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Dalumat

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MEDIA, AND CREATIVE RESEARCH

Dalumat

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EDITOR'S NOTE

Greetings in the name of Our Lord God Almighty!

Tarlac State University, through the Department of Communication of the College of Arts and Social Sciences, proudly presents the Journal of Communication (ISSN No. 3116–3165), Volume 1. This inaugural issue features the pioneering scholarly works and research outputs of our students who courageously and thoughtfully explore the ever-evolving landscape of media, culture, and society.

This first volume stands as a testament to the Department's steadfast commitment to academic excellence, ethical communication, and the pursuit of truth—principles deeply anchored in the University's mission to develop professionals who serve with integrity, competence, and purpose. Each article in this edition embodies rigorous inquiry, critical reflection, and creative insight, demonstrating the intellectual maturity and social responsibility of our emerging communicators.

We extend our sincerest appreciation to the contributors, peer reviewers, faculty mentors, and members of the editorial team whose dedication and collaborative spirit made this publication possible. Their commitment reflects the vibrant scholarly community we continue to cultivate within the Department.

May this journal serve as a platform for meaningful discourse, inspire future research endeavors, and reaffirm the transformative power of communication to enlighten minds, empower communities, and promote positive social change.

To God be all the glory.

Asst. Prof. Maria Fermina Joyce C. Nucum
Head, Department of Communication
Editor-in-Chief

A SPECIAL PROJECT ON THE PROMOTION OF DENTAL HEALTH SERVICES IN BARANGAY SAPANG MARAGUL TARLAC CITY

a research by Bulalayao, Harlot T., Dela Cruz, Danae F., Duay, Mary Angel S., Rivera, Aimel Franz P., Sese, Czhailea Anne D., & Yalung, Jerina Rose D.

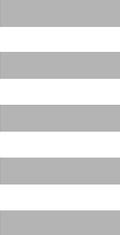
Adviser: Ms. Jay Ann L. Pablo



ABSTRACT

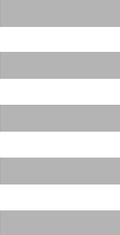
This special project aimed to address the limited access to dental health knowledge and services in Barangay Sapang Maragul, Tarlac City. The project sought to enhance dental health literacy and promote access to services among underserved communities. It used survey questionnaires along with audio-visual presentations (AVPs) to identify barriers to accessing dental services, assess the effectiveness of integrating dental health education into literacy initiatives, and highlight the importance of dental health. The special project also recognized the link between health and education and aimed to empower individuals with dental health knowledge, recognizing oral well-being as integral to overall health.

The pre-survey results showed that most of the residents were unaware of the importance of dental care despite being highly aware of oral diseases. Access to dental care was very limited, and many people did not even know about the neighborhood dental center before the intervention. To address these issues, questions were formulated to target dentists who provided expert input for the audio-visual presentation (AVP), which comprised two parts: a jingle video aimed at children and a more serious and informative video designed for adults.



A post-survey was then developed to align with the key findings from the pre-surveys.

The special project concluded that combining dental health education with audio-visual presentations (AVPs) improved the respondents' dental care habits and general tooth health, resulting in increased awareness of dental health services within the community and willingness to use them.



A THESIS DOCUMENTARY ON “KABUHAYAN SA KABUTE” SUSTAINABILITY OF MUSHROOM INDUSTRY IN TARLAC PROVINCE

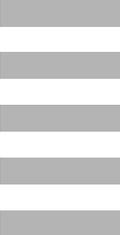
a research by Bulosan, Micah Joy, Manuel, Eunice and Serapion, Nicky Fhaye

Adviser: Assoc. Prof. Jazzel Llaneli M. Manabat



ABSTRACT

This study investigated the various aspects of this industry, including its potential for income production, sustainable agriculture techniques, and rural community development. The mushroom industry represented a distinct and promising option for agricultural development. The researchers examined the successful tactics used by mushroom growers in six municipalities in Tarlac Province, focusing on characteristics such as year-round harvesting, value-added product diversification, and effective marketing strategies. It also investigated the critical role of Local Government Units (LGUs) in promoting this industry through financial aid, training programs, and market access activities. This study looked at the practices used by Tarlac farmers to ensure year-round harvests and high-quality mushrooms. It demonstrated their innovative spirit, as evidenced by the development of several value-added goods such as Mushroom Chicharon and Bagoong. Contamination, for example, was a major issue for Tarlac’s mushroom growers. This study investigated farmer-implemented solutions, with an emphasis on hygiene and adequate pasteurization processes.



