

**Level of Acceptability of the Portrayal of the Gay Man in SMART's "Friend Request"
Commercial among Ilonggo Media Practitioners**

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ABSTRACT

Level of Acceptability of the Portrayal of the Gay Man in SMART's Friend Request Commercial among Ilonggo Media Practitioners by Gico L. Alayon and Neryl Jade S. Balatero, University of the Philippines Visayas, Miagao, Iloilo.

This study entitled, *“Level of Acceptability of the Portrayal of the Gay Man in SMART's Friend Request Commercial among Ilonggo Media Practitioners”* aims to determine the level of acceptability of the portrayal of gay man in SMART's Friend Request commercial in terms of sex and media industry the respondents belong. The selection of respondents for the study employs purposive sampling. Forty-seven media practitioners are gathered as respondents that come from different media industries in Iloilo namely Print, Broadcast, both AM and FM stations, and Advertising. A one-shot survey method using a questionnaire is used to gather the data. The data analysis uses frequency counts, mean and percentages. The results reveal that Ilonggo media practitioners have a high level of acceptability on the portrayal of the gay man in the SMART's Friend request commercial. Furthermore, the respondents also have positive opinion towards the commercial and have a disagreeable attitude towards the common stereotypes of gay men. Ilonggo Media Practitioners have a high level of acceptability towards the portrayal of the gay man in the commercial.

Keywords: *Acceptability, Gay Man, Commercial, Ilonggo, Media Practitioners*