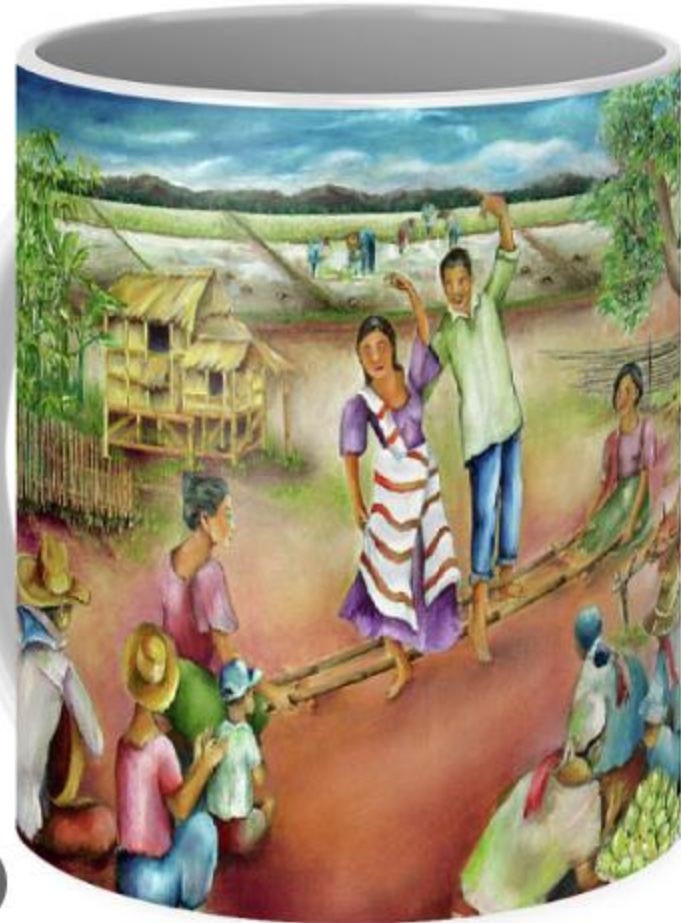
just-passing-thru.blogspot.com

Americans

- Press freedom (printing press, radio, television, film).
- Introduced public educational system and Filipinos learn to speak English.



- Capitalism – the vehicle for popular culture to flourish, appealing to the mass market and not for artistic expression.
 - Producing what the general public would like to consume.
 - Not for art's sake but what would bring the most profit.



Philippine Life and Culture
Coffee Mug

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Some practices introduced



- Clothing: Levis, Nike – promoted as essential, more advanced, more appealing, of higher quality. Local products were seemed to appear inferior.