This study sought to gain a better understanding of the mushroom industry's potential by examining successful practices, support mechanisms, and current difficulties. It aimed to empower stakeholders by making evidence-based suggestions that contributed to the sector's long-term and profitable growth. This study provided an encouraging overview of Tarlac's growing agriculture business through the experiences of hardworking farmers and the supportive efforts of local governments.

AN ANALYSIS OF THE 2022 PUBLIC RELATIONS STRATEGIES OF ATTY. LENI ROBREDO

a research by Cayabyab, Maribethclaire C.; Dalit, Alyssa Mia Maika, & Feria, Emilio Jr. B.
Adviser: Ms. Maricor Cheska B. Santos



ABSTRACT

This study focuses on the aspect of political engagement on the public relations strategies employed by Atty. Leni Robredo during her 2022 campaign. The study and conducted interviews with key members of Atty. Robredo's public relations team as well as political analysts. The interview findings show that Atty. Leni Robredo has used three public relations (PR) strategies; (a) Project Adorable which aims to make Atty. Leni Robredo more relatable by highlighting her genuine character as a political figure, (b) Project Resibo which aims to counter all the misinformation by showcasing her programs and achievements, and lastly (c) Highlighting People's Campaign where they highlight and used the support energy to mobilize spontaneous support. Despite the effectivity in raising her support number the study revealed that it was deemed ineffective in winning the 2022 election as the occurrence of several challenges and failure to address them contributed to the election outcomes.

AN ANALYSIS OF THE CONTRIBUTION OF THE PUBLIC RELATIONS STRATEGIES OF YOUNG FILIPINO POLITICIANS ON WINNING IN THEIR RESPECTIVE CITY/MUNICIPALITY

a research by Cabigao, Michael Ray S., Grospe, John Joseph M., Migueal, Abigail Caryl B., Tiongco, Dandy Jr. S.

Adviser: Asst. Prof. Maria Fermina Joyce C. Nucum



ABSTRACT

This research aims to conduct a comprehensive analysis of the contribution of the public relations strategies employed by young Filipino politicians to secure victory in their respective City/Municipality elections. The study examined the critical impact that public relations tactics played in influencing the local election successes of young Filipino politicians, especially in Tarlac Province. Important insights were discovered through performance analysis, surveys, and interviews. Among the several tactics used by Congressman Christian Yap, Mayor Donya Tesoro, Vice Mayor Joan Carla Bautista, and Councilor Ace Win Win Manalang were online presence, familial relationships, and community engagement. These politicians demonstrated resiliency and inventiveness in the face of obstacles including internal disagreements and gender biases, finally winning elections. These results shed light on the intricate relationship that exists between public relations, political dynamics, and electoral outcomes. They also provide important new information for future studies and the comprehension of Philippine local politics.

AN ANALYSIS OF THE ONE TOWN, ONE PRODUCT OF THE DIFFERENT MUNICIPALITIES OF TARLAC

a research by David, Jestine May G.; Faciol Bruce Stephen Norros R.; Garcia, Nicole Keana Mari A.; Ibulan, Anabelle Q.; Lopez, Jillian D., Melegrito, Georvie Gae F.; Manio Robert Andrew I. & Uson, Edsel Ian E.

