

**THE STATUS OF FILIPINO HOUSEMAIDS IN
THE SOCIETY THROUGH THE TELESERYE
“BE CAREFUL WITH MY HEART”**

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APPROVAL SHEET

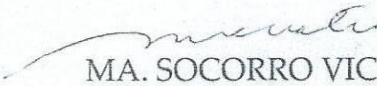
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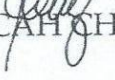
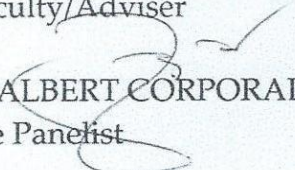
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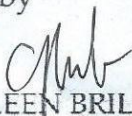
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The Researchers

ABSTRACT

Corpuz, B., Nuada, R., Perez, C., Rocero, C., Sanchez, P. (2014). *The Status of Filipino Housemaids in the Society Through The Teleserye "Be Careful With My Heart"*. Unpublished undergraduate thesis, Department of Communication, Far Eastern University, Manila.

Discrimination to Filipino women has been an issue since the 16th century. This condition is visible on the status of housemaids. They were being stereotyped as a "bisaya" or having a Visayan accent, dim-witted, smart-aleck, or having an affair with their male employers.

This thesis looked into the potential role of media in influencing the perception of the masses towards women. It was emphasized how television can manipulate the conception of viewers in a status of an individual or a group in a society. The researchers conducted audience analysis of "Be Careful With My Heart" to know how does it affect the audience perception in elevating the status of Filipino housemaids in the society, validated by focus interviews with experts in sociology and an advocate of women issues. The researchers also had a focus group interview with 12 Filipino housemaids who were heavy viewers of the teleserye to distinguish if their status were elevated by it.

Using the Cultivation Theory, results revealed that television has the power to mold the minds of its viewers; therefore through the teleserye "Be Careful With My Heart" that portrays Filipino housemaid as an empowered housemaid the teleserye was able to elevate the status of Filipino housemaids in the society.

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Chapter 1

INTRODUCTION

According to Marlen in her article “The Changing Role of Women in Philippine Society” (1996), looking back to the role of women in the Philippines, discrimination to women had been present in the society since 16th century image of Filipino woman then became tied to the house whose only duty was to take care of the husband and children. It also became a father’s good girl, a husband subject, and a long-suffering woman with sealed lips and silent sobs and had no right to participate political undertaking. As time goes by the discrimination to women continues not only on how the society sees them but even in the field of work they want to pursue. According to Marlao (1984), women are still left out in many areas of occupations and do not enjoy comparable employment opportunities, privileges and benefits. This certain situation is evident on the status of the housemaids, because here in the Philippines, according to Kristine Reynaldo in her article “Inday and the Stereotypical Filipino Maid” (2008), Filipinos see housemaids as a “bisaya” or having a Visayan accent, dim-witted, smart-aleck, or having an affair with their male employers.

As this discrimination against Filipino housemaids continues, the government and some organizations try to work out to uplift their status in the society and one of the best tools to do that is through the use of media. Professor Maggie Andrew stated in her piece entitled “Media Played Pivotal Role in Women Empowerment” (2013), “Women have drawn upon the lexicon of media images of femininity to build a sense of



who they are and who they could be and media has played a vital role in twentieth century feminism – it would not be too much to say that it is impossible to imagine the changing role of women in the last 100 years without the important role of the media in these changes.” That is why there are television networks which air programs that promote women empowerment like the teleserye “Be Careful With My Heart” which contains one of the lead characters that is a simple housemaid who works hard to reach her dreams.

Role of Media

Because of the various social and cultural forces in our society, the mass media is arguably the most influential in molding public or audience perceptions. Since the people of today are living in a visual world, media especially television is one of the most effective ways in conveying message on how its audience will see the person or things that is being portrayed on television. William Bernbach, an American Advertising Executive once said “All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level.” This statement supports the idea that the media has an ability to dictate into the minds of audience to change their perceptions about how they see the status of a person or a group in the society. It can dictate what is beautiful and what is not, what is worthy to watch and what is not, and even the standing of person in the society. Media has a power to influence its audience and once the television shows how a person or thing will be or look like, the audience will automatically accept it. They instantly digest what they have watched on television.



According to Gregory Mantsios (2011) in his essay entitled “Media Magic Making Class Invisible”, “The media plays a key role in defining our cultural tastes, helping us locate ourselves in history, establishing our national identity, and ascertaining the range of national and social possibilities.” Due to powerful influence of media specifically television, they can surely elevate or destroy the standing of any person in the society.

Teleserye in the Philippines

Philippine media offers a wide variety of news, advertisement, and entertainment. People from all walks of life are hooked to it most especially the entertainment section of media, and one which the entertainment can produce is Philippine Drama which Filipinos call as Teleserye-“tele” short for television and “serye” for Tagalog term of series.

In J.P Sakuragi’s article “Filipino Telenovela Culture, A Lazy Lifestyle?” (2011), Philippine drama has deep roots in our pop culture as ABS-CBN produced the first telenovela in the 1960's entitled “Hiwaga sa Bahay na Bato”. Many have grown up with Philippine drama and all its kundiman overtones. But with the advent of Mexican/Latin American dubbed shows in TV like Marimar, Rosalinda, etc, sex and typical haciendero-katulong relations became much common. This typical setting and storyline is very common in most of the shows in television. It was in the early 1990's that the telenovela culture has started to pick up until today.

“Be Careful With My Heart” Teleserye

In 2012, ABS-CBN launched a new teleserye that became a big hit, entitled “Be Careful with My Heart” that reached its highest ratings of 33% and 25% for their



consistent rating everyday which is considered too high for a morning show according to its director Jefferey Juturian on his interview for “Cheche Lazaro Present’s Si Sir Chief Si Maya at ang Teleserye”. The program is also being aired worldwide via The Filipino Channel (TFC). Its genre is all about romantic comedy with Richard Yap as the leading actor and Jodi Sta. Maria as the leading actress.

The story is about a simple woman from San Nicolas named Maya Dela Rosa who belongs to a matriarchal family. Due to financial issues and her love for her family, she decided to have her journey on the capital city to support her family’s necessities and to pursue her dream to become a flight attendant.

As Maya journeys in the city, she met a widower who worked in the airline industry named Richard Lim. Richard became the key for Maya to make her dreams come true because he was the one who sent Maya to school, but in return to, she should work as the nanny of Mr. Lim’s children.

While Maya dedicatedly did her job as a nanny, she at the same time strove hard to pursue her dreams, and she started on her schooling. Her great efforts were seen both in her work and school.

And as the story goes Maya will face bigger challenges that will test her strength and determination as a person, a daughter, a dreamer, and her heart will fall in love with the kids and with Richard Lim, her boss.



“Be Careful with My Heart” inspiration by others

Watching teleseryes has been part of Filipinos’ daily routine and one of those teleseryes that Filipinos watch is the teleserye “Be Careful with My Heart” starred by Jodi Sta. Maria and Richard Yap that has been airing for one year now.

ABS-CBN’s “Be Careful with My Heart,” is a weekday drama with a weekend rewind, it has made its fans so much hooked and addicted. Inspired by Jose Mari Chan’s pop ditty “Please be Careful with My Heart,” the series shot to No. 1 in daytime TV, thanks to a combined feel-good plot and a winsome cast of characters. “Be Careful: ‘Ser Chief’ Classy Ladies’ Killer” (Allan Pollicarpio, 2013)

Aside from giving entertainment, this teleserye also inspired its viewers specially women since the teleserye’s target audience is women. Occupying the late morning time slot, “Be Careful’s” original target viewers are housewives and their house help, according to Jeffrey Jeturian, who directs the series’ episodes together with Mervyn Brondial, (Pollicarpio, 2013)

Girlie Linao’s article “Romantic TV Series Captures Filipino Hearts (2013),” quoted the statement of Josephine Placido, “Every character in the teleserye has his/her story to share to the audience, to inspire and motivate them, but one of the characters that really create impact on the audience is the character of Maya Dela Rosa played by the actress Jodi Sta. Maria, who is a simple housemaid who reached her dreams by passing all the trials and challenges in her life. With a third of the Philippines’ population living in poverty and thousands of Filipinos leaving for work overseas every day in hopes of a better life, Maya’s strong and resilient character is also an inspiration, said sociologist Josephine Placido. “The show gives hope to the hopeless



and gives dignity to labor, no matter how low the stature of the job is,” said Placido, chairman of the Department of Social Sciences at the University of Santo Tomas. “You see Maya taking pride in her job as a nanny, and not giving up on her dream to be a flight stewardess even if it’s difficult for her to study and work at the same time,” she added.

The teleserye also made an impact even to the professional ones Abergos said Maya’s unwavering resolve inspires some professionals who religiously watch “Be Careful” to strive even harder. *“Filipinos readily embrace success stories. In real life, success stories can be few and far between, kaya masaya tayo kapag napapanood natin (that’s why we’re happy when we watch them),”* he said. (Pollicarpio, 2013)

The researchers chose to conduct the study to know and understand further on how media nowadays specifically television programs like the teleserye “Be Careful With My Heart” can become a tool and affect the audience and their perceptions about a person’s status in the society, that may affect the audience’s way of living and communication.

