

PHYSICAL CHARACTERIZATION OF ASWANG IN FILIPINO FILMS

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Abstract

This study is a content analysis on the physical characterization of *aswang* in Filipino films. This study determined how the Filipino films characterized *aswang*. Descriptive research design was used in analyzing and tallying the physical characteristics of *aswang* in the Filipino concept and in the eight Filipino films. Interviews with film directors were also utilized for additional support of this study. The concept of *aswang* emerged because of the demonization of women especially the *babaylans* by the Spanish priests in the history of the Philippines. It was found out that in both Filipino concept and Filipino films, there were differences on the physical characterization of *aswang*. Films used the concept of *aswang* to perform the role of media which is to entertain the audience.

Keywords: Aswang, Filipino Concept, Physical Characterization, Filipino Films