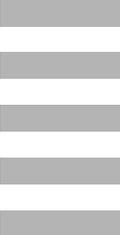
Advisors: Ms. Liana Faith Q. De Leon and Mr. Marco Polo M. Flores



ABSTRACT

This study examined the implementation and significance of the One Town, One Product (OTOP) initiative, focusing on its objectives, operational framework, and contributions to micro, small, and medium enterprises (MSMEs) in the province of Tarlac. Specifically, it explored the rationale behind the creation of the OTOP program and how it supports local enterprises in product development, marketing, and economic sustainability. The research identified twelve municipalities in Tarlac that actively participate in and uphold the principles of the OTOP project. It highlighted the flagship products of each municipality, the individuals or enterprises behind these products, and the initiative's impact on their respective businesses. Furthermore, the study examined how OTOP contributes to the promotion of Tarlac as a tourism destination by showcasing distinctive local products. The findings underscore the role of OTOP in strengthening local entrepreneurship and enhancing provincial identity through product-driven tourism development.

Keywords: One Town, One Product (OTOP); micro, small, and medium enterprises (MSMEs); Tarlac; tourism development



AN ASSESSMENT OF THE AWARENESS AND LISTENERSHIP PATTERNS OF TSU 87.5 FIREFOX RADIO AMONG TARLAC STATE UNIVERSITY STUDENTS

a research by Bermudez, Arthur Jay D.; Carbonel, Angel Wenn G.; Herrera, Zyrah Babes T., & Pineda, Hazzel Mhae Q.

Adviser: Asst. Prof. Maria Fermina Joyce C. Nucum



ABSTRACT

This study examines the level of familiarity of Tarlac State University (TSU) students with TSU Firefox Radio, the official radio station under the College of Arts and Social Sciences – Communication Department. Specifically, it investigates students' listening preferences and patterns, as well as the factors influencing their listenership. The research aims to provide insights into how students from different colleges engage with the station's radio programs and content. By assessing variations in awareness, interaction, and program preferences across academic units, the study seeks to evaluate the reach and effectiveness of TSU Firefox Radio as a campus-based communication platform. The findings are expected to contribute to the improvement of programming strategies and audience engagement initiatives within the university community.

BEST PRACTICES OF LEADING UNIVERSITIES IN REGION III IN THEATER ARTS CATEGORIES UNDER CULTURE AND ARTS COMPETITION

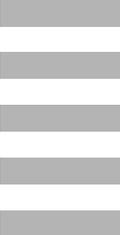
a research by **Mary Joy Briones** and **John Carlo Jimenez**

Adviser: **Prof. Jose Russell S. Arador**

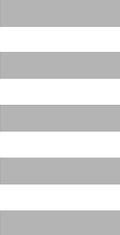


ABSTRACT

This study encapsulated the best practices of the three leading universities in Region III in the Theater Arts categories under the Culture and Arts competition. The three universities being referred to in this study are Bataan Peninsula State University, Bulacan State University, and Tarlac State University, which have consistently secured a spot in the said category from the years 2019, 2022, and 2023. This study aimed not just to highlight the notable methods and approaches of the three universities but also to show appreciation for the art of theater. In addition, this study sheds light on the challenges faced by the participants and what improvements should be made by the universities' administrations. The researchers utilized a descriptive research design, and a semi-structured interview question was formulated for the data collection. The study identified several current trends and methods used by the three leading universities. These strategies help them stand out in the CAASUC competition. Furthermore, differences have emerged in terms of participant selection, training style, awards and recognitions, funding, resource allocation, and challenges, demonstrating their distinct perspectives in their performances.



Despite their differences, the top three leading universities share common practices and approaches, and these similarities are unavoidable because there are practices that they must employ in order to meet the competition's standards. Finally, the study's findings have various implications for the practices of the participating teams as well as university policies.