Statement of the Problem:

How does the teleserye “Be Careful with My Heart” affect the audience perceptions of elevating the status of Filipino housemaids in the society.

Objectives:

This study aims:

- To know if the teleserye “Be Careful with My Heart” elevates the status of Filipino Housemaids.



- To know the changes of audience perceptions about Filipino housemaids before and after watching the show.
- To know if the changes in audience perceptions about the status of the Filipino housemaids will also affect the society's perceptions as a whole about the Filipino housemaids.
- To know if the character of Maya Dela Rosa in "Be Careful With My Heart" helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Significance of the Study

Women empowerment is a continuous study as the perceptions of people about women differs in every generation, the researchers of this study tackle about how in our modern world today, the great works and achievements of housemaid highly uplifts women as a whole. The study about women will still be workable in the future. And this research study would be significant to following people:

Students. This study will serve as their reference and source of their future study. This will help students to have a deeper understanding about women empowerment. This could also be beneficial to Film and a Mass Communication student who is planning to make films or TV series advocating women empowerment.

Future Researchers. This study will help them to expound on new issues, cases or matters concerning women. This study will also be used as their cross-reference that will provide a background of the status of women in the Philippines.

TV Producers. This study will give greater knowledge about how to make an effective advocacy on women empowerment through the use of teleseryes.



Employers of housemaids. This study will show how they can treat their housemaids properly and how can they help them to achieve a higher status in life.

Filipino Housemaids. This study will help the Filipino housemaids to know and understand their status in the society that gives contribution in women empowerment.

Teachers. This study will help them to discuss about moral and values concerning with the muted group in the Philippines. This can be their reference to further explain how can negative perceptions and stereotyping can affect someone's life in different aspect, and also through this study they can explicate how important for someone like the Filipino housemaid to receive respect and value by the other people.

Lawmakers. This study will help them strengthen the law particularly the "Kasambahay Law" that will favor on the advantages of the Filipino housemaids and amend the laws that will cause inconvenience with the Filipino housemaids.

Filipino Audience. This study will help them to be more intelligent audience, like being more critical and rational with the teleseryes or other television programs that they are watching. This study can help them to understand how a certain television program may affect their lives positively and negatively.

Scope and Limitations

This research determined how the teleserye "Be Careful with My Heart" affects the audience perceptions specifically on the status of Filipino housemaids in the society. This research included a study about the changes of perceptions of the audience on Filipino housemaids and how these changes may affect the society and women



empowerment. This study provided additional knowledge and information to audience and future researchers.

The researchers conducted an interview on at least 12 Filipino housemaids who are avid viewers and have watched the teleserye from the very beginning or the first few episodes. The researchers also conducted an interview with a sociologist and representatives from a women organization to meet the objectives of the study and validate the answers of the respondents.

This research only focused on the teleserye "Be Careful with My Heart" of ABS-CBN and audience perceptions, and excluded other teleseryes in the same network and also in other television networks. Lastly the focus of this research was only about the status of Filipino housemaids in the society, the other issues about them will be excluded.



Chapter 2

REVIEW OF RELATED LITERATURE

This chapter presents the related literature that helped the researchers to enhance the understanding on how the media can affect the audience perceptions in elevating housemaid status in the society.

Gender Inequality in Division of Labor

Gender Inequality has always been an issue ever since the battle between men and women about their abilities and limitations is always present everywhere, even here in the Philippines where the society believes that men is more powerful and credible especially in terms of work. Carolyn Israel-Sobritchea (2012), said in her writing "The Ideology of Female Nature" that in the Philippines, the legitimization of male dominance in the household, in the work, in politics and in other areas of life is rooted in the people's belief that men and women have distinct biological traits which are decisive in defining their roles and status in the society. Filipino women are generally perceived as physically weaker, shorter and smaller in body size than men. These biological givens support prevailing cultural traditions that mandate women to do "light work" and engage in "less risky" occupations. Work popularly considered as light and therefore, feminine largely consists of such domestic chores as childcare, cooking, laundering, ironing, dusting of furniture and the like. The value statement that "women are good only for the home" underscored the common perceptions that



women are biologically cut out and better suited for childcare and housekeeping than men.

Leonora Angeles explained in her writing “Sex and Gender in the Philippine Society”, (1994), work or *trabaho* is often equated with any activity which generates cash income. This conceptualization of work has rendered women’s domestic and sustenance activities virtually invisible, unrecorded in formal statistic on work and assumed to be unimportant and the domestic reproductive activities weaken women position in the labor market. Women are usually seen as actual or potential mothers whose labor force participations interrupted by childbirth and other domestic responsibilities. The sex segregate job market kept women in female occupation that tends to be women lowly paid and low in status.

Though women tries to prove themselves and their capabilities on what they can do, especially in this modern world where there are women personalities who are known for their achievements, men still get more opportunities especially when it comes to job opportunities. Bartolome, Sison, and Sanipa in “Women as Achievers in Proudly Filipina” (2008), stated that as women struggle to prove themselves, they were given a place in the society but still society would only provide minor jobs for women like being household helpers and baby sitters, and though they were able to get the job and though many women were qualified for the career they were still underpaid. Not only that they were given minor jobs, but they were also sometimes subjected to crimes on the workplace as what the Asia Pacific NGO (2005) stated in its own forum “Voices 2005” and beyond that despite the fact that women’s work contributed greatly to the development and economies of host and countries of origin, women in the informal economy are invisible and have little legal protection.



Housemaids Stereotyping and Their Status in the Society

The status of a person in the society depends on how the people in that society see them and the best example of that is how the Filipino housemaids being stereotyped that result to a low status and less value in the society. Kristine Reynaldo in her article “Inday and The Stereotypical Filipino Maid”, (2008) said typically, maids are portrayed as being “Bisaya” or having a Visayan accent, having to send money to their families back in the province, as having suffered sexual harassment, endured ill treatment from employers, as having interesting showbiz news and gossip, as falling in love with the gender/driver, dim-witted, smart-alleck, or having an affair with their male employers.

Jerome Aning in his article “‘Inday’ Jokes are Windows to Maid Stereotyping, Say Groups” (2007) also wrote an article about the stereotyping of Filipino housemaids through jokes stated that “Inday” (called to a Filipino housemaid) has morphed from the old promdi (from the province) ignorant of city life and entangled in a dalliance with the man of the house.

Aning quoted the statement of Visayan Forum Foundation Executive Director, Rolando Pacis, stating that “These jokes are reflective of the long-standing low regard for our domestic workers. While humor is appreciated once in a while, we must realize that it can also be an insidious medium for normalizing certain negative stereotypes. Is it really unusual and amusing when domestic workers are [portrayed as] smart in the jokes. Is there a presupposition that they are ignorant? Are maids that inconsequential and incapable of any intelligent discussion?” Pacis pointed out that in the first place, no “kasambahay” should suffer such indignity if society sent every one of them to school. It is precisely the lack of education that pushed many young girls to come to the city



from the province, hoping for a chance to work and study at the same time. Yet many employers continued to deny them this right to education, he said. Pacis added that VFF hoped that the public would take notice and act soon, because we owe a lot to our domestic workers. "Everyone should take responsibility for correcting the continued stereotyping of maids. Let us put an end to the constant barrage of insulting messages. Let us give "kasambahay" the respect and credit they deserve", Pacis said.

Due to the negative stereotyping of the society about the housemaids, it results to the housemaid having less value in the society and less opportunity. In the article "Corpses Have More Respect Than House Maids" Adu-Gyamfi, Kwaku (2012), It's no secret that house servants are the ones who cook for the affluent families, wash their clothes, drive the kids around and take care of their children. If they don't deserve a medal made from any metal, no one does! In short, they deserve better treatment than members of the high society. Isn't it insane to show contempt to people who are an integral part of our personal lives and wellbeing when they flounder a little bit just as any human being? There were so many young, helpless and hopeless housemaids who were daily ill-treated such as by their bosses for just a minor infringement. They were experiencing dipping of the victim's body part into hot liquid, physical beating, or even rape. Some of these abuses were so institutionalized that we do not see them for what they are because most of these house-girls have no voice for a reasons that the typical young maid or house-girl in Ghana is from poor home, comes from a rural area and probably an orphan or a drop-out with no hope for the future.

Kwaku further stated that some affluent homes accord their dogs or pets more humane treatment than they gave to their domestic servants. They did not eat at the same dining table or share the same privileges but, they forgot that the lives of their



families are in the hands of house helpers. Additional to that in some elites' and affluent homes many privileged children grew up to observe their parents and other adults treat house girls or servants like sub-humans. The sad part is that some of these children even naively participated in such inhuman treatment.

Mass Media and the Society

Top Information Post –Digital News Aggregation posted in their site an article entitled “Mass Media and Its Influence on Society” (2013) stated that the media has a huge impact on society and also in public opinion. They shaped the public opinion in different ways depending on what the objective was. In Profile Daily article “What Are the Positive and Negative Effects of The Media in The Society” (2009), in today's modern society media has become a part and parcel of our life. Its duty is to inform, educate and entertain. It was considered as the 4th pillar of our society. It is a powerful and flexible tool that influences the public to a great extent. Media plays a very important role in the building of a society. Media has changed the societies of world so much that we can't ignore its importance.

