

**CHILDREN'S PERCEPTIONS ON THE GENDER ROLE CONTENT OF
PHILIPPINE TELEVISION PROGRAMS**

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ABSTRACT

This study aimed to find out the gender role portrayals in Philippine television programs. The narratives of elementary students regarding their perceptions of two primetime shows, *Honesto* and *Got To Believe* were analyzed. The sample consisted of twenty-one (21) respondents that have passed the criteria prior to the interview.

The analysis revealed that male characters are perceived to be capable of acquiring a higher level of education and occupation; are generally richer; engage in physically demanding activities; usually care less of how they look and are socially inhibited. Conversely, female characters are perceived to engage in domestic chores; particularly lighter activities; are more creative; are more sociable; are commonly concerned of their physical appearance; and are often victims of maltreatment.