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# Dalumat

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# Dalumat

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Media and Creative Research • VOLUME 1

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# EDITOR'S NOTE

Greetings in the name of Our Lord God Almighty!

The Tarlac State University, through the Communication Department of the College of Arts and Social Sciences, is very proud to issue the Journal of Communication (ISSN: \_\_\_\_\_), Volume 1, featuring the pioneering scholarly works and research outputs of students, who continue to explore the ever-evolving landscape of media, culture, and society.

This inaugural volume stands as a testament to the department's commitment to academic excellence, ethical communication, and the pursuit of truth—values deeply rooted in the university's mission to nurture professionals who serve with integrity and purpose. Each article in this edition reflects not only rigorous research and creative insight but also the heart of communicators striving to make a positive impact in their communities and beyond.

We extend our deepest gratitude to the contributors, reviewers, and editorial team whose dedication and passion made this publication possible. May this journal inspire more scholars to engage in meaningful discourse, advance the field of communication, and uphold the power of words to enlighten, empower, and transform.

To God be all the glory!

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



# MOBILIZATION COMMUNICATION STRATEGIES OF THE LOCAL GOVERNMENT IN BARANGAY BUENO, MARUGLO, AND STA. JULIANA, CAPAS, TARLAC

a research by **Carla Mae B. Adriano, Jamilla A. Fider & Madonna Marie P. Macadangdang**



## ABSTRACT

This research identified the mobilization strategies employed in far-flung areas of Capas: Bueno, Maruglo, and Sta. Juliana. The study revealed that Public Announcements and Community Meetings are the most prevalent and effective mobilization strategies, with Public Announcements dominating in Maruglo and Sta. Juliana, and Community Meetings being most effective in Bueno. Conversely, Flyers and Posters were consistently identified as the least effective strategy across all Barangays. Regarding Communication Challenges, the lack of technologies emerged as the most significant issue in Maruglo, and Sta. Juliana, while lack of information was more pronounced in Bueno. Strategies to address these challenges included feedback mechanisms, Barangay engagement, and Community meetings. Additionally, the Boots Friday program and regular community assemblies were identified as best practices, with Boots Friday being widely recognized as a replicable and successful model for enhancing community participation. Overall, the findings underscore the importance of interactive, community-based approaches in improving mobilization and communication at the Barangay level.



# EXPLORING COMICS AS MEDIUM FOR COMMUNICATING SOCIETAL ISSUES THROUGH ART

a research by **Maria Rose S. Utal, Gerald James C. Valdez & Pia Nel T. Yambao**



## ABSTRACT

This study focused on investigating the artistic function of comics in expressing societal issues and look at notable works from a variety of local artists, genres, and social concerns to see how comics are ideally positioned to engage readers. This aimed to explore how comics serve as a vehicle for communicating societal issues through art, examining the impact of visual storytelling on raising awareness, fostering empathy, and inspiring social change. The researchers gathered a total of 12 respondents who participated in this study, including three comic artists and nine comic readers. The researchers employed qualitative research design and semi-structured interviews. The Six participants were interviewed virtually. The remaining six participants participated in face-to-face interviews. Upon analyzing the data gathered, different themes became apparent to the researchers. Based on the results, many of the artists shared that their comics function as a platform for social and political commentary, reflecting real-life issues such as government and national events. Majority of them prefer to use humor present serious issues in a lighthearted way.



Additionally, some artists also utilize word-comics that emphasize text and quotations, this approach strengthens the emotional connection with readers and deepens their understanding of the message. From the perspective of readers, comics are recognized as both entertaining and educational, offering insights that challenge personal perspectives. Despite their influence, comic artist face backlash and threats when addressing controversial topics. Nevertheless, they continue to publish their work, driven by the importance of their message. Lastly, artists emphasize the importance of connecting with readers through relatable visuals, which help communicate complex ideas more effectively. These findings highlight the evolving function of comics as tool for awareness, reflection, and social change.