Profile Daily also stated that the power of the media can transform the whole society and has the power to influence society; it can change opinions because they have access to people and this gives it a lot of strength. Media men had access to people and they have an audience. Their programs had an impact and people listen to them. That's why they were more responsible for the betterment of the society. They worked to educate the people, to help the people and to liberate the people and to empower the people. Media has lots of responsibilities on its shoulders as today's society is very much influenced by the role of media. We believe in what media projects to us. We change our minds according to the information provided through it.



The Teleserye and the Society

Teleserye is one of the media tools to influence the society because we reflect our lives on those teleseryes we watch. An article at www.bubblenews.com "Teleserye: How Does It Affect You?" (Anonymous, 2013) stated that most Filipino people are into some kind of addiction to what we called "teleserye" meaning a miniseries done in a television by most Television networks. It is like a soap opera or a telenovela, with unique characteristics and often reflected on daily lives of every Filipino. That made the teleserye affects its every viewer. Sometimes what we see on television are merely our lifestyle or to be our lifestyle, but it still depends on how you view things and absorb it as good or bad influence in your daily lives. Some may affect their personality and social values, but as an individual we have our own responsibilities on how to handle things in regards to this.

"The Teleserye as a Vehicle for Social Transformation in the Philippines" (2011) by Dr. Trinidad Osteria, President, Yuchengco Center, De La Salle University stated, "Among the media forms, television is deemed as the most influential and powerful tool in disseminating information, opinions and perceptions. About 96 percent of Filipino households own a television and 70 percent watch "teleseryes". When Filipinos live their lives, they insist that what happened to them could be the same as the "teleseryes" – including the fantasies. Teleserye presentation can affect the preservation or destruction of moral and social values of society."

One of the most influential teleserye in the country was the *Mara Clara*. According to Nerisa Almo in her online article "ABS-CBN Aims To Reintroduce *Mara Clara* To The Younger Generation" (October 27, 2010), because of the phenomenon that this teleserye had brought after more than a decade, ABS-CBN brings back the longest-



running teleserye *Mara Clara* for the sake of the new generation. This teleserye aired from August 17, 1992 until February 14, 1997, and it featured the intertwined lives of two girls who were raised in two opposite worlds: one grew up in a mansion, while the other spent her childhood in the slums. Also this project is touted to be the first Philippine drama series to have its own movie produced by Star Cinema in 1996 with the same title.

As a proof that that the massive appeal of this teleserye never die, even the remake of the teleserye performed well in terms of ratings. From ABS-CBN online article “‘Mara Clara’ Finale Tops Prime Time Block” (June 9, 2011), stated that, according to Kantar Media/TNS, “Mara Clara” garnered a high rating of 43.4% on June 3 (Friday), another first in the history of national TV ratings. Prior to this, “Mara Clara,” dubbed the “Mother of All Soap Operas”, has been consistently receiving good reviews and feedback and it also topped the country's trending topics on Twitter.

Because of the huge hit of this teleserye, the YouTube video of a young girl crying profusely upon learning the “death” of her favorite soap character is fast gaining prominence in cyberspace with some 732,490 hits already as of this writing. The still- unidentified girl was caught on cam while wailing loudly upon learning that Mara, the character played by Kathryn Bernardo in “Mara Clara,” was killed in an explosion after she got kidnapped. From the online article of Manila Bulletin “Video of crying Mara fan a huge hit on YouTube” (March 9, 2011), Mr. Bong Osorio the, ABS-CBN Corporate PR Head was quoted, he said, “It just demonstrates how ABS-CBN has been able to engage the Filipino audience with its programs. ‘Mara Clara’ is a great example of the Kapamilya network’s strength in storytelling and production as it affects and connects with our viewers in a powerful way”. Another hit teleserye is the “My Husband’s



Lover” of GMA7. According to Tessa Mauricio-Arriola, Sunday Times Magazine Editor in her online article in entitled “My Husband’s Lover’ and a new era in Philippine Television” (September 28, 2013) stated that, ‘Filipinos watch My Husbands Lover because it is good TV. This landed on the no. 1 spot of a CNN iReport titled “My Husband’s Lover (Philippines): 50 Top Reasons Why Filipinos Are Watching”. My Husband’s Lover, had all the makings of success from Day 1: A bold concept of a love triangle involving a wife, her gay husband and his lover, which no one had ever imagined—or risked—to air on free TV; a beautiful cast thrown into the fray; acting that is subdued yet effective amid the “taboo” (i.e. hysterics-free, which is the acting tradition of teleseryes); and a continuing story line that, while anchored on infidelity, is reflective of Filipino family values and sentiments. Despite the Catholic Bishops’ Conference of the Philippines’ (CBCP) adverse reaction to the gay-themed series two weeks into its airing, My Husband’s Lover continued to gain a huge viewership, which surprisingly, even included very straight Filipino men. As proof it got started strong from June 10 to August 26 with the Nielsen TV Audience Measurement report of an average household rating of 23.3 percent in Urban Luzon, and 25.8 percent in Mega Manila against competing programs. It also reached its peak on last September 2 to 10; MHL posted higher ratings than Bukas Na Lang Kita Mamahalin in overall Nationwide Urban Television Audience Measurement, Urban Luzon and Mega Manila. In National Urban Philippines, MHL scored a rating of 19.7 percent versus Bukas Na Lang’s 16.7 percent; 23.2 percent against 15.2 percent in Urban Luzon; and 25.8 percent versus 14.4 percent in Mega Manila.

Through this teleserye and its influence to the Filipino audience, from the article of Lira Dalangin-Fernandez in her article “Albay congressman files 'My Husband's



Lover' bill"(August 8, 2013) where Representative Edcel "Grex" Lagman Jr was quoted saying, "legal action can be taken by an aggrieved spouse against her husband's gay lover or his wife's lesbian lover under a bill ."The commandment 'Thou shall not commit adultery' carries a moral imperative not only for men and women but also for the LGBT (lesbian, gay, bisexual, transgender) community and develop gender equality," The bill he was mentioned was the "My Husband's Lover Bill," the title of a television drama series.

Fairytale Romance Means of Escapism

Escapism defined by WiseGeek Org on their online article "What is Escapism?" as a way of refocusing one's attention on pleasant or enjoyable things, as opposed to the hard realities of the everyday world. It can be a healthy means for not getting completely depressed by reality, or in extreme forms, can result in obsessive behaviors that make people completely ignore reality to their detriment.

One of the Filipino's way of escapism is thorough watching teleserye, on the article of Ricky Lo entitled "NY-based writer's 4 favorite teleserye" Just as the impoverished Filipino nation allows itself to get hooked by the wonderful world of *teleserye* to get away from reality even for a few hours a day, according to *Funfare's* Big Apple correspondent Edmund Silvestre, "Filipinos in the United States have also turned to these Pinoy tearjerkers courtesy of The Filipino Channel and GMA Pinoy TV, and soon TV5 International to find temporary relief from the worsening (and frightening) economic and financial crises in this side of the globe."

Filipino audience enjoyed this kind of teleserye, because of its fairytale romance effect. Fairytale romance as defined by online dictionary www.oxforddictionaries.com,



it as a stories that caters a story that denoting something regarded as resembling a fairy story in being magical, idealized, or extremely happy love stories.

Some of these famous fairytale romances are King and I and Sound of Music. King and I are about the East versus West makes for a dramatic, richly textured and ultimately uplifting tale of enormous fascination. It is 1862 in Siam when an English widow, Anna Leonowens, and her young son arrive at the Royal Palace in Bangkok, having been summoned by the King to serve as tutor to his children and wives. The King is largely considered to be a barbarian by those in the West, and he seeks Anna's assistance in changing his image, if not his ways. With both keeping a firm grip on their respective traditions and values, Anna and the King grow to understand and, eventually, respect one another, in a truly unique love story, Rodgers Hammerstein; "The King and I". (February 2014)

While the sound of Music is about Maria had longed to be a nun since she was a young girl, yet when she became old enough discovered that it wasn't at all what she thought. Often in trouble and doing the wrong things, Maria is sent to the house of a retired naval captain, named Captain Von Trapp, to care for his children. Von Trapp was widowed several years before and was left to care for seven 'rowdy' children. The children have run off countless governesses. Maria soon learns that all these children need is a little love to change their attitudes. Maria teaches the children to sing, and through her, music is brought back into the hearts and home of the Von Trapp family. Unknowingly, Maria and Captain Von Trapp are falling helplessly in love, Turner Classic Movies "The Sound of Music" (1965).



In local version Philippines has the Princess and I that been portrayed by Kathryn Bernardo and Daniel Padilla. It opens the fairytale story of the Kingdom of Yangdon led by King Anand (Albert), where behind the entire King's wealth, power and title, is a saddening empty space in his heart that is yet-to-be filled by his long-lost daughter Princess Mikay (Kathryn), who will grow up in an unfortunate life not knowing of her real identity, " Royal Teleserye "The Princess and I" premieres on April 16"(April 2012)

These three different stories depicted a characters that been through with different challenges but still able to have their happy endings with their love ones that made its audience to fall in love with the plot of the story.