COMMUNICATION MATERIALS IN ILOCANO DIALECT AS RISK DISASTER PREPAREDNESS STRATEGY ON THE SELECTED BARANGAYS OF MANGATAREM, PANGASINAN

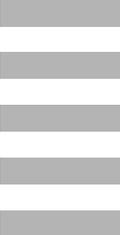
a research by Mariano, Bryan Brett S., Saura, Chelsea B., Sumaoang, Danica, & Sinio, Patrick John

Adviser: Asst. Prof. Maria Fermina Joyce C. Nucum

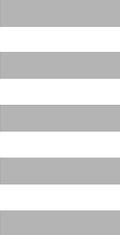


ABSTRACT

This special project aimed to improve disaster preparedness among the Ilocano-speaking residents of the selected five barangays of Mangatarem, Pangasinan by translating the existing Disaster Information Communication Materials (DICM) into the Ilocano dialect. The selected barangays are Barangay Bunlalacao, Talogtog, Suaco, Pampano, and Bogtong Silag. The researchers assessed the availability of DICM in the selected barangays, evaluated the utilization of the translated materials, and examined the acceptability of the Ilocano-translated DICM among the residents. The study employed purposive sampling to select the 121 total respondents across the barangays. A 4-point Likert Scale was used to determine the effectiveness and acceptability of the translated DICM. The findings revealed that while four out of five barangays had existing DICM both in Ilocano and English, the Ilocano translations effectively met the needs and expectations of the Ilocano-speaking population. Residents demonstrated a strong understanding of the materials, found them valuable in addressing disaster-related concerns, and were likely to recommend them to others.



The translated DICM was generally deemed as acceptable by the residents, with high ratings for language preference and disaster resilience. However, aspects like accessibility and likelihood of recommendation scored lower. Overall, with a mean score of 3.12, the Ilocano-translated DICM was well-received, highlighting the importance of providing disaster information in the local language to enhance community preparedness and resilience.



COMPARATIVE ANALYSIS OF NOTABLE LIVELIHOOD AND SANITATION PROGRAMS ACROSS THE ADMINISTRATIONS OF CRISTY ANGELES, ACE MANALANG, AND ARO MENDOZA IN TARLAC

a research by Jimenez, Joyce B. & Guiam, Angelito L.



ABSTRACT

Tarlac City, known as the heart of Tarlac Province, has shown transformations in areas of livelihood and sanitation across different mayoral administrations over the years. This chapter embarks on an exploration of the study entitled “Comparative Analysis on Notable Livelihood and Sanitation Programs Across the Administrations of Cristy Angeles, Ace Manalang, and Aro Mendoza in Tarlac City.” Despite enduring numerous challenges, Tarlac City has steadily navigated its path toward progress and development. Over the years, these transformations have significantly impacted the lives of every Tarlaqueños. As Tarlac City has reached significant milestones and emerged as a regional economic powerhouse, it is important to study the efficacy of implementation strategies for livelihood and sanitation programs in the city. Researchers aim to identify the nuances, strengths, and areas that require improvement in these initiatives, ultimately adding to the sustainable development and governance in Tarlac City.

COMMUNITY DEVELOPMENT: A STUDY ON ANGAT BUHAY FOUNDATION'S PROGRAMS, PROJECTS, AND ACTIVITIES TOWARD VOLUNTEERISM

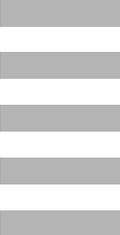
a research by Cabalu, Claire Anne E., Taguines, Jessica D., & Tenio, Dawn Yra C.

Adviser: Dr. Gladie Natherine G. Cabanizas

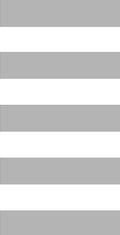


ABSTRACT

This study is focused on the programs, projects, and activities of Angat Buhay Foundation toward volunteerism. This aimed to explore how Angat Buhay Foundation addresses its recruitment and retention challenges among its volunteers that are particularly situated in Tarlac. The researchers gathered a total of thirteen (13) participants including ten volunteers from Angat Buhay, It Takes a Heart Association, Inc., and Aslag Ning Pag-Asa Tarlac. The remaining three participants are program managers and assistant program manager from Angat Buhay. This research made use of mixed methodology and an explanatory sequential design. The ten participants answered a survey questionnaire that aimed to describe the profile of the volunteers followed by an interview. The remaining three participants proceeded to the interview since they are not considered as volunteers. Upon analyzing the data gathered, different themes became apparent to the researchers. Based on the results, the main reason why Tarlac-based volunteers partake in community development is because they want to help in improving the living conditions of other people.