Christmas: eating ham/pork/lechon

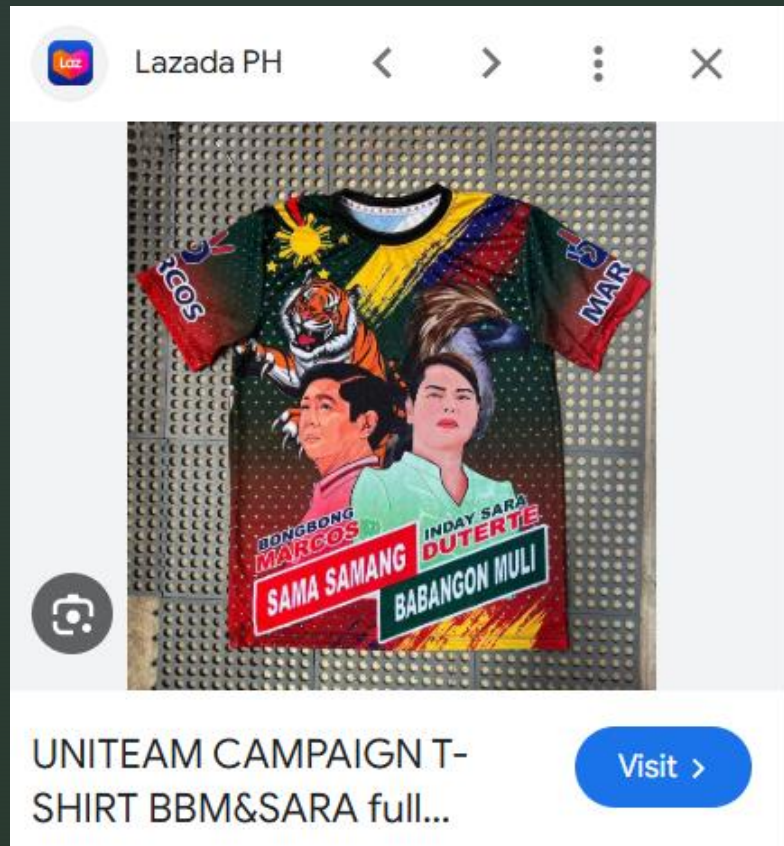


Philippine popular culture can trace its roots in the colonial period and continue to be influenced by multiple sources.





Popular culture is power: on one hand, it can be used to manipulate; on the other hand, it can be used to question and criticize those who want to manipulate, therefore to empower.



ROLE OF MEDIA AND TECHNOLOGY

- Agenda-Setting Theory: The media influences people to focus on something under a certain agenda, to think that something important is going on or when there is not.
- Headlines of the news tell us what is important, and those that are not part of it are less important, or even not important.



Media

- With media, what seemed to be irrelevant may become important if put on the limelight to amuse people and let them buy it.
- News then becomes entertainment and not for getting the appropriate information. News becomes a source of jokes and reactions.