Synthesis

Dominance of men in the society in fields of household, works, politics and in other areas of life results into women being labeled as weak and only have limited things to do and for that reason, they were given light works specifically they were only asked to do domestic chores. Due to how the society sees women, women's domestic and sustenance activities are given less importance and unrecognized though they are trying to prove themselves nowadays, but still because of the negative stereotyping to women capability it weakens women position not only in labor market but also in the society.

Weak status of women in labor market and in the society is clearly seen in the situation of Filipino housemaids, who were classified as smart-aleck, dim-witted, illiterate, and ignorant of city life and entangled in a dalliance with the man of the house. Because of how the society sees them, they are given less value in the society,



less opportunity to be successful in life and they are deprived from their rights and they are not treated well by their employers.

On the other hand, media recognizes its role in the society as being one of the influential medium because of its huge impact to the people and its ability to affect public opinion and perceptions. They have the power to change the society's perceptions and beliefs in different ways based on their objective and one of the mass medium to do that is what we call "teleserye". Teleserye can influence its audience, because people reflect their lives on this kind of television program.

The past studies and related literature discuss the standing of women in labor market and in the society that results to low status and negative stereotyping of Filipino housemaids in the society. It also discusses the power of media specifically the ability of teleserye to affect its audience perceptions and the society. The past studies and related literature that were cited are related to the present study because it discuss about topics that are similar or closely similar to the research problem of the present study. It can also inform and give additional information and knowledge for the researchers to further understand the situation of women specifically the Filipino housemaids who are the focus of the study and the ability of media particularly the teleserye to affect the audience perceptions and the whole society.

Though the past studies and related literature are related in the present study, it still have differences because the past studies and related literature are just a single or individual studies about women status, stereotyping of housemaids, and the media while the present study collaborate those ideas. The present research tries to study about the relationship of communication and women specifically the Filipino



housemaids to determine on how the media particularly the teleserye can affect audience perceptions in elevating their status in the society.



Chapter 3

STUDY FRAMEWORK

In this study about how the teleserye “Be Careful with My Heart” affects the audience perceptions in elevating the Filipino housemaids’ status in the society, the researcher used the Cultivation Theory as framework

THEORETICAL

The Cultivation Theory

Cultivation theory also known as cultivation hypothesis or cultivation analysis is a theory composed originally by G. Gerbner and later expanded upon by Gerbner and Gross “Living with Television: The Violence Profile Journal of Communication” (1976). They began research in the mid-1960s endeavoring to study media effects, specifically whether watching television influences the audiences’ idea and perceptions of everyday life, and if so, how. Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid.

The University of Twente on their research explains that “Cultivation Theory suggest that television is responsible for shaping, or cultivating viewers’ conceptions of social reality” The combined effect of massive television exposure by viewers over time subtly shapes the perceptions of social reality for individuals and, ultimately, for our culture as a whole. It also identifies the two groups of television viewers: the heavy viewers and the light viewers. The focus is on ‘heavy viewers’. People who watch a lot



of television are likely to be more influenced by the ways in which the world is framed by television programs than are individuals who watch less, especially regarding topics of which the viewer has little first-hand experience. Heavy viewers may have more sources of information than light viewers.

Through the given definition on how the theory works, it merely stated that the media mainly the television which is considered as one of the effective medium on influencing the audience because of its massive appeal can affect its audience through the message that the media produced and sent to its audience. The message that the media produced and sent to their audience is created and distributed to the audience based on what they want their audience to believe in or how they want the audience perceive the reality. When the message is absorbed by the audience particularly those who spend more and longer time in watching television, it will affect the audience perceptions that will shape and dictate changes on their beliefs or how they will see the reality individually and then the whole society as a whole.

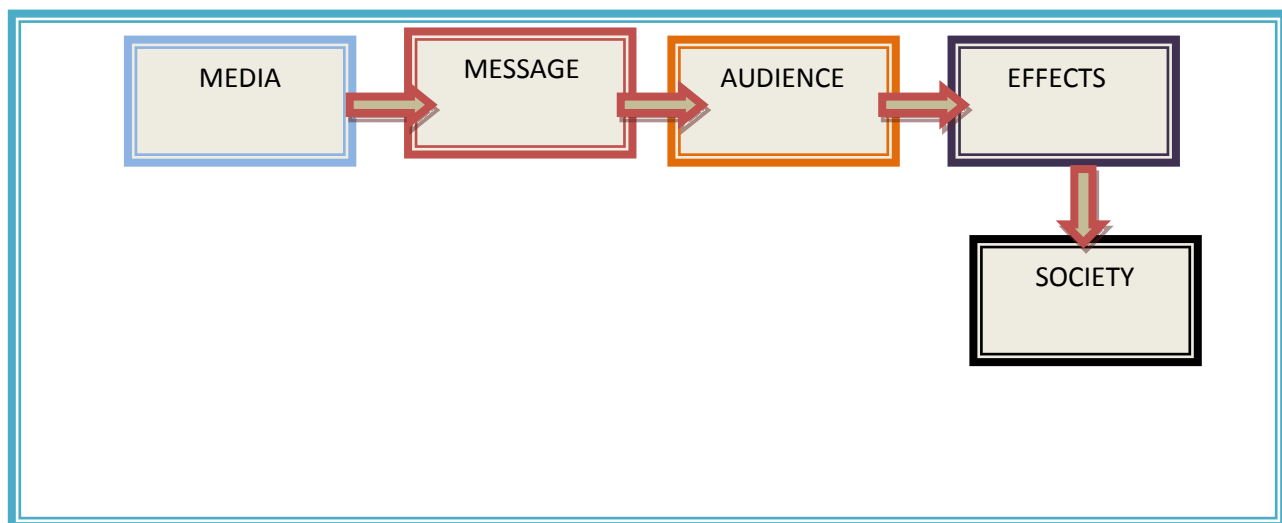


Fig. 1. Researchers' Cultivation Theory Model (2013)



CONCEPTUAL

The researchers presented the communication theory that is essential to the study of how the teleserye “Be Careful with My Heart” affects the audience perceptions in elevating the Filipino housemaids’ status in the society.

The Cultivation Theory starts its process as the media sends its message to its audience. The message contains information that tells to the audience what they want their audience to believe in or how they want their audience perceive the reality. The focus of the study is the audience who spend more and longer time watching the television program who is classified as heavy viewers. And the last process of the theory is to know how the message that was sent to the audience affects their individual perceptions and the society as a whole.