Furthermore, the volunteers who frequently spend time in these kinds of activities are usually single males who belong to the prime and working age group bracket. They have also been found to be having a full-time type of occupation. To add, the role of civil society groups, particularly It Takes a Heart Association, Inc. and Aslag Ning Pag-Asa Tarlac, in fulfilling the objectives of Angat Buhay Foundation is to serve as the provincial arm of the foundation in Tarlac. Meanwhile, it has been found that the local government units in Tarlac may provide support to the initiatives of the civil society groups especially in terms of logistics and security measures. Lastly, when it comes to recruiting volunteers, the strategy of Angat Buhay is to build networks with institutions and partner with different civil society groups aside from calling for direct volunteers. When it comes to retaining their volunteers, Angat Buhay focuses on improving the volunteer experience of volunteers. With this generated data, the researchers gained an in-depth understanding of how organization and developmental communications played a vital role in volunteer programs, resulting in a more comprehensive knowledge in these disciplines.



GENERATIONAL DIFFERENCES IN COMMUNICATION AND CONFLICT RESOLUTION IN HIGH-STRESS WORK ENVIRONMENT WITHIN TARLAC'S EVENT INDUSTRY

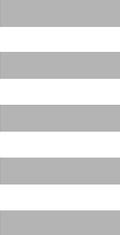
a research by Taday, Kristine Angelika B.; Reyes, Tyrone Zedrick T.; Madriaga, Ralph Joseph D., & David, Michelle Mae G.

Adviser: Asst. Prof. Maria Fermina Joyce C. Nucum



ABSTRACT

This research paper examines the differences between Generation Z and Millennials regarding their communication and conflict-resolution skills within Tarlac's event industry. This study utilized descriptive comparative methods, including interviews and analysis of the differences between their communication styles and conflict-resolution strategies. Moreover, it delves into what specific high-stress scenarios the event coordinators experienced, how generational differences impact communication effectiveness and efficiency in high-stress work scenarios in events, and to what extent their generational differences contribute to or alleviate the challenges associated with conflict resolution in the high-stress work environment of Tarlac's event industry. It contributes to a better comprehension of the differences between communication and conflict-resolution strategies of Millennials and Generation Z and offers valuable insights for future research and interventions. By conducting this study, it informs event coordinators, event suppliers, future clients, and the general public of various strategies employed by both generations that they utilize to manage the high-stress work environment that they experience.



INTEGRATION OF DIGITALIZATION ON MUSEUMS: EXPLORING THE CHALLENGES AND OPPORTUNITIES

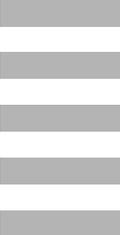
a research by Gandol, Renlyn Joy B.; Manaloto, Ian Benjamin A.; Malungcut, Ricardo Jr., & Naris, Michael

Adviser: Prof. Jose Russell S. Arador



ABSTRACT

This special project aims to investigate the opportunities and challenges that arise from museums' incorporation of technology into their exhibits. A documentary-style format had been adapted which incorporated interviews, archival footage, and visual representations to present the findings of their study. The researchers have utilized a qualitative approach that focused on the in-depth exploration and analysis of the challenges and opportunities the respondents have encountered. Moreover, it further examines how different museums vary in terms of their implementation and utilization of digital technologies, the potential financial implications that digital integration poses for museums and measures that were put in place to ensure sustainable funding models to support digital initiatives/ The study also looks into how the integration of digitalization of museums in Central Luzon foster inclusivity and accessibility along with its effects on public interest. This study contributes to a deeper understanding of how museums in Central Luzon attempt to incorporate their digital initiatives along with the challenges and opportunities and offers valuable insights for future research.



By conducting this study, it informs museum curators, staff, and the public of museums' goals of integration and inclusivity by means of technological adaptations.

