

**“PINOY PRIDE” PHENOMENON: A STUDY ON MEDIA AND FILIPINO  
NATIONALISM**

Johanna D. Abdulrahman

Mary Michelle S. Ng

A Thesis Presented to the Department of Communication of the Ateneo de Manila University

In Partial Fulfillment of the Requirements for the Degree of Bachelor of Arts

October 2012

Deleted: ¶

Deleted: ¶

Deleted: ¶

Deleted: ¶  
¶  
¶

Deleted: ¶

Deleted: ¶

Deleted: ¶

Deleted: ¶

## Chapter 2: Review of Related Literature

The Philippine colonial eras, according to Constantino, had a significant influence on the consciousness of the Filipino people, insofar that it has modified and conditioned it to favor the needs of the colonizers that lasted even during the postcolonial era. From the Spanish colonization, Filipinos became accommodating, obedient, and fanatical. From the Americans, Filipinos developed Western preferences, thus patronizing a Western consumerist orientation. This consciousness is, therefore, a colonial consciousness as contrasted to its counter consciousness—the nationalist consciousness (Gripaldo, 2004).

The nationalist consciousness, Constantino describes, is the antidote to colonial consciousness. In the first place, Constantino (1970, 45) defines nationalism to be primarily the “the summation of the needs of the people, the description of their present condition, the appraisal of their values, thoughts and emotions, the depiction of their struggle to liberate part of his being which is a captive of the colonial condition.”

Nationalism, Constantino (1970) goes further to suggest, has two goals—that it should be in the form of mass nationalism and that it should be anti-imperialist. Therefore, he continues, nationalism must be a “struggle for the national surplus—an effort to ensure that the fruits of the labor of the citizens go to the national fund to be accumulated for public investments and to provide the necessary services for the people instead of being siphoned off to other countries” (Constantino, 1979, as cited in Gripaldo, 2004, 5).

If the national culture is, indeed, “a manifestation of the struggle for national independence” (Constantino, 1970, 45), then the colonialism in the Philippines has not demolished, rather, it has developed into neocolonialism under the guise of internationalism (Gripaldo, 2004). The Philippines opens itself to various foreign cultural invasions—dominantly Westerns—which without nationalism as a firm foundation, could be destructive of the Filipino development.

Deleted: ABDULRAHMAN, Johanna D. NG, Mary Michelle S. October 2012

Deleted: -

Deleted: and,

Deleted: .

Deleted: .

Deleted: .

Deleted: ” (p.45).

Deleted: : it must be a

Deleted: .

Deleted: .

Deleted: p.

Deleted: .

Deleted: p.

Deleted: instead

Deleted: .

Deleted: up

Deleted: .

Deleted: .

## References

Anderson, [Benedict](#). *Imagined Communities: Reflections on the Origin and Spread of Nationalism Revised Edition*. London and New York: Verso, [1991](#).

Bueno, [M.A.](#), [Gadia, A.B.](#), and [Tulad, V.T.](#) "Knockout: How Fans and the Media in a Boxing Forum Construct Manny Pacquiao's Heroism." Undergraduate thesis, [Ateneo de Manila University](#), [2009](#).

Castro, [Christi-Anne](#), "Subjectivity and Hybridity in the Age of Interactive Internet Media: The Musical Performances of Charice Pempengco and Arnel Pineda." *Humanities Diliman* [7\(1\) \(2010\): 1-23](#).

Constantino, [Renato](#). *Dissent and Counter-consciousness*. Quezon City: Malaya Books Inc., [1970](#).

[Constantino, Renato](#). *Identity and Consciousness: The Philippine Experience*. Quezon City: Malaya Books, [1974](#).

Cua, [L.R.](#) and [Fuentes, K.A.](#) "Processing Pacquiao: The Fighting Spirit that Moved the Filipino Nation into Action." Undergraduate thesis, [Ateneo de Manila University](#), [2010](#).

Gier, [Jean Vengua](#), "The Filipino Presence in Hollywood's Bataan Films." In *Geopolitics of the Visible: Essays on Philippine Film Cultures*, edited by [Rolando B. Tolentino](#), [35-57](#). Quezon City: [Ateneo de Manila University Press](#), [2000](#).

Gripaldo, [Rolando](#), *Renato Constantino's Philosophy of Nationalism: A Critique*. Manila: De la Salle University [Press](#), [2000, 2004](#).

**Deleted:** (1991).

**Field Code Changed**

**Commented [ESEL1]:** As required by the style guide, please provide the first and second (or middle) names of the authors. Unfortunately, this source cannot be found online.

**Deleted:** &

**Deleted:**

**Deleted:** (2009).

**Formatted:** Font: Not Italic

**Deleted:** (

**Deleted:** ). Ateneo de Manila University, Quezon City

**Deleted:** . (January - June 2010)

**Deleted:** , Vol

**Deleted:** No 1, pp.

**Deleted:** -

**Deleted:** (1970).

**Deleted:** pp. 41-47

**Deleted:** Constantino, R. (1970). *Dissent and Counter-consciousness*. Quezon City: Malaya Books Inc., pp. 41-47.

**Deleted:** (1974).

**Deleted:** pp. 47-54

**Commented [ESEL2]:** Similar to the second reference, please provide the complete first and second (or middle) ...

**Deleted:** &

**Deleted:** (2010).

**Formatted:** Font: Not Italic

**Deleted:** (

**Deleted:** ).

**Deleted:** , Quezon City

**Deleted:** .

**Deleted:** .

**Deleted:** (2000)

**Deleted:** .

**Formatted:** Font: Italic

**Formatted:** Font: Italic

**Deleted:** pp.35-57

**Deleted:** . (2000, 2004)

**Deleted:** "

**Formatted:** Font: Italic

**Deleted:** "

**Deleted:** *Filipino philosophy: Traditional approach*. P{ ...