Bite King

2 September · 🌐

binangkal recipe



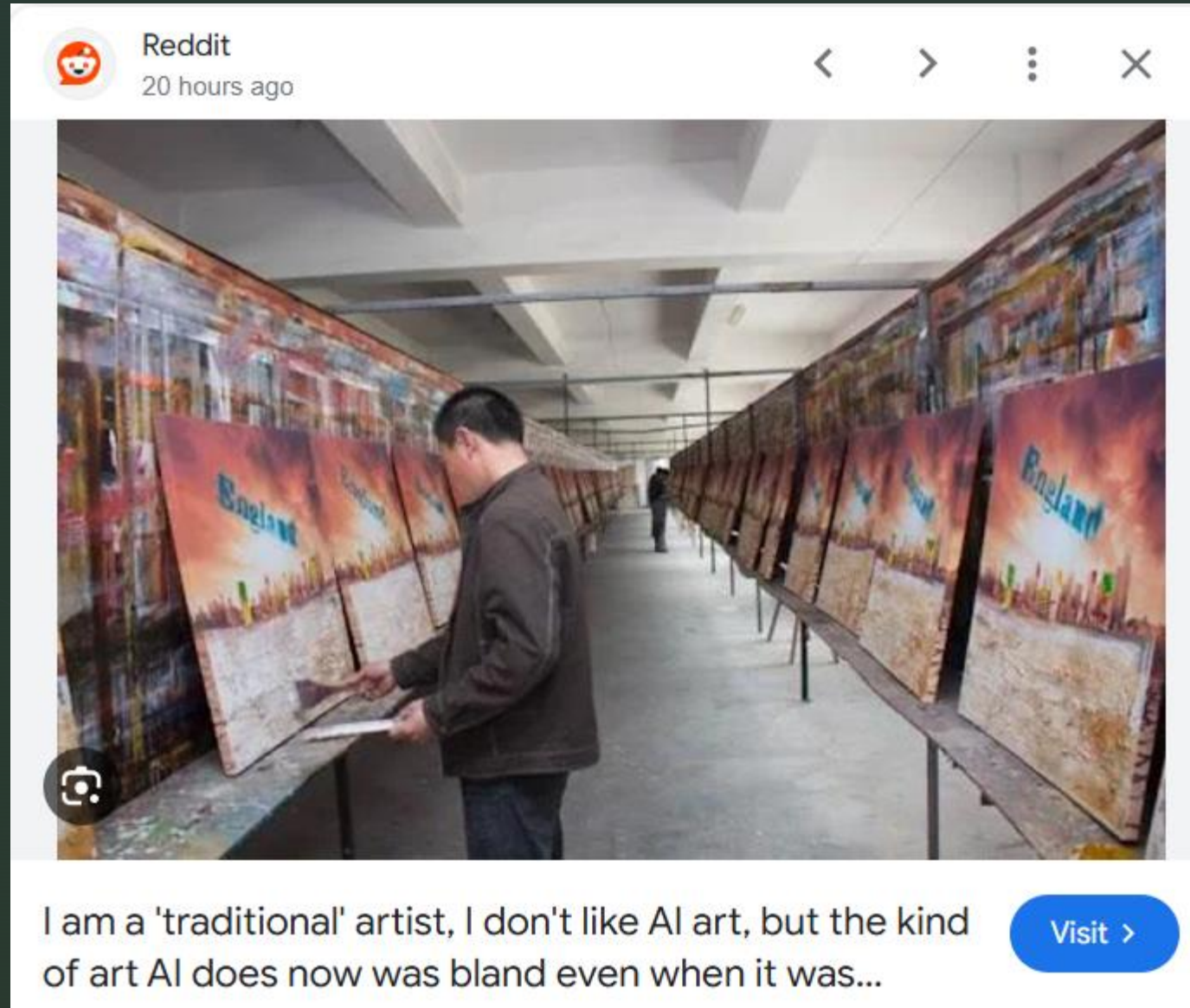
Read in the comments recipes of the

🤔👍❤️ 197K

6K comments 2.6K shares

Cross-promotions:
the promotion of
advertisements in
subtle ways inside
another program or
platform.

- Vulgarization of art – tainting pure art forms with commercial purposes.



Media

- The internet and social media become a channel for the proliferation and promotion of popular culture elements – music, food, beauty products, language, dances, sports, etc.
- Sharing and hyping



564



172K



3.4K



5.7K

Why 'terrorism' raps? Sara Duterte went beyond words, says DOJ exec

Vice President Sara Duterte could face terrorism charges under the very law her father had signed as the Department of Justice viewed her threat to kill the President as an act intended to "harm or threaten the lives of people," to instill fear.

SCREENGRAB FROM RTVM



🤔👍 522

262 comments 17 sha

All

🤔 276

👍 228

❤️ 11

😡 3

More ▼

Social media empower users through:

- Reacting
- Sharing or forwarding contents
- Creating new content

EXPERIENCE ECONOMY

- The kinds of value in the economic offerings:
 - Commodity
 - Good (with added value)
 - Service
 - **Experience** - “an experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event” (Pine and Gilmore).



The value added on the immersion and 'feels' brought about by purchasing and availing the commodity or service.



- Millennials (people born in 1981-1996) are the largest living generation. They prefer memorable experiences more than material possessions.



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Millennials are big on posting “Instagrammable” photos online; and creating a concept that will gain the most interaction or “likes” will herd the most consumers.



Experience economy thrives in tourism: wearing the traditional garb, eating street food, dining in local restaurants, food-and-wine tasting, tattooing (pambabatok) etc.

Experience economy incorporates entertainment and active participation through the utilization of popular culture.



Philippine popular culture is a hybrid of cultural practices that globalization has introduced to the contemporary world.



- Singing has been a huge part of pop culture in the Philippines.
 - Roberto del Rosario, a Filipino inventor holds its patent for inventing the Karaoke Sing-Along system in 1975.
 - In the Philippines, the terms “videoke” and “karaoke” means the same thing.





Organisasyon ng mga Pilipinong Mang-aawit (OPM), was created to address the needs of Filipino popular artists, along with many songwriting competitions that encouraged songwriters to produce music in their native language

OPM also stood for Original Pilipino Music, as an umbrella term for all types of music produced by Filipino songwriters.





2041



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SHOWBIZ

Filtered by: Showbiz

'Hello, Love, Again' tops box offices around the world

By GMA Integrated News

Published November 26, 2024 9:03am



Photo: Alden Richards/IG

"Hello, Love, Again" continues to make waves around the world!