

### **Thesis Topic Proposal**

#### **Topic 1: Artistic Strategies in Science Communication: An Analysis of Exhibit Design in the Mind Museum**

The Mind Museum in Taguig stands out for its creative integration of art and science in its exhibit designs. Despite this innovative approach, there is limited research on how these artistic strategies contribute to effective science communication and how it engages with Filipino culture; therefore, this study explores the artistic elements in the museum's exhibits and their impact on conveying scientific knowledge to visitors.

In hopes to address the said problem, the study aims to answer "*How do the artistic strategies employed in the Mind Museum's exhibits contribute to science communication and cultural engagement?*" Specifically:

- What artistic elements and design principles are incorporated into the Mind Museum's exhibits?
- How do these artistic elements enhance science communication and engage visitors effectively?
- In what ways do the exhibits, by its artistic elements, reflect Filipino culture and create a culturally relevant science experience?

## *Objectives*

1. To identify the artistic elements and design principles in the Mind Museum's exhibits, focusing on visual, interactive, and sensory features.
2. To identify the presence of Filipino cultural meanings within these artistic elements and their role in fostering a culturally relevant science experience.
3. To analyze how these artistic elements and strategies enhance science communication and engage visitors effectively.
4. To suggest how the Mind Museum can further develop its exhibit designs to optimize the integration of artistic strategies in science communication.

## Topic 2: **Feminist Contention and the Making of Filipina Identity in Commercial Ads**

Philippine commercial advertisements significantly influence public perceptions of gender, shaping how women are portrayed and integrating Filipino cultural meanings. These portrayals vary, with some reinforcing traditional stereotypes while others depict evolving gender identities that resonate within modern Filipino society. Therefore, the study will look into the artistic and narrative elements of select advertisements to understand their representation of women and their reflection of Filipino cultural identity.

The study hopes to answer the question *“How do artistic and narrative strategies in Philippine commercial advertisements shape the portrayal and perception of Filipina identity?”* Specifically:

- How are women visually and narratively portrayed in modern Philippine commercial advertisements?
- What Filipino cultural meanings are embedded in these portrayals of women?
- How do these portrayals influence public perceptions of gender roles and identities?

### *Objectives*

1. To analyze the portrayal of women in Philippine commercial advertisements through their visual, verbal, and narrative elements.
2. To identify the cultural meanings attached to these portrayals and how they reflect or challenge traditional gender roles.

3. To evaluate how these portrayals influence public perceptions of Filipina women, particularly in shaping modern gender identities.

### Topic 3: **Linguistic Choices and Identity Patterns in the Philippine Indie Music Scene**

The Philippine indie music scene has experienced an ironic rise—gaining mainstream popularity while still being largely unexplored in terms of its cultural and linguistic dimensions. Therefore, this study explores the lexico-semantic differences in the lyrics of Philippine indie music, focusing on how these linguistic choices contribute to the artistic narrative and cultural identity of the genre.

The study hopes to answer the question “*How do linguistic choices in the Philippine indie music scene reflect and shape cultural identity and artistic expression?*”

Specifically:

- How do indie artists utilize English and Taglish in their lyrics to express Filipino cultural identity through music?
- What thematic elements in English and Taglish lyrics resonate with Filipino cultural values and narratives?
- How does the language choice (English or Taglish) impact the emotional depth and cultural significance of their storytelling?

#### *Objectives*

1. To explore how indie artists from Underdog Philippines use English and Taglish in their lyrics as a means of cultural and artistic expression.
2. To identify the themes embedded within the lyrics, focusing on how they reflect Filipino cultural narratives and identity.
3. To analyze the emotional and cultural resonance of indie songs, emphasizing how English and Taglish contribute to storytelling and artistic depth.

4. To assess the role of code-switching in the Taglish lyrics as a distinctive form of Filipino cultural expression in the indie music scene.

## Topic 4: **Media-Driven Localization of Korean Cuisine in the Filipino Gastronomy**

The rising popularity of Korean cuisine in the Philippines, driven by digital media and influencers, has significantly shaped Filipino gastronomy, with dishes like samgyeopsal becoming symbols of global taste and modern dining. As these foods are integrated into local dining culture, they are often adapted through changes in ingredients, presentation, and flavors to suit Filipino preferences. This study explores the process of localizing Korean cuisine to fit Filipino tastes and examines how media platforms contribute to popularizing these adaptations.

The study hopes to answer the question *“How are media-driven adaptations of Korean cuisine influencing Filipino dining culture and identity?”* Specifically:

- How are Korean dishes adapted to suit Filipino tastes, ingredients, and presentation styles?
- What role does media, including K-dramas and K-pop, play in promoting these localized adaptations of Korean cuisine?
- How do these culinary adaptations reflect and shape Filipino cultural identity and dining practices?

### *Objectives*

1. To identify the specific adaptations made to select Korean dishes to fit Filipino tastes and local culinary traditions.
2. To analyze the influence of media, such as K-dramas and K-pop, in popularizing these localized adaptations.

3. To explore the impact of these adaptations on Filipino dining habits and food preferences.
4. To assess how the integration of Korean cuisine contributes to the expression and evolution of Filipino cultural identity.



## Topic 5: **The Impact of Viral Trends on the Filipino Music Culture and Industry**

The resurgence of Original Pilipino Music (OPM) through platforms like TikTok and Facebook Reels has significantly revived OPM songs, often through humorous, meme-driven content. These viral trends have boosted streaming, created economic opportunities for artists, and reshaped perceptions of Filipino musical identity. This study explores the factors behind the revival of OPM through viral trends, examining the cultural and economic impact of meme-driven engagement and the role of marketing strategies in the digital context.

The study hopes to answer the question *“How do viral trends contribute to the resurgence and sustained relevance of OPM in the Filipino music industry?”*

Specifically:

- Which OPM songs have gained renewed popularity through viral trends, and how do these trends impact streaming metrics and economic opportunities for artists?
- How does meme-driven content and viral engagement influence audience perceptions of OPM and cultural identity in the Filipino music context?
- How do digital engagement strategies contribute to the promotion and distribution of OPM, and what impact do these have on sustaining its popularity?

## *Objectives*

1. To identify OPM songs that gained renewed popularity through viral trends and assess their impact on streaming metrics and visibility across platforms.
2. To analyze the influence of viral engagement and meme-driven content on audience perceptions and connections with OPM.
3. To explore the role of digital engagement strategies, such as content promotion and user-generated trends, in enhancing the reach and popularity of OPM.
4. To evaluate the cultural significance of OPM's revival through viral trends, focusing on how this resurgence reflects evolving Filipino musical identity.