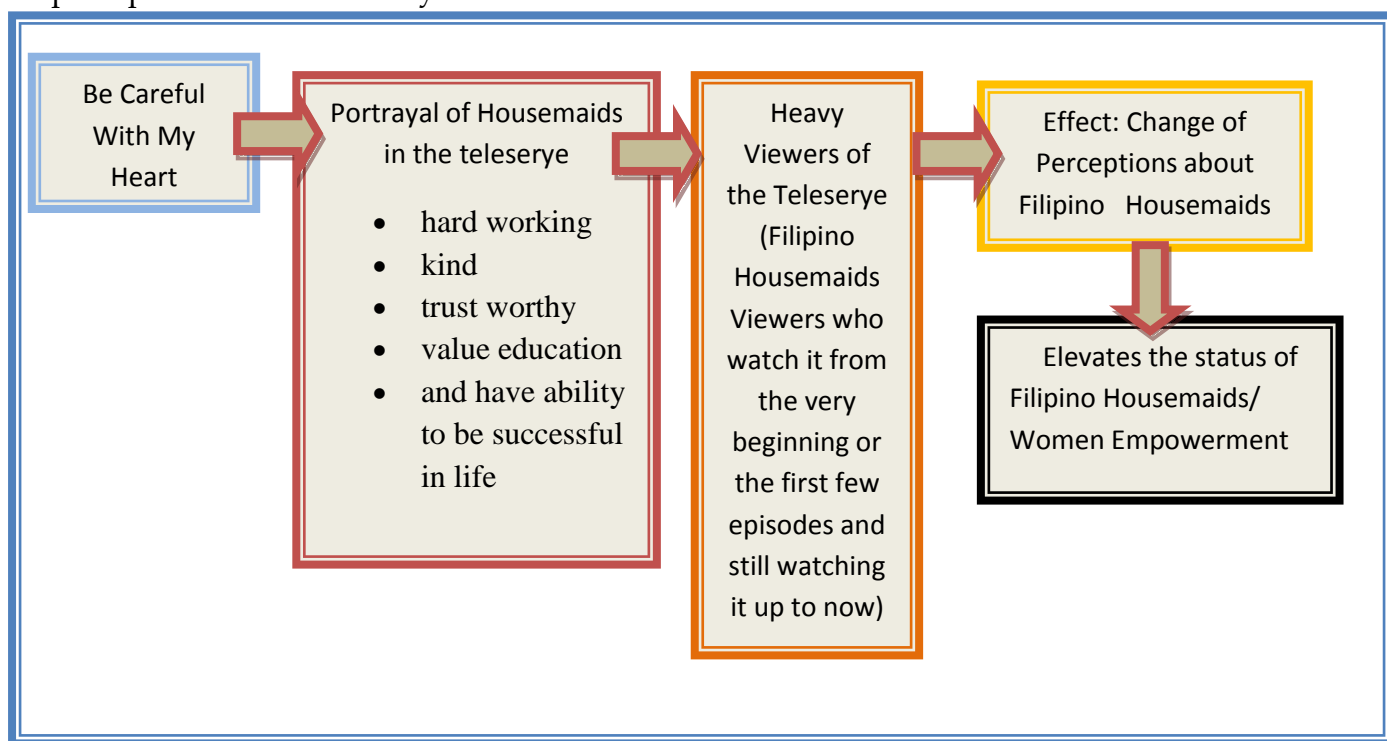


Fig. 2. Conceptual Framework



Applying this situation given by the study, the teleserye “Be Careful With My Heart” which is one of the top and most watched morning teleseryes of ABS-CBN being aired every 11:45 in the morning, portrays the role of Filipino housemaids opposite on how the society stereotyped them. The Filipino housemaids perceived by the society as someone who is smart-aleck, dim-witted, illiterate, and ignorant of city life and entangled in a dalliance with the man of the house, but in the teleserye, Filipino housemaids portrayed as someone who is hard working, kind, trustworthy, values education, and have the ability to be successful in life especially through the character of Maya Dela Rosa that shows to the society how a housemaid work hard for her dreams and be able to succeed in life despite of many struggles. Then these positive Filipino housemaids portrayal will serve as the message that the teleserye will deliver to its audience.

The expected audiences that will be affected are those heavy viewers of the teleserye who are the Filipino housemaids that were able to watch it from the very beginning or the first few episodes of it and still watching the teleserye everyday. The message that the teleserye delivers to the audience, may have an effect to its audience, specifically on the audience perceptions about the status of the Filipino housemaids and how the society sees them.

Because of the possible effects of the teleserye in audience perceptions, there is possibility that there will be changes on how the society perceives the Filipino housemaids and their status in the society. It may happen that through the portrayal of the characters in the teleserye, the society will see and value the Filipino housemaids same way as the teleserye portrays the Filipino housemaids which are being



hardworking, kind, trust worthy, value education, and have ability to be successful in life.

The teleserye may not only affect the audience perceptions individually, but it can also create changes and affect the society as a whole. If the audience change their perceptions about Filipino housemaid from being someone who is given less value and opportunity in the society into someone who is more appreciated and given more opportunities to prove themselves and become successful in life, it may lead into elevating the status of Filipino housemaid in the society. When that happens, it will also help in promoting women empowerment, because elevating Filipino housemaid's status means also elevating the women status in the society. When the Filipino housemaids will be given more value, respect, and opportunities, it will contribute on strengthening and elevating the image and status of women in the society as well, because they are not just seen as Filipino housemaids in the society but also as women.



DEFINITION OF TERMS

Audience – the persons reached by a book, radio or television broadcast, etc.

Elevation - The action or fact of raising or being raised to a higher or more important level, state, or position.

Escapism – habit of retreating from unpleasant or unacceptable reality, as through diversion or fantasy.

Empowerment - refers to increasing the economic, political, social, educational, gender, or spiritual strength of individuals and communities.

Fairytale - a simplistic and condescending explanation for something.

Heavy Viewers – audience who watch a lot of television are likely to be more

Light Viewers – audience who watch television just for 2-3 times a week and less influence by the effect of television program.

Perception – is awareness, comprehension or an understanding of something.

Stereotype – a set of inaccurate, simplistic generalizations about a group that allows others to categorize them and treat them accordingly.

Status - the position of an individual in relation to another or others, especially in regard to social or professional standing.

The Filipino Channel (TFC) - a global brand of premium television network based in Redwood City, California. It is owned by ABS-CBN Global Ltd., a wholly owned subsidiary of the Filipino media conglomerate ABS-CBN Corporation and is targeted towards Filipino expatriates and their families.



Chapter 4

STUDY DESIGN

The researchers used qualitative research design for the study to explain and have a deeper understanding on how the teleserye “Be Careful With My Heart” may affect the audience perceptions in elevating the status of Filipino housemaids in the society.

Methods and Sampling

The researchers used qualitative research design that is suited for the study since it aims to gain a deep understanding of a specific organization, event, or phenomenon and let the gathered data emerge its meaning from the participants. Through qualitative research design, the study was able to describe in full detail the changes in perception of the audience about the status of Filipino housemaids in the society through watching the teleserye “Be Careful With My Heart” that portrayed a positive image of housemaids. The researchers used purposive sampling for their respondents in the study, which was defined as a type of non-probability sampling that is most effective when one needs to study a certain cultural domain with knowledgeable experts within. (Purposive Sampling as a Tool for Informant Selection, 2007)

First, the researchers conducted a focus interview and chose the respondents purposely to gather data used to meet the objectives of the study. The researchers also conducted a focus interview on at least 12 Filipino housemaids who are avid viewers of



the teleserye and are also able to watch the teleserye from the very beginning or the first few episodes of the show, since they are the focus of the study and the suitable respondents that can give the needed data for the study. They were interviewed to know their perception about the teleserye particularly on the portrayal of housemaids' characters in the teleserye and the effects on them that fulfilled the objectives of the study.

Then second, the researchers conducted a focus interview with a sociologist and a representative from a women organization to validate the data from the respondents. The sociologist was asked about the status of the Filipino housemaids in the society then and now in relation with the teleserye and the housemaid's characters. While the representative from women organization was asked about women empowerment in relation to the housemaid's characters in the teleserye and the show itself. Focused interview was used for both respondents to validate their answers. This focused interview helped to know if the data gathered by the researchers from the respondents were able to meet and complete the objectives of the study.

Units of Analysis

In this study only one unit of analysis corresponds in the study on how the teleserye "Be Careful With My Heart" affects the audience perception in elevating the Filipino housemaids status in the society.

The unit of analysis studied in this research was the Filipino housemaids who avidly watched the teleserye and were also able to watch the teleserye from the very beginning or the first few episodes. These are the 12 Filipino Housemaids: Rose Marie Sumangue, 18 years old. Rowena Requelman, 34 years old. Elsie Margien, 48 years old.



They are from Alabang, Muntinlupa City. Jose Motio, 47 years old, Nene Florinda, 43 years old. Sarah Mae Dispi, 28 years old. Mila Gatón, 30 years old and Merlita Costales, 47 years old are from Antipolo Josephine Cagas, 23 years old. Gigi Peje, 20 years old and Zaida Gazmen, 55 years old are from Malabon. Gemma Pulupot, 40 years old from Quezon City. They are the most suited respondents for the study because they are most convincing and credible group of individuals who can answer the questions to meet the objectives of this research. It is also important that they have watched the teleserye from the start of the show so that they can really tell the changes and evolution of the housemaid's characters in the teleserye. The main focus of this study was about their ideas, thoughts about their perception of the teleserye, the portrayal of the housemaid's characters and how the teleserye affects them in elevating their status in the society. The gathered data from them were the main source of information for the researchers to be able to complete the objective of this study.

Instruments

In this study, two main research instruments were used. First, set of questions were given to the housemaids then the sociologists and the representatives of selected women's organization validated the answers of the housemaids. These questions were used to understand deeper the perspectives and opinions of the respondents answer to the objectives of the study. Second, recorded interviews from the respondents where the set of question for the respondents were asked to examine how the teleserye "Please be Careful With My Heart" affects the audience perception in elevating the status of Filipino housemaids in the society and also to complete the objectives of the study.



Data Analysis

For the data analysis of this study, textual analysis was used on the data gathered from the interview of the respondents. The researchers first collected all the data from the housemaids and organized and evaluated then the answers of the sociologist and the representative of a women's organization validated and was compared with the data. After which the researchers proceeded in interpreting the data gathered and determined the patterns, themes, conflicts and new knowledge. The researchers used the Cultivation Theory for superior understanding of the future data gathering.

Cultivation Theory as cited by Stephen W. Littlejohn and Karen Foss, in "Encyclopedia of Communication Theory" (2009), also known as cultivation theory or cultivation analysis is the area of communication research that investigates relationships between exposure to television and beliefs and attitudes about the world. Cultivation hypothesizes that heavy viewers of television will be more likely to hold beliefs and conceptions about the world that are congruent with what they see on television.

After the researchers finished the interpretation of data, they formulated their conclusions or findings about the data to check if the gathered data was able meet and answer the objectives of the study. The researchers also did their recommendation for the future researchers and other ideas to expand and develop the study and a recommendation for the group of individuals who were involved in the study.



Chapter 5

RESULTS AND DISCUSSIONS

This chapter presents and discusses the results of focus interview with 12 Filipino housemaids who avidly watch the teleserye “Be Careful With My Heart”, a sociologist and a member of women organization that promotes women empowerment. The data gathered primarily aims to explain on how the teleserye “Be Careful With My Heart” affects the audience perceptions in elevating the status of Filipino housemaids in the society.

