

= Pinoy =

Pinoy (/ ˈpɪnoʊ /) is an informal demonym referring to the Filipino people in the Philippines and their culture as well as to overseas Filipinos in the Filipino diaspora .

An unspecified number of Filipinos refer to themselves as Pinoy or sometimes the feminine Pinay . The word is formed by taking the last four letters of Filipino and adding the diminutive suffix -y in the Tagalog language (the suffix is commonly used in Filipino nicknames : e.g. " Ninoy " or " Noynoy " for Benigno Jr. and III respectively] , " Totoy " for Augusto , etc .) . Pinoy was used for self @-@ identification by the first wave of Filipinos going to the continental United States before World War II and has been used both in a pejorative sense and as a term of endearment , similar to Chicano . Although Pinoy and Pinay are regarded as derogatory by some younger Filipino @-@ Americans , the terms have been widely used and have recently gained mainstream usage particularly among members of the Filipino masses and the Filipino @-@ American sector .

Pinoy was created to differentiate the experiences of those immigrating to the United States but is now a slang term used to refer to all people of Filipino descent . " Pinoy music " impacted the socio @-@ political climate of the 1970s and was employed by both Philippine president Ferdinand Marcos and the People Power Revolution that overthrew his regime . Recent mainstream usages tend to center on entertainment (Pinoy Big Brother) and music (Pinoy Idol) , which have played a significant role in developing national and cultural identity . As of 2016 , the term has been extensively used by the government of the Philippines itself with apparently no derogatory connotations . It is now more positive than the slang term " flip " .

= = Origins = =

According to Filipino American historian Dawn Mabalon , the earliest appearance of the terms " Pinoy " and " Pinay " was in a 1926 issue of the Filipino Student Bulletin . The article that featured the terms is titled " Filipino Women in U.S. Excel in Their Courses : Invade Business , Politics . "

= = = Motivations = = =

The desire to self @-@ identify can likely be attributed to the diverse and independent history of the archipelagic country - comprising 7 @,@ 107 islands in the western Pacific Ocean - which trace back 30 @,@ 000 years before becoming a Spanish colony in the 16th century and later occupied by the United States , which led to the outbreak of the Philippine ? American War (1899 ? 1902) . The Commonwealth of the Philippines was established in 1935 with the country gaining its independence in 1946 after hostilities in the Pacific Theatre of the Second World War had ended . The Philippines have over 170 languages indigenous to the area , most of which belong to the Malayo @-@ Polynesian branch of the Austronesian language family . In 1939 , then @-@ president Manuel L. Quezon renamed the Tagalog language as the Wikang Pambansa (" national language ") . The language was further renamed in 1959 as Filipino by Secretary of Education Jose Romero . The 1973 constitution declared the Filipino language to be co @-@ official , along with English , and mandated the development of a national language to be known as Filipino . Since then , the two official languages are Filipino and English .

As of 2003 there are more than eleven million overseas Filipinos worldwide , equivalent to about 11 % of the total population of the Philippines .

= = Earliest usages = =

The earliest known usages of Pinoy / Pinay in magazines and newspapers date to the 1920s include taking on social issues facing Pinoy , casual mentions of Pinoys at events , while some are advertisements from Hawaii from Filipinos themselves . The following are the more notable earliest usages :

= = = United States = = =

In the United States , the earliest published usage known is a Philippine Republic article written in January 1924 by Dr. J. Juliano , a member of the faculty of the Schurz school in Chicago - " Why does a Pinoy take it as an insult to be taken for a Shintoist or a Confucian ? " and " What should a Pinoy do if he is addressed as a Chinese or a Jap ? "

= = = Philippines = = =

In the Philippines , the earliest published usage known is from December 1926 , in History of the Philippine Press , which briefly mentions a weekly Spanish @-@ Visayan @-@ English publication called Pinoy based in Capiz and published by the Pinoy Publishing Company . In 1930 , the Manila @-@ based magazine Khaki and Red : The Official Organ of the Constabulary and Police printed an article about street gangs stating " another is the ' Kapatiran ' gang of Intramuros , composed of patrons of pools rooms who banded together to ' protect pinoy ' from the abusive American soldados . "

= = = Notable literature = = =

Pinoy is first used by Filipino poet Carlos Bulosan , in his 1946 semi @-@ autobiography , America Is in the Heart - " The Pinoys work every day in the fields but when the season is over their money is in the Chinese vaults . " The book describes his childhood in the Philippines , his voyage to America , and his years as an itinerant laborer following the harvest trail in the rural West . It has been used in American Ethnic courses to illustrate the racism experienced by thousands of Filipino laborers during the 1930s and 40s in the United States .

= = Pinoy music = =

In the early 1970s , Pinoy music or " Pinoy pop " emerged , often sung in Tagalog - it was a mix of rock , folk and ballads - marking a political use of music similar to early hip hop but transcending class . The music was a " conscious attempt to create a Filipino national and popular culture " and it often reflected social realities and problems . As early as 1973 , the Juan De la Cruz Band was performing " Ang Himig Natin " (" Our Music ") , which is widely regarded as the first example of Pinoy rock . " Pinoy " gained popular currency in the late 1970s in the Philippines when a surge in patriotism made a hit song of Filipino folk singer Heber Bartolome 's " Tayo 'y mga Pinoy " (" We are Pinoys ") . This trend was followed by Filipino rapper Francis Magalona 's " Mga Kababayan Ko " (" My Countrymen ") in the 1990s and Filipino rock band Bamboo 's " Noypi " (" Pinoy " in reversed syllables) in the 2000s . Nowadays , " Pinoy " is used as an adjective to some terms highlighting their relationship to the Philippines or Filipinos . Pinoy rock was soon followed by Pinoy folk and later , Pinoy jazz . Although the music was often used to express opposition to then Philippine president Ferdinand Marcos and his use of martial law and the creating of the Batasang Bayan , many of the songs were more subversive and some just instilled national pride . Perhaps because of the cultural affirming nature and many of the songs seemingly being non @-@ threatening , the Marcos administration ordered radio stations to play at least one - and later , three - Pinoy songs each hour . Pinoy music was greatly employed both by Marcos and political forces who sought to overthrow him .