SA LIKOD NG MGA TALA: SPECIAL PROJECT EMPOWERING BACKSTAGE CREW THROUGH WORKSHOPS AT TNHS - SPECIAL PROGRAM IN THE ARTS

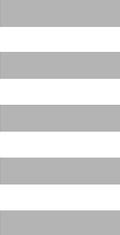
a research by Caguiat, Shiela G., Lofranco, Lg Caress O., Mariano, Lucia M., & Tindongan, Fred Jzeidric L.

Adviser: Prof. Jose Russell S. Arador

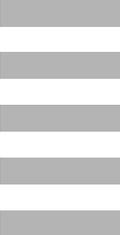


ABSTRACT

This special project focused on empowering the backstage crews of Tarlac National High School's Special Program in the Arts for Grade 9 students specializing in Media Arts, Visual Arts, and Creative Writing. Three groups from Grade 9 for the school year 2023-2024 were specifically selected by the researchers' panelists. The research made use of Focus Group Discussions to determine the students' level of knowledge and skills before and after the "Sa Likod ng mga Tala" workshops and tours. Results of the Pre-evaluation recommended that before the "Sa Likod ng mga Tala" workshops, TNHS SPA students had a moderate level of knowledge and skills in these areas. Furthermore, the SPA Grade 9 coaches validated that prospective students had the limited knowledge and skills in these backstage roles. As the students gained first-hand knowledge specifically through the "Sa Likod ng mga Tala" workshops and tour, their coaches witnessed that they had considerable enhancement in these backstage roles in terms of outputs and activities from the empowerment of knowledge and skills.



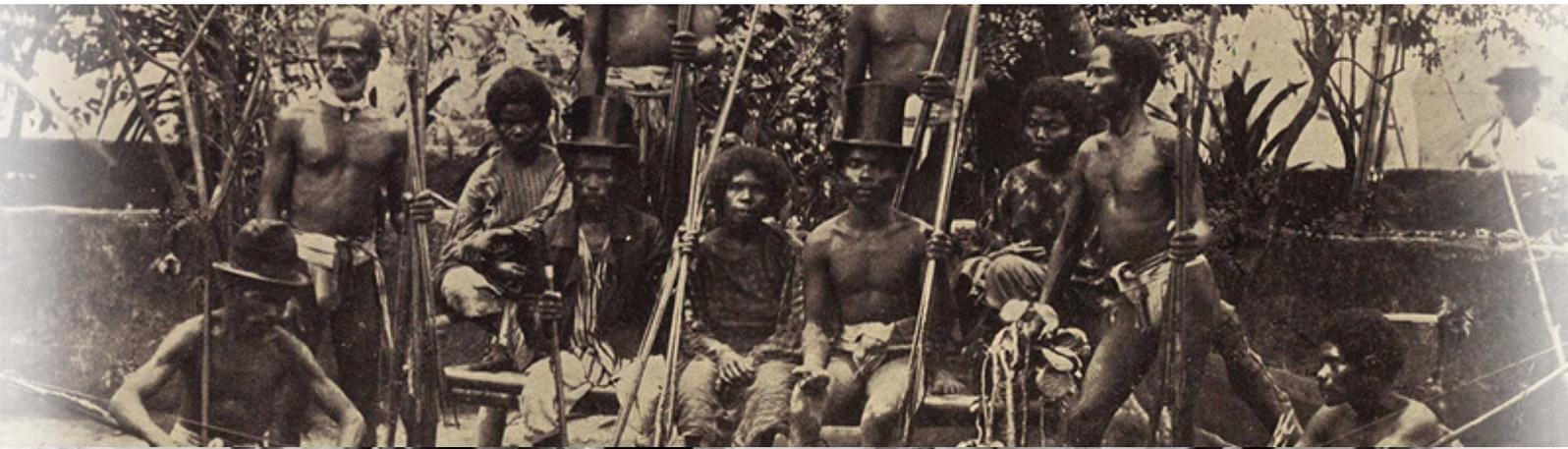
Hence, this study recommends the continuity of the special project annually as a gateway to empower and appreciate the work of the future backstage crews of Tarlac National High School.