RESULTS

The researchers interviewed 12 Filipino housemaids from Alabang, Anitipolo, Malabon and Quezon City. The respondents’ ages ranged between 18 to 55 and they were able to keep an eye on the story of teleserye “Be Careful With My Heart” on how the character of Maya Dela Rosa progressed from being a persevering housemaid to a successful flight attendant that started in reaching all her dreams. Most of them are already married and have their own family, but some are spinsters, and some are working students.

Changes In Their Lives

According to the respondents, they avidly followed the story of the teleserye because it helped gains positive perceptions about the job of being a housemaid and it also showed the proper and just treatment for the housemaids. Aside from that, they



enjoyed the well-written plot of the teleserye especially the romance between Maya and Richard, and they could also relate to and get inspired by the character of Maya, because of her portrayal of different values which they can learn lessons from.

Through the teleserye, the respondents affirmed that they have learned to respect and uplift themselves and their job as well, one of them said:

“Hindi ako nahihiya bilang isang kasambahay kasi marangal ang trabaho ko wala akong ginagawang masama, proud ako sa sarili ko at sa trabaho ko”.

(I don't feel shy being a housemaid because my job is nice I'm not doing anything wrong I am proud of myself and my job.)

They started to believe that they still have a chance to be successful in their lives and help their family through perseverance and education. One of the respondents who is a working student said:

“Kapit- bisig lang po, para maka-ipon ako ng pera, tapos next year naman makaka-pag-aral na po ako, kaya araw-araw kapit-bisig po”.

(No giving up so that I can save money, then next year I can go to school already. So every day, no giving up.)

She got the term “*Kapit-bisig*” from the teleserye which was always said by Maya meaning “don't give up or help each other.”



The respondents further noted the changes that the teleserye had brought to their lives since they now have this positive outlook in life. The respondents added that they are now more determined to do their job well as they believed that it is the key for the upliftment of their lives and their families as well.

They also learned how to exercise their rights as housemaids, starting from the proper treatment that they must have from their employers, to voice out their thoughts and feelings as long as they are on the right side and make sense, up to the opportunities and benefits they must have, one of them stated:

“Nakikita ko yung mga kasambahay kaya ng ipaglaban yung karapatan nila. Ako yung sa sahod yung karapatan mo na dapat mo talaga makuha, hindi gaya dati na kung ano lang ang gusto nila yun sunod ka lang ng sunod. Nakakapag voice out na talaga ako”.

(I can see that the housemaids can fight for their rights now. For me, the income is really the right that you have to get, not like before that whatever they like you just have to follow. Now I can really voice out.)

Change Of Perceptions About The Filipino Housemaids

The respondents compared on how the Filipino housemaids being perceived by the society before and today based on their experiences and through the influence of the teleserye. According to them, before, Filipino housemaids were stereotyped as being poor, uneducated and sometimes violent especially those who are working as nannies.



Because of these, they thought that there was no more hope in elevating their status in life, and would not be successful in other professions aside from being a housemaid. They were given less value in the society and as a result they were considered as untrustworthy people and that sometimes resulted to being maltreated by their employers.

On the other hand the respondents claimed that there were changes in the perceptions about Filipino housemaids because of the teleserye, one of the respondents explained:

“Di pala pwede sabahin na katulong lang yan, ganun di dapat kasi tao din yan, May puso’t damdamin yan na marunong masaktan”.

(You just can’t say that she is just a housemaid, like that, it should not be because they are also humans. They have their heart and emotion that also gets hurt.)

However, the respondents had different opinions on their new perceptions about them through the influence of the teleserye, according to one of the respondents:

“Ang katulong hindi na gaya ng tingin nila dati”.

(Housemaids are not like what they think about before.)

Now they see the Filipino housemaids as persevered and dedicated to their work, trustworthy, smart, and have the ability to be successful in life.



Due to these changes of perceptions, the respondents claimed that they get inspired to perform well on their job and it also boosted their confidence to elevate their selves, one of the respondents said:

“Naging pursigido din ako sa aking buhay na mababago ko din na hindi lang na maging habang buhay na katulong ako”.

(I became persevering in life that I will change, that I will not be a housemaid for the rest of my life.)

Society’s Perceptions

The respondents explained that the teleserye showed to its audience the importance and good values of the Filipino housemaids through the characters of the teleserye especially the character of Maya and the right and just treatment that the housemaids deserve, one of the respondents said:

“Pinakita talaga dun kung gaano kahalaga ang mga kasambahay, kahit kasambahay lang po sila dapat hindi minamaliit po, tapos tinuturing na din po nilang tunay na pamilya yung mga kasambahay”.

(It really showed how valuable housemaids are, even if they are just housemaids they should not be treated unjust, and they start to treat housemaids like their own family.)



They also said that not only the housemaids' characters in the teleserye were the good example in the society, but also the housemaids' employers,

*“Diba si Sir Chief at yung famly niya pinakita na mabait
talaga sila kay Maya. Pinakita nila paano kami dapat
pakisamahan kasi mahalaga din kami at maraming
maitutulong”.*

(Sir Chief and his family showed how nice they are to Maya. They showed how we should be treated because we are also important and that we can help a lot.)

The respondents added that the positive portrayal of the characters, not only the housemaids but also the employers helped the society open their views or perceptions about the Filipino housemaids and eliminated the discrimination about them. One of the respondents shared her experience on how other people think about her now,

*“Dito yung mga kapitbahay ko sinasabi nila na napaka-swerte daw
nila sa akin, sabi nga hindi nila kayang bayaran ang pagmamahal
at pagsisilbi na ginagawa ko sa kanila”.*

(My neighbors here tell me that they are so lucky to have me; they said they can't pay for the love and service that I render to them.)

Because of that, they said they can now feel that other people or the society gives them more respect and value. They are treated well and they are given other



opportunities in life for them to have a good life, and most of all they don't feel the negative perceptions about the Filipino housemaids. They think that it all happened because the audience learned and was inspired by the teleserye on how to perceive and treat the Filipino housemaids.

*“Dati yung katulong akala mo nalang yung ganun ganun
na lang kung makautos sila parang wala lang sila, kesyo
katulong ka lang kahit hindi ka patulugin basta kung may
iuutos sila ganun ganyan pero sa ngayon ano na, pantay
na ang pagtrato sa mga amo, binigyan na rin sila ng sahod
na matino, may mga benefits ganun”*

(Before, they thought that housemaids are just like nothing. When they ask the housemaids to do something it's like they are just nothing, that you are just a housemaid even though you don't sleep as long as they have something to ask you to do, but now employer's treatment is already equal, housemaids also got their just income, they also have benefits now.)

Maya Dela Rosa And The Women Empowerment

According to the respondents, the character of Maya Dela Rosa in the telerserye inspired them because they see Maya not only as a hardworking housemaid but also a woman who is determined to achieve all her dreams despite of many challenges she had been through, as one of the respondents said:



“Nagsumikap siya kung paano niya narating yung kanyang narating ngayon, yung makatapos siya sa pag-aaral niya, gusto ko din yun, gusto ko din yung parang mabago ko din yung buhay ko para hindi habang buhay maging kasambahay ako”.

(She worked hard to be able to reach where she is now, when she finished her schooling, I also want that, I also want to change my life, so that it is not forever that I am a housemaid.)

Through the character of Maya, the respondents stressed out that they became optimistic in life and can do something to elevate themselves.

“Siya nagturo sa akin na talagang kailangan kahit mahirap Ipataas mo talaga yung sarili mo, nagsumikap talaga siya para marating niya yung kanyang mga pangarap kahit nanggaling pa siya sa kasambahay”.

(She taught me that it is needed even if it is hard that I uplift myself, she persevered well so she can reach her dreams even if she started as a housemaid.)

One of the respondents said as she shared how the character of Maya inspired her.

The respondents said that they were not only inspired by the character of Maya as a housemaid but also as a woman, because Maya’s role in the teleserye showed that



women can do more aside from doing household chores or domestic works, and one of them said also that:

“Pinakita niya na ang babae hindi lang sa bahay, hindi

porke babae ka sa bahay ka nalang ganun, na ikaw ang

mag-aalaga, ikaw ang maglalaba, ikaw lahat ganun.

Pinakita niya na dun kahit isang babae kailangan din niya magsumikap,

magtrabaho, at mag-aral para umangat”.

(She showed that women are not just good on household chores, not just because you are a woman you are just ought to stay at home, that you will be the one to take care, wash the clothes, all of those are expected to be done by you. She showed in the teleserye, even if you are just a woman, she needs to persevere, work hard, and be educated to be elevated.)

Through the character of Maya they said, that they feel more confident with themselves not only as a housemaid as well as a woman because they know that they can be also successful in life like Maya and can do the things that is usually done by men, like being the breadwinners of their families. One of them said:

“Ngayon di nila kami pwedeng sabihang “kasambahay ka lang” kasi

madami kami kayang gawin at maraming pwedeng patunayan, dahil

may mararating din kami sa buhay, basta magsisipag lang, tsaka

ngayon lahat ng kayang gawin ng lalake kaya din namin, minsan nga



higit pa". "Kahit babae po kami kaya naming gawin kung anong kayang gawin ng mga lalake. Kaya din naming mga babae ma-iangat ang pamilya, kaya nagtiwala ako sa sarili ko hindi lang bilang kasambahay kundi bilang isang babae din".

