

**DING, ANG POSTER!: A RECEPTION ANALYSIS OF
FILIPINO GEN Z ON TELESERYE POSTERS**

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ABSTRACT

Posters are one of the promotional tools for creating awareness for an upcoming teleserye since they are the teleserye's official identity. By using the eight (8) design elements, particularly line, shape, texture, scale, tone, space, color, and typography, one may create a successful artwork. Accordingly, three (3) posters of Justin Besana, a graphic designer from ABS-CBN Star Cinema and Film Restoration, were used in this study, specifically *Dirty Linen* (2023), *Darna* (2022), and *Ang Probinsyano* (2021), in examining the Filipino Gen Zs' perceptions of these visual elements in understanding the teleserye's themes and their motivation to watch the teleserye. Using purposive sampling, five (5) senior high school students from Miagao National High School were selected and interviewed in-depth using the crafted questionnaire based on the design elements, wherein the similarities and differences of their answers were analyzed using reception analysis. The study revealed that these elements were helpful in creating the respondents' prenoted (based on their experiences) or contextual meanings (based on other related elements) towards the posters. They were able to identify the teleserye's themes and relate them to current Philippine issues, which concludes that through visualization, the respondents were able to make their own interpretation of the elements, resulting in them being either motivated or not to watch the whole teleserye. Thus, this study provides valuable insights for Communication and Media Studies students, graphic designers, and the public to better understand visual communication and literacy, as well as valuing the creative processes and visual storytelling through teleserye posters.