THE REDISCOVERY OF INDIGENOUS FILIPINO HUNTING TECHNIQUES

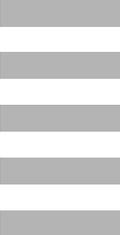
a research by Arceo, Patrick James,; David, Sean Kian,; Lugtu, Rubynda & Pitacio, Jasper Miguel M.

Adviser: Mr. Jovito Z. Taruc

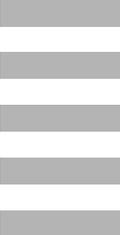


ABSTRACT

The thesis-documentary explores the different ways of hunting of the Aeta Mag-Antsi of Bamban, Tarlac, and the Aeta Abelling of San Jose, Tarlac. Katutubos have been around the Philippines since the 1880s, and because of their resilience to colonization, they have managed to preserve their cultures and practices. One of the biggest challenges that Katutubos face is their illiteracy about the laws of the lowlanders. With this, they are always in a state of land dispute with their local governments. In the progression to the modern world, Aetas, because of their primitive lifestyle, are always facing constant discrimination from the lowlanders. The lack of interest in and saturation of their culture causes it to cease. One of the most notable practices that they have managed to save is their source of sustenance: hunting. The thesis-documentary aims to pathologize the source of evolution in their hunting techniques, the purpose of it then, and the purpose of it now.



The qualitative-descriptive method of study was used to answer the statement of the problem. In support of the findings, a video documentary of Katutubo interviews and researcher immersion was also produced. The study has found that: 1.) The evolution of their practices is directly related to the Katutubos' interactions with the lowlanders; 2.) Although their hunting practices are seemingly diminishing, they are evolving into a modern way of sustenance for the Aetas. The study has found the procedures of the Aetas before, during, and after hunting. It has also articulately described the effect of the lowlanders in terms of materials and reasons for hunting the Aetas and vice versa.



THE VANISHING TRIBE: A CASE STUDY OF THE IBALOI PEOPLE'S INDIGENOUS ART FORMS AND TRADITIONS

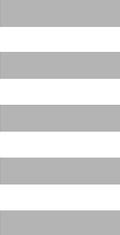
a research by Calalo, Vanessa Mae O., Delos Santos, Irish Claire H., Reyes, Erica A., Tecson, Louel Gray S., Zhou, James Nicole D.
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ABSTRACT

This study explores and documents the cultural heritage of the Ibaloi people, an indigenous group in the Cordillera region of the Philippines. Guided by key research questions, it seeks to provide a comprehensive understanding of Ibaloi identity, cultural expressions, and the challenges confronting their heritage preservation. The study first examines the historical origins, social structures, and distinct cultural markers that define Ibaloi identity and differentiate them from other indigenous communities. It then investigates their cultural heritage through various art forms and traditions, including traditional music, dance, weaving, and carving, as well as rituals, festivals, and social practices integral to their way of life. By analyzing these cultural elements, the research highlights both the richness of Ibaloi heritage and the contemporary issues affecting its continuity. The findings contribute to broader discussions on cultural preservation, indigenous identity, and the importance of safeguarding intangible cultural heritage in the Philippines.

Keywords: Ibaloi; indigenous peoples; cultural heritage; Cordillera; traditional arts; cultural preservation



Third, the study identifies the challenges encountered by the Ibaloi people in preserving their cultural heritage. These challenges include modernization, loss of traditional knowledge, and external cultural influences, which threaten the transmission of their cultural practices to future generations.

Fourth, the research explores the efforts made by both the Ibaloi community and the government to safeguard their cultural heritage. This includes community-led initiatives, educational programs, policy measures, and collaborations with cultural organizations aimed at revitalizing and promoting Ibaloi culture.

Finally, the study examines how research and documentary efforts can benefit the Ibaloi community. By raising awareness, documenting cultural practices, and providing educational resources, such efforts can support the preservation and appreciation of Ibaloi heritage, both within their community and in the broader society.