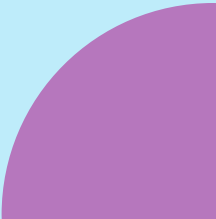


The Chinese-Filipino Identity Crisis: *Finding One's Self Through Media*

Michiko Pearl Palaran
College of Mass Communication,
University of the Philippines Diliman



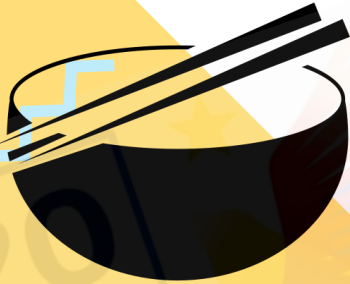


**Hi, I'm
Michiko**

你好!

我名叫蘇慧芳

The Questions



Chopsticks

Do you use chopsticks at home?



Language

What language do you speak at home?



West Philippine Sea

What's your stand on the West Philippine Sea issue?

CHINESE-FILIPINO

**“Filipino nationals of Chinese ethnicity
but born and/or raised in the Philippines.”**

See, 2005

Identity (Crisis)



It is normal for people who are immersed in two very different cultures to be confused (Benamrane, 2016).

Identity

One's feelings about one's self, character, goals, and origins (Fearon, 1999).



Agents of Socialization



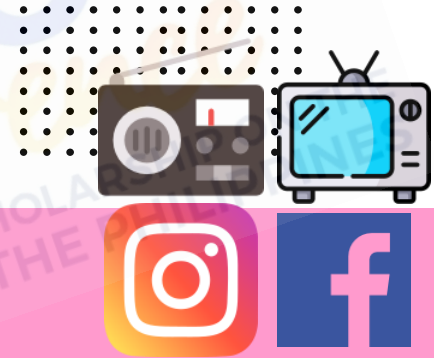
Family



Friends



School



Media

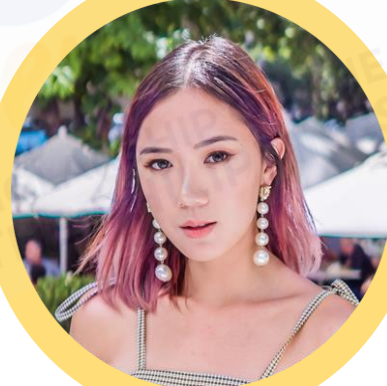
The Trio



Kryz Uy



Lauren Uy

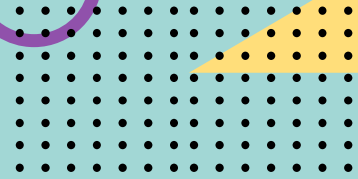
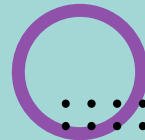


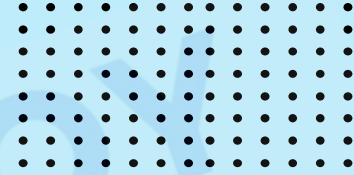
Camille Co



Media Representation

Content that is presented on the media (Orgad, 2012)





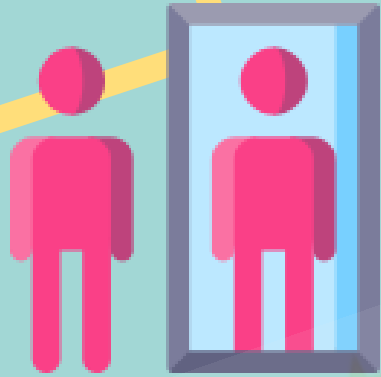
Importance of Media Representation

Power
relations

Constructs knowledge,
values, conceptions,
and beliefs

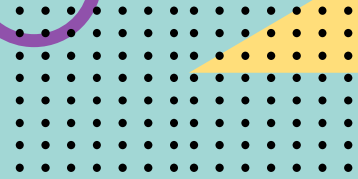
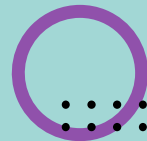
(Orgad, 2012)





Ethnic Identification

Usage of racial, national, or religious terms to establish oneself and use it to connect himself to others (Glaser, 1958).



The Trio



662,000



182,000

Kryz Uy

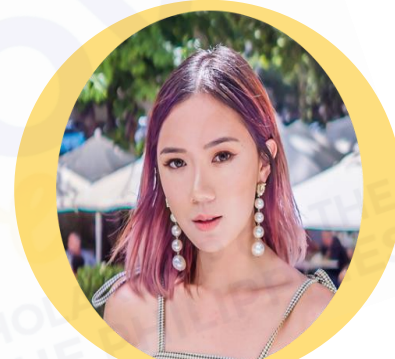


1,000,000



500,000

Lauren Uy



500,000



93,000

Camille Co

Methodology

- **Reception Analysis**
- **Semi-structured Interview**

- **10 female informants**
- **19-22 years old**
- **SJCS alumna, ADMU students, and Metro Manila residents**

Reasons for Following



Information

Travel and
beauty



Entertainment

To take a break
and destress



Inspiration

Career and
fashion

Where's the Ethnic Identification?



Surname



Ting Hun



**Familial
Terms**

Values and Traditions



Family-oriented



Hardworking



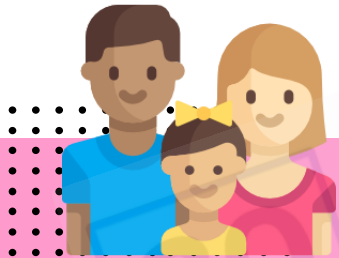
Thriftiness

The Decline of Understanding of the Chinese Culture

“The elders are handicapped in transmitting the traditions they most desire to share because **they do not understand the minds of the youth and lack the means of communicating their ideas to them.** The middle-aged groups are capable of bridging the gap since they can move in both directions **if they try.** Yet few efforts have been made by this group partly because they do not control the center of power and partly because **they get discouraged by the seemingly unbridgeable linguistic gap.”**

(Cultural Adaptation and Integration of the Chinese Filipinos, 1983, p. 162)

Agents of Socialization



Family



Friends



School



Media

Resources

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PRESENTATION

- Slidesgo
- Flaticon
- Google Images