

**A Content Analysis of 12 Episodes of the
Radio Comedy-Drama
Toyang Ermitanya**

An Undergraduate Research Project

Presented to

Maybel R. Fernandez, Ph. D.
Division of Humanities
College of Arts and Sciences
University of the Philippines Visayas
Miagao, Iloilo

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By

Theola Hallares Bantiquete
Siena Therese Ministros Galanza
Jeniffer Garque Gersabalino

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ABSTRACT

This study "A Content Analysis of the Radio-Comedy Drama Toyang Ermitanya" aims: (1) to identify the various issues presented in the 12 episodes of the drama (Episodes 256-267, aired in July 2003); (2) to classify the issues into different categories such as political, social, economic, religious, educational and others (gender issues); (3) to determine which of the six categories are frequently raised, and; (4) to determine whether or not the drama reflects social reality.

The researchers used a self-devised descriptive code sheet in analyzing and categorizing the issues that are presented in the drama. They set six categories where each issue would fall. Percentage distribution was used to determine which among the six categories is frequently raised. They also provided actual samples of the issues under each category, quoted in the Hiligaynon language with its corresponding translation in English. Researched on the events that happened in July 2003--the time when the 12 episodes were aired over Bombo Rady Iloilo-- were then related to the issues that were presented in the 12 episodes of the drama in order to determine whether or not Toyang Ermitanya reflects social reality.

This study is significant for it provides an in-depth treatment of the societal issues, thus, making people aware of the prevalent issues confronting the society at the same time. Second, it serves as an important tool in analyzing the role of media in presenting various issues of the society in a manner that almost everyone can relate to. In the process, it will guide media practitioners in producing a satirical program that will catch the interest, and at the same time, meet the need of the society in terms of information and entertainment.

The researchers identified 163 issues that were raised in the 12 episodes of the drama Toyang Ermitanya. Results of the study show that social issues are frequently raised in the drama. It is followed by political, economic, religious, others (gender issues), and finally, educational which got a zero percentage. Using the Cone-effect theory, the study shows that Radio Comedy-Drama Toyang Ermitanya reflects social reality.

The study would have been better if the researchers interviewed the producer/ scriptwriter of Toyang Ermitanya. For future researchers, the researchers recommend that research on another radio drama be done to further validate this study's claim that radio dramas are not only for entertainment, but, are also a good source of information and reflect social realities.