# AN ANALYSIS OF COMMUNICATION STRATEGIES EMPLOYED BY THE BFAR REGION 3'S SALT DEVELOPMENT PROGRAM IN AURORA

a research by **Cyril P. Crisologo, Renz S. Custodio, and Len Filip Rebamonte**



## ABSTRACT

This study explored the communication strategies employed by the Bureau of Fisheries and Aquatic Resources (BFAR) Region 3 in implementing its Salt Development Program in Aurora. The research aimed to identify the strategies used, evaluate their effectiveness, and determine the challenges faced in reaching stakeholders such as salt farmers, government agencies, and local communities. Using a qualitative-descriptive method, the researchers conducted interviews with BFAR officials, program beneficiaries, and community leaders. Findings revealed that BFAR primarily relies on social media, verbal communication, and personal visits to disseminate information. While these methods foster trust and allow direct engagement, limitations exist, particularly in areas with poor internet access and limited communication materials. Challenges such as delayed documentation, lack of printed information materials, and inconsistent updates were also noted. The study also highlighted the importance of partnerships with government agencies and local organizations in enhancing communication reach and program implementation.





Based on the insights gathered, the researchers recommend the development of a comprehensive and structured communication plan that includes printed materials, radio broadcasting, and formal documentation to strengthen stakeholder engagement and promote sustainable salt production in the region. This research contributes to the understanding of effective development communication in agricultural programs and highlights the importance of participatory and context-based approaches.

# CONTENT ANALYSIS ON THE EDUCATIONAL INFLUENCE OF SELECTED YOUTUBE KIDS CHANNELS IN THE DEVELOPMENT OF CHILDREN IN TARLAC CITY

a research by **Almira M. Santos, Alyssa Andrea T. Villafuerte, Franco P. Santos**



## ABSTRACT

This study explores the educational influence of selected YouTube Kids channels on the cognitive, social, and emotional development of children in Tarlac City. Utilizing qualitative content analysis of popular children's YouTube channels with insights gathered from interviews and surveys involving psychologists, early childhood educators, parents, and content creators. The study aims to assess both the explicit educational content and the implicit developmental messages presented in these digital media platforms. Findings reveal that while many YouTube Kids channels offer age-appropriate and educational material, the quality and depth of learning outcomes vary significantly depending on content design, presentation, and parental supervision. The study underscores the importance of curating digital content and the active role of adults in mediating children's screen time. Recommendations are provided for parents, educators, and content creators to enhance the positive impact of digital media on early childhood development.

# COMPARATIVE ANALYSIS OF THE IMPLEMENTATION OF COMMUNICATION STRATEGIES OF FIRE RESPONSE IN TARLAC PROVINCE

a research by **Shane Cacho, Jo-Airah Morillo and Anna Nathalia Tolentino**



## ABSTRACT

This study encapsulates the communication strategies employed by the Bureau of Fire Protection (BFP) in the municipalities of Paniqui, Tarlac City, and Capas as per prevention, preparation, and emergency response phase. It also introduced the existing challenges encountered by the BFP and how they were able to address it. This study aims to contribute to the ongoing efforts to enhance fire safety preparedness in the province of Tarlac, by providing significant insights into determining how communication can be improved to enhance the response operations of fire incidents in Tarlac Province efficiently and effectively. The researchers utilized a qualitative research design and gathered data through openended structured interviews. The study found that while each station had different methods for strategies, activities, and approaches; still, there were commonalities identified regarding the practices employed across all three bfp stations. Finally, a communication plan was proposed to further enhance existing communication strategies and recommend new activities that can improve the overall effectiveness and efficiency of BFP fire prevention programs and fire response operations.

