



Conference Program (as of 19 September 2016)

DAY 1

Day / Time	Session / Venue
6 October (Thursday) 8:30 AM 9:00 AM – 10:30 AM	Leong Hall Auditorium Registration Plenary Session 1: Opening Program and Keynote Address 1: Beneath the Glitter and Chaos: Popular Culture and Society by Dr. Soledad S. Reyes
	Coffee Break
10:30 AM – 10:45 10:45 AM – 12:15 PM	ELJCMC TV Studio, Social Sciences Building Parallel Sessions 1 Panel 1: Affect and popular culture • To feel or not to feel: The politics of emotion in migrant discourse by Dr. Alwin C. Aguirre • Loving music loving "Filipinos": A discourse structural analysis of ABS-CBN's "I Love OPM" and its presentation of Filipino culture in relation to international audiences by Rica P. Papa • Tama si Duterte: Legitimizing Violence through the Duterte Myth by Carl Dave Sayat Panel 2: History, political discourse and social media • The Living, the Virtual, and the Dead: Phantom Figures of Philippine Politics in Online Spaces by Oscar Tantoco Serquiña, Jr. • Banking on the Masses: The Masa in Jejomar Binay's 2016 Presidential Campaign TV Advertisements by Norelyn M. Villaruel • #DuterteVisitsUPLB: Sentiment Analysis of Facebook Comments on the Visit of Rodrigo Duterte at University of the Philippines Los Baños by Mark Anthony M. Quintos, Minami O. Iwayma
	Lunch Break
12:15 PM – 1:15 PM 1:15 PM – 2:15 PM	Plenary Session 2: Department of Communication Distinguished Lecture: Fr. Nicasio D. Cruz, SJ
2:15 PM – 3:45 PM	Parallel Sessions 2 Panel 3: The audience, affects and aesthetics of beauty contests • The Passionate Audience: The Case of Queer Filipino Miss Universe Fans by Dr. Jozon A. Lorenzana • Imelda Marcos, the Folk Arts Theater, and the 1974 Miss Universe Pageant by Miguel Lim Quizon • Queer Animosity: Towards a Critique of Competitive Beauty by Dr. J. Pilapil Jacobo Panel 4: Romance across media genres • Mga Pagtupad sa Pangako: Isang Panimulang Muni Hinggil sa ikalawang Pangako Sa 'Yo by Louie Jon A. Sanchez • It Takes a Man and a Woman: An Analysis of Romantic Relationship Portrayals in Filipino Romantic Comedies by Tuesday Angliongo, Rosemary Ignacia Manhit • An Exploration of the Celebrity Through the Hermeneutic Circle by Manuel Iñigo A. Angulo, Maria Teresa R. Nery, Maria Anissa Carmela J. Ramirez
	Coffee Break
3:45 PM – 4:00 PM 4:00 PM – 5:30 PM	Parallel Sessions 3 Panel 5: News, political participation and the nation • Activism and Political Participation in the Networked Society: A Case Study of the Cybercrime Protests in the Philippines by Christine R. Cox • True But Not True, Filipinos but not Filipinos: News Viewing and National Belonging in Cotabato City by Dr. Estelle Marie Ladrado, Ariel Robert Ponce • Fake News as Political Propaganda in Social Media by Dr. Ma. Diosa Labiste, Isabel L. Templo Panel 6: Politics and representation in cartoons, comics and films • Nine Dashes and Crosshatches: The West Philippine Sea Dispute with China as Seen by Pinoy Cartoonists by Jose Santos P. Ardivilla • Ideolohiya at Oftalmohiya: Ilustracion sa Dead Balagtas by Arbeen Regalado Acuña • Of Mice and Crocs: Representations and Perceptions of Contemporary Philippine Politics in Political Animals by Jon Paul Maligalig • Sshhhhhh!: Librarians in Pinoy Pop Culture by Dr. Vernon Totanes

DAY 2

Day / Time	Session / Venue
7 October (Friday) 9:00 AM – 10:30 AM	Leong Hall Auditorium Plenary Session 3: Keynote Address 2: From the Treasure Troves of Philippine Cinema: Postcolonial, Transnational, Queer Discoveries by Dr. Jose Bernard T. Capino
	Coffee Break
10:30 AM – 10:45 AM 10:45 AM – 12:15 PM	ELJCMC TV Studio, Social Sciences Building Parallel Sessions 4 Panel 7: Queer media • The Discourse of Popular Queerness in the Philippines as a Counter-Progressive Cultural Capital by Anzelwise Augustus Dominik Y. Paras • Homosexing the Polls: National Erotics in #RP69FanFic by Laurence Marvin Castillo, Vladimeir Gonzales • Renegotiation of the Filipino Bakla Culture: Semiotic Analysis of Drag Performances in Eat Bulaga's Kalye Serye by Ruepert Jiel D. Cao Panel 8: Consumption, appropriation and social mobility • An (Im)mobile Life: Mythic Mobilities in Selected Advertisements of Globe Telecom by Earvin Charles B. Cabalquinto • Characterizing Hypermasculinity and Adorno's "Serious Music" in Pinoy Heavy Metal: The Case of Wolfgang by Lawdenmarc Y. Decamora • Appropriating Hallyu in the Philippines: The 'Everydayness' and Continuous Spread of Hallyu by Gilbert Jacob S. Que • A Poet's Lamentation: The Historical Hybridity of Oral and Dramatic Traditions in Juan Miguel Severo's Spoken Word by Lora Marie S. Lumba
	Lunch Break
12:15 PM – 1:15 PM 1:15 PM – 2:45 PM	Parallel Sessions 5 Panel 9: Sport, gender and national identity • Constructing the Myth of Manny Pacquiao as Pambansang Kamao (National Fist) In Media by Dr. Severino R. Sarmenta, Jr. • Of Half-Bloods and Street Dogs: Discourses and Definitions of National Identity in Azkals-related Online Writing by Dr. Ma. Inez Ponce de Leon • Gendered coverage in Philippine sports media by Cristina Tantengco Panel 10: Film, music and digital technology • Indie and the Internet: Online Streaming Services' Effects on Philippine Independent Cinema by Jose Angelo Supangco • Donna Haraway's The Promises of Monsters: Decontextualized Approaches to Filipino Films by Regina Carmeli D. Regala • Looking for Aura in Technologically Reproduced Copies: A New/Different Kind of Arriving at Benjamin's Aura Through Spotify by Lea Marie F. Diño • Walang Hanggang Bala: Ang Karanasan ng Pagdanas ng Kapangyarihan at ang Multimodal na Diskurso ng Karahasan sa Paglalaro sa Mga Larong Selfon na 'Tanim Bala' at 'Fighting Crime: Duterte Edition' by Christoffer Mitch C. Cerda
	Coffee Break
2:45 PM – 3:00 PM 3:00 PM – 5:00 PM	Plenary Session 4: Panel on Media Production and Closing Program