(Now, they can't tell us, you are just a housemaid because we can do lots of things and we can prove lots of things because we will reach something in life as long as we persevere and now, everything that men can do we can also do it, and sometimes what we do is more than what they do. Even though we are women we can do what men can do. We can also uplift our family, which is why I trusted myself not only as a housemaid but also as a woman.)

They also claimed that the character of Maya taught them about equality and their rights, one of them shared:

"Nagsasalita siya at kung ano ang tama siansabi niya at sumasagot siya kay Sir Chief basta tama lang siya"

(She voices out and she tells what is right and she answers to Sir Chief as long as she is right.)

In terms of equality one of the respondents said that:

"Pinakita niya na equal talaga, na-iangat ni Maya sa

"Be Careful" ang mga kababaihan, hindi porket babae



*hindi na kakayanin. Maganda na ang tingin ngayon
at pantay-pantay na."*

(She showed that it really is equal, Maya elevated women in Be Careful, not because you are a woman, you can't endure things. Society looks well now and already equal.)

With all those things they knew and learned from the teleserye through the character of Maya Dela Rosa, they are applying it to themselves and they are doing their job well not only to be recognized as a good housemaid but also to have other opportunities in life like to continue their studies, to put up their own business, and to support the needs of their families too.

They said also that they became more aware with all their rights not only as a housemaid but also being a woman. Because of that they are not allowing anyone to degrade them or abuse them and they believe that they deserve to be treated well just like the others. Furthermore, the respondents added that they became more confident about themselves and what they can do as a housemaid and as a woman too. Lastly, according to them they learned the most important lesson and realization in life through the character of Maya. They said that Maya taught them that there is nothing wrong on being a housemaid; they have the capability to be more than a housemaid and to be successful like Maya, as long as they are determined, persistent, and they believe in themselves.



Result Of Focus Interview With A Sociologist

Dr. Nicole Curato is a 31 year old sociologist who is currently an assistant professor at Department of Sociology at UP Diliman and a fellow Postdoctoral Research of The Australian University. She graduated her sociology degree from University of Manchester at United Kingdom in year 2007 and earned her doctorate degree at University of Birmingham at United Kingdom.

“Be Careful With My Heart” As A Game Changer

According to Dr. Curato the teleserye can be considered as phenomenal because it changed the landscape of morning show, she said:

“I think phenomenal siya kasi the timeslot diba is 11:30 and that usually the morning talk show slash imported teleserye timeslot, why is it important? it is important because it’s an indication that the network is willing to invest on actors that they don’t usually do on that particular timeslot so parang I think the claim of ABS you can check on this parang it change the landscape of morning programming”.

(I think it is phenomenal because the timeslot is 11:30 and that is usually a morning talk show slash imported teleseryes timeslot, why is it important? it is important because it's an indication that the network is willing to invest on actors that they don't usually do on that particular timeslot so it’s like I think the claim



of ABS you can check on this like it change the landscape of morning programming.)

She explained that before the time slot that was occupied by the teleserye “Be Careful With My Heart” it was a territory of morning talk shows which considered by the audience just a background as they do their chores in their houses. Until the time slot was conquered by the teleserye that got high rating, this means that the audience are more interested in watching the teleserye.

Transformation Of Audience Minds

Dr. Curato said that the teleserye in general alters behavior which means that whatever you watched on a teleserye becomes an object of discussion. People talks about it in the office, school etc. therefore it can qualify as one impact that shapes discussions and the materials of the teleserye definitely informs discussions and it also create common or shared language.

*“There are certain expressions nga na uy lumelevel up kana parang si
Maya diba parang may assumption na parang pag sinabi mo yun
nagkaka-intindihan tayo na level up kana kagaya ni Maya pero for an
outsider sino si maya diba what is that so you understand the difference
na parang people don't even have to define what leveling up like Maya
means because that teleserye created a shared language so it's such
a powerful thing kasi parang kalevel niya yung oh na-na poles ka diba*



or yeah nakaka set siya ng standard nakaka-set siya ng language"

("There are certain expressions that hey you leveled-up like Maya it's like there is an assumption that like when you say that we can understand each other that you already leveled-up like Maya but for an outsider, who is Maya right? what is that so you understand the difference that it's like people don't even have to define what leveling up like Maya means because that teleserye created a shared language so it's such a powerful thing because it's like it is equal on level with oh! You've been used like napoles right or yeah, it has set a standard, it has set a language.)

With that explanation, she considered teleserye as a powerful tool because only powerful people or cultural entrepreneurs can set common or shared language and the teleserye has done it. It happened because media do not tell you how to think but it tells you what to think about.

Elevation Of Status In The Society

Doctor Curato further explained that a standard answer for an individual or group of an individual can consider himself/herself that their status can be elevated in the society through acknowledging and practicing their rights that will lead to equality of every citizen in one country, because regardless of our social status, our gender, our background if we can avail of these same rights, therefore, there is an equality for everyone.



Like for example our right to vote, everyone has the right to vote regardless of your gender, economic status etc. In the context of Filipino housemaids, they have their “Kasambahay Law” which declares their rights and benefits.

“Very important yung bill na yun or law na yun kasi nirerecognize niya first and foremost na lihitimo ang trabaho maging isang housemaid”.

(That bill or law is very important because it recognizes first and foremost that being a housemaid is a legitimate job.)

But she argued that the deeper form of rights is when you can treat your peer or fellow citizen as a partner in an interaction, which you can be able to relate and argue:

“Kasi I think being able to argue and engage to that person indicates na I respect you enough to disagree with you I respect you enough to have a conversation with you “.

(Because I think being able to argue and engage to that person indicates that I respect you enough to disagree with you I respect you enough to have a conversation with you.)

If you can bargain your demands with others it’s an indicator that you are respected and you have your say in the society.

In the case of the Filipino housemaids, they can bargain with their employers about their salary issue and other deals, or maybe express their thoughts. Proper



treatment, giving opportunities and letting them to pursue their dreams can also be indicators because those are still part of the rights of an individual.

The Society's Perceptions About Filipino Housemaids Before And After

Dr. Curato added that even before the Spaniards came to the Philippines, the Philippines had been a servant society and there was a feminist interpretation that the job of the housemaids is to do a natural mother and feminine work that resulted to negative perceptions about them:

“The work that maids do are work that mothers in particular do

Di ba so parang mag-alaga ng bata, magluto, mag-plantsa, maglaba,

Feminine job siya at dahil feminine job siya may expectation na hindi

kita masyadong kailangan bayaran”.

(The works that maids do are work that mothers in particular do right so it's like taking care of a child, iron the clothes, wash the clothes. It's a feminine job and because it is a feminine job there is an expectation that I don't need to pay you that much.)

It happened because feminine job considered as natural job, it doesn't require any special skills for you to perform. It is also considered as a natural work that does not require any payment and it is a job under female category and here in the Philippines men have more opportunities than women in terms of division of labours.

When it comes to the changes on how we see the Filipino housemaids today, Dr. Curato said that she can't determine it, because there is still no published study about it,



but if she will base her answer on the replies of 12 Filipino housemaids' respondents, she can say that maybe there are changes. Maybe through the teleserye it can influence its audience on how they can perceive positively the Filipino housemaids, but these changes can't be said as ultimate change because what if these changes happened because the teleserye is popular today or there are other factors that affect them:

“You can't really measure yung impact nga ng isang teleserye pwede naman kasing sabihin na Ok tumaas ang tingin nila sa mga kasambahay pero hindi ba dapat ganun naman yung tingin sa mga kasambahay in the first place and pwede rin naman maging medyo critical dun sa plot line diba malaki bang factor yung romantic relationship dun or pwede ba sana siyang kwento nalang ng isang housemaid na umaangat sa buhay na walang romantic relationship at hindi kina-ilangan ng tulong ng lalaki kasi somehow may patriarchal element din siya”.

(You can't really measure the impact of a teleserye, we can say that okay they have changed their views on housemaids that it became positive but isn't it just that we look at housemaids positively in the first place and it can also be critical on the plot line right? Is the romantic relationship a big factor or is it okay that it is just about a housemaid that became successful even if there is no romantic relationship and that it doesn't need help from a man because somehow it has a patriarchal element.)



She said the teleserye is still capable of changing the perceptions of its audience but it needs more effort:

“A teleserye could be more progressive if it really wants to shutter perceptions, break boundaries diba parang it could have done more”.

(A teleserye could be more progressive if it really wants to shutter perceptions, break boundaries right? It’s like it could have done more.)

Maya Dela Rosa As An Instrument Of Women Empowerment

When Dr. Curato asked if the character of Maya Dela Rosa can represent the Filipino housemaids she said:

“Exaggerated yung characters diba na parang kaya nga siya teleserye kasi interesting siya, fascinating yung character so I guess we can just leave it there na they’re maybe the resonant characteristics kaya kaya kayang maka-identify nung mga kasambahay sa kanya pero in terms of the does it accurately represent all the kasambahays? I don’t think it can kasi iba-iba rin naman yung characters nung mga kasambahay”.