# BEHIND BARS AND BEYOND: BUREAU OF JAIL MANAGEMENT AND PENOLOGY (BJMP) TARLAC CITY'S PROGRAMS ON TRANSFORMING LIVES OF PERSONS DEPRIVED OF LIBERTY (PDL)



## ABSTRACT

This study sheds light on the often-overlooked narratives of Persons Deprived of Liberty (PDLs) and the efforts made by the Bureau of Jail Management and Penology (BJMP) in Tarlac City to help them rebuild their lives. Centered on the belief that every individual deserves a second chance, the research explores how the BJMP's rehabilitation programs ranging from skills training and education to spiritual and psychological development serve not only as corrective measures but as meaningful tools for transformation.

Through a descriptive research approach, this study gathered insights from BJMP officers, program facilitators, and selected PDLs who have actively participated in these initiatives. Interviews, observations, and document analysis were employed to understand how these programs influence personal growth, self-worth, and the readiness of inmates to reintegrate into society.

Ultimately, the study highlights the holistic and empathetic approach of BJMP Tarlac City Female Dormitory, emphasizing the importance of support systems, community collaboration, and structured rehabilitation in preparing PDLs for meaningful reintegration into society.



# A CONTENT ANALYSIS ON GLOC-9'S SONG IN RAISING AWARENESS ON SOCIAL ISSUES

a research by Erica T. Borja, Rosemarie Q. Gueco, Jan Michael B. Montoya



## ABSTRACT

Gloc-9 is widely recognized as a socially conscious rapper-songwriter in the Philippines. He has contributed recognition and appreciation in the music industry, as well as in social and political viewpoints of Filipinos through his songs. Hence, this paper sought to investigate the lyrical content of Gloc-9's songs pertinent to social issues, namely Dapat Tama, Upuan, Kunwari, Hari ng Tondo, Walang Natira, and Sirena. It explored the themes and their roles in raising awareness on social and political issues. Its objectives were to determine the themes or social issues presented in the songs, the utilization of the songs in social or political movements, their influence towards individuals, and the interpretations from the diverse group of people such as activists, listeners and non-listeners, singer-songwriters and disc jockeys which will serve as inter-raters of the study to verify and validate the analysis. Through hybrid thematic content analysis, the results revealed that corruption, poverty, and inequality were constantly addressed in the identified songs in which these issues were the most prevalent issues in the Philippines. Additionally, Gloc-9's songs have been used in social and political





awareness advocacy, educational use, and widely performed or discussed by Filipinos in public events and on social media. The study also discovered that the songs significantly impact the perspectives of the individuals with regards to politics and societal issues, as political analysts and representative of COMELEC affirmed that the songs have contributed to the civic engagement and voter education of Filipino. Therefore, the study provides in-depth understanding of the role of socially conscious music in society, suggesting the importance of music in raising awareness and establishing social change.



# ASSESSMENT OF CAMPUS JOURNALISM KNOWLEDGE AMONG SELECTED ELEMENTARY AND HIGH SCHOOL CAMPUS JOURNALISTS IN TARLAC PROVINCE

a research by Erica Jane Castillo, Gizelle Cassandra Feliciano, Lance Adrianne Garcia



## ABSTRACT

This study assessed the level of competencies of campus journalism knowledge among selected elementary and high school campus journalists in Tarlac Province. Specifically, this study aimed to determine the self-assessment of the competencies of the respondents in key areas of campus journalism. This includes news writing, photojournalism, proofreading, copy editing, and ethical reporting and media laws. The study sought to identify the gaps in skills and knowledge to inform future training programs. This study employed descriptive-qualitative research design, utilizing structured survey questionnaire distributed to campus journalists from various schools within the province of Tarlac. The data were analyzed using descriptive statistics and mean scores to assess the level of competence in each domain of journalism.



