

Constructing the Filipino : The case of pinoy big brother

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Abstrak

If television participates in the construction of a nation by circulating the signs , symbols and narratives that allow its citizens to imagine themselves into a community, what kind of nation is constructed on transcultural television format? based on the analysis of the production and representation of nation on the program pinoy big brother, the local adaptation of the Big Brother international television franchise using quantitative and qualitative methodologies, this study finds that transcultural television seems to perpetuate hegemonies that favor corporate interests at the expense of excluding a large part of the Philippines cultural diversity.