# WATCH AND LEARN: A SPECIAL PROJECT ON THE DEVELOPMENT OF INSTRUCTIONAL AUDIO-VISUAL MATERIALS FOR THE CHILD CARE PROGRAM OF TARLAC STATE UNIVERSITY

a research by **Aira S. Francisco, Erika Cess S. Rodriguez, Christian Justin D. Tañedo**



## ABSTRACT

This study assessed the level of competencies of campus journalism knowledge among selected elementary and high school campus journalists in Tarlac Province. Specifically, this study aimed to determine the self-assessment of the competencies of the respondents in key areas of campus journalism. This includes news writing, photojournalism, proofreading, copy editing, and ethical reporting and media laws. The study sought to identify the gaps in skills and knowledge to inform future training programs. This study employed descriptive-qualitative research design, utilizing structured survey questionnaire distributed to campus journalists from various schools within the province of Tarlac. The data were analyzed using descriptive statistics and mean scores to assess the level of competence in each domain of journalism.

# COMPARATIVE ANALYSIS OF THE IMPLEMENTATION OF “KALINANG AT INISYATIBA PARA SA MALINIS NA INANG BAYAN (KALINISAN) SA BAGONG PILIPINAS” PROGRAM IN CHOSEN MUNICIPALITIES IN THE PROVINCE OF TARLAC

a research by **Rolly I. Santiago, Jemelle R. Salvatore**



## ABSTRACT

This study presents a Comparative Analysis Of The Implementation Of “Kalinang At Inisyatiba Para Sa Malinis Na Inang Bayan (Kalinisan) Sa Bagong Pilipinas” Program In Chosen Municipalities In The Province Of Tarlac. Specifically, it compares the strategies used by the top three municipalities namely Municipality of Anao, Moncada, and Victoria, with the bottom three municipality namely Municipality of Bamnban, Camiling, and Ramos. The study intends to determine the strategies used by the top performing municipality and identify if the bottom three municipalities may improve their program implementation by implementing the same strategies. The study uses both qualitative and quantitative data from surveys with selected beneficiaries, and interviews with MLGOOs each municipality. The study shows that community participation, strong local leadership, and regular monitoring, are essential to program success. The study suggests that in order to increase the overall efficiency and sustainability of the KALINISAN Program in the Province, these excellent practices should be adopted by the bottom three municipalities.

# AN EVALUATION OF THE IMPLEMENTATION OF THE BALAY SILANGAN REFORMATION CENTER PROGRAMS IN CENTRAL LUZON

a research by Patrick John A. Gonzales, Dhen Mark M. Granil, Melbert, T. Vitudio



## ABSTRACT

This study aims to analyzed films of Bekikang: Ang Nanay Kong Beki and Ang Tatay Kong Nanay films. This study will investigate how LGBT parenthood is depicted in two specific Filipino films: Bekikang: Ang Nanay Kong Beki and Ang Tatay Kong Nanay. The research will analyze the portrayal of LGBT individuals in parenting roles as well as the societal and cultural contexts that influence these depictions. The researchers obtained Qualitative research and used interview guide questions that helps focus and structure the interviewee's line of thought and questioning. The study identified several conclusions and recommendations through the summary of findings that has been extracted from the result of the data after a thorough interpretation and analysis. Finally, the study's findings have various implications for the improvement and development of the program.





# A CONTENT ANALYSIS OF BEKIKANG: ANG NANAY KONG BEKI AND ANG TATAY KONG NANAY

a research by Patrick John A. Gonzales, Dhen Mark M. Granil, Melbert, T. Vitudio



## ABSTRACT

This study aims to analyzed films of Bekikang: Ang Nanay Kong Beki and Ang Tatay Kong Nanay films. This study will investigate how LGBT parenthood is depicted in two specific Filipino films: Bekikang: Ang Nanay Kong Beki and Ang Tatay Kong Nanay. The research will analyze the portrayal of LGBT individuals in parenting roles as well as the societal and cultural contexts that influence these depictions. The researchers obtained Qualitative research and used interview guide questions that helps focus and structure the interviewee's line of thought and questioning. The study identified several conclusions and recommendations through the summary of findings that has been extracted from the result of the data after a thorough interpretation and analysis. Finally, the study's findings have various implications for the improvement and development of the program.