(The characters are exaggerated right? It’s like, that is why it is a teleserye because it is interesting, the character is fascinating so I guess we can just leave it there that they're maybe the resonant characteristics that is why the housemaids can identify her but in terms of the “does it accurately represent all the housemaids?” I don't think it can because housemaid’s characters are also different.)



It means that for sure, the character of Maya in the teleserye represents the Filipino housemaids, but not all.

Doctor Curato added that Maya's character maybe represents those Filipino housemaids who have not only has positive and good characteristics but also values as well. Furthermore those who were lucky to have a good employer like Maya's portrayal in the teleserye. On the other hand, not all Filipino housemaids are having the same story with Maya and definitely not having the same characteristics and values like Maya. In a nutshell, Maya can represent or mirror the Filipino housemaids but not in general.

With the discussion about Maya as a tool for women empowerment Dr. Curato defined first, women empowerment, which she said that a woman is being empowered when she can practice her rights and having an equal interaction with others. When it comes to the character of Maya, she said, its character can influence in empowering women through teleserye but in a limited way:

"Pwede you can create a powerful fictional characters that can martial the energies and inspire people to look to take after that figure pero yun na nga parang hmm mahirap lang din naman sabihin na ganun ka powerful yung mga ganitong characters .kasi bawat tao naman ay may kanya-kanyang interpretation dun sa character na yun but it really takes an excellent script writer to be able to do parang monopolies anu talaga yung message kasi otherwise sabog sabog din yung interpretation e"



(You can create a powerful fictional character that can martial the energies and inspire people to look to take after that figure but

it is also hard to say that these kind of characters are so powerful because every person has her own interpretations about the character but it really takes an excellent script writer to be able to do monopolies because otherwise interpretations will not be clear.)

She further explained that through the character of Maya in the teleserye it can elevate the status of Filipino housemaids and eventually lead to women empowerment through being a role model to them, but it can limit the perceptions of them about women empowerment. Her character has a potential but it can limit the empowerment. If the Filipino housemaids would like to be successful like Maya, they will think to be like Maya and it will be their ticket to a good life. As a result on that, they may neglect the other options and it's all because of the society, the audience or the Filipino housemaids have different understandings and interpretations. Still Maya really has the potential to do that through her empowered character as housemaid and as woman and through the teleserye it can access large number of audience that can create a shared language and can be influenced on their ways of thinking.

Result Of Focus Interview With Gabriella Representative

Ms. Frances Mae Ann Bondoc is the current Deputy Secretary for Internal Affairs of Gabriella Party List. She graduated and has her Masteral Degree for Women and Development Studies at University of the Philippines in Diliman, Quezon City in 2012.



The Effects Of The Teleserye

According to Ms. Bondoc, she sees the teleserye “Be Careful With My Heart”, as a popular teleserye today, that it can create a sort of fantasy and entertainment for the audience particularly to the Filipino housemaids who want to have the same story. She also stated that the teleserye has the power to influence them on how they can see and think about themselves or give them possibilities in case of Filipino housemaids, but somehow it might also create barriers to show what really happened in the reality:

“Ang impluwensya ng teleserye na parang ito pwede siyang maging posibilidad kasi kung nangyari nga yun kay Maya pwedeng mangyari sayo ganyan diba ganun niya may posibilidad mangyari eto pero sa kabilang banda kung titignan natin while merong posibilidad natatakpan niya o nagiging back drop siya nung reality yung social reality kasi nag c-create ka ng hindrance dun sa totoong nangyayari diba parang hindi naman kasi ganun talaga yung actual na nangyayari pero dahil gusto nating mai-present kung anung maganda yun yung nilalaman ng teleserye”.

(The teleserye’s influence is that, this, can turn into reality because if it is happening to Maya then it can also happen to you but in the contrary if we will look at the possibility, it backdrops the social reality because it creates hindrance on what is really happening right? It’s like, that is not really what’s happening but because we want to represent what is



beautiful then that is what the teleserye has.)

The Elevation Status In The Society And The Teleserye

According to Ms. Bondoc, when we say elevation of status in the society it comes from ourselves, it is about our competence to ourselves on what we can do, what we can be and help us to achieve our full potential:

“Primarily yung pag-consider ng babae sa sarili niya diba dun naman manggagaling e hindi naman yan sa acknowledgement ng ibang tao noh, kung nakikita niya yung sarili niya na na-achieve niya yung full potential niya diba na hindi siya nalilimita dun sa mga o na-ikakahon dun sa kung anu ang dinidikta ng ating lipunan na dapat haggang dun lang yung babae”.

(Primarily, if the woman considers it by herself, that is where it comes from, not from acknowledgements of other people, if she sees herself that she achieves her full potential and that she is not being limited on what the society dictates.)

It is not about the acknowledgement of other people, but still it can also affect. In relation to the teleserye, she said, that if the audience of the teleserye or the Filipino housemaids who watch it can relate with the story plot and gives them hope, then maybe it can help to elevate the status of them. On the other hand there will be a problem if the teleserye limits their idea about that because it will indicate that maybe the result will not last long or there is something lacking:



*“So kung itong teleseryeng na ito ay nakapag-bigay ng pag-asa
dun sa ibang kababaihan be well and good diba makakatulong sila
sa pag-elevate ng status pero kung ito naman ay nakakapag-limita
sa kanilang pananaw na yun lang ang tanging pag-asa nila ay may
problema tayo dun diba, maaring ang resulta hindi pangmatagalan
sa ngayon makakasapat pero kulang”.*

(So if this teleserye gave hope to some women, well and good, right? They will help on elevating the status but if it limits their perceptions that it is their only hope, we have a problem on that. Maybe the result is not for long term period, right now it is enough but it has limitations.)

Filipino Housemaids And The Society

According to Ms. Bondoc, she further explained that being a housemaid is always related on being a woman and women always identified on nurturing job, that even if they tried to go outside the parameter which they were placed, because of our society’s mind set about women they always go back on the same field, just like the society limits them on what the things they can do and not. As a result being a housemaid was given less importance and value in the society and does not give them other opportunities:

*“Through time naman diba ang babae naman ay nasa nurturing
job diba oo kahit na lumabas ka ng bahay anu ang trabaho ng babae*



entertainment diba nasa hotel and restautrant management, nursing profession, teacher and anything outside of that parang rare yun tska risky diba pumasok ka sa architecture, pumasok ka sa medicine hindi yan realm ng babae diba pero in terms ng hope noh ibig sabihin yung absorption nila into those profession ibig sabihin may qualitative change dun sa feeling niya dati na safe ang categorization diba pero yan may entry na yung mga babae dun sa fields na yun diba pero ngayon dun nga sa bahagi na yan dahil dyan pa rin naka stick yung popular culture natin ano din parang sa isang banda nare-reimport sila na parang binabalik sila dun instead na sana magprepresent ng reinforcement dun nga sa pag pasok sa new field of work ng babae binabalik sila sa dati nilang field”.

(Through time, women are on the nurturing job, even if you go outside, what’s women’s work? Entertainment, hotel and restaurant manager, nursing profession, teacher and anything outside of that is rare and risky, if you enter architecture, medicine, that’s not the realm of women but in terms of hope, it means their absorption into those profession may have qualitative change with her feeling before that, that is a safe categorization right? But there is an entry now for women on those fields but because the popular culture still sticks on it, it somehow re-imports them instead of representing reinforcement on their new field of work.)



On the other hand, she said that you cannot gauge if there are changes happened on the perceptions of audience on how they see the Filipino housemaids through the teleserye. She further explained that the reliable respondents who can answer that are the Filipino housemaids and she added that the experiences of the Filipino housemaids will matter about that issue. She added that if teleseye will not limit the relationship of the housemaid and its employer, there is a possibility that it will help to change the view of the society about the Filipino housemaids and it will serve as a guide as well:

“Kung hindi malilimita dun sa usapin sa relasyon ni sir chief kay maya halimbawa kung maganda ba yung treatment nung employers ni Maya hindi ko kasi napanuod entirely kung maganda ba therefore makakatulong yun dun sa pag guguide dun sa paano ba nating tinatrato ang isang kasambahay”.

(If it is not limiting about the relationship of Sir Chief and Maya, for example, if the treatment of the employers of Maya is nice, I have not watched it entirely therefore it will help on guiding how to treat a housemaid.)

Maya Dela Rosa On Women Empowerment

Ms. Bondoc defined women empowerment as when woman starts to have confidence and competence on herself and to exceed what does the society dictates on her.

In connection with the teleserye according to Ms. Bondoc, Maya has a potential to be a tool of women empowerment through the teleserye, but there might be a



possibility that it can be limited. If the Filipino housemaids can see themselves outside the box of being a housemaid and the character of Maya will give them the hope that they can be somebody else aside from being a housemaid, and then it will be the best way for Maya as a tool of Women Empowerment:

*“Pwede naman diba pero limitado, kung hindi nila makita yung sarili
nila na labag sa kasambahay diba kung nakikita nila na ganun limitado
pa din kasi ibig sabihin makikita nila na sa kahon ng isang kasambahay
yun yung way na as oppose na kung hindi hindi ang sagot nila ibig
sabihin pwede in the future uunlad sila pero hindi bilang kasambahay pwede
yun” .*

(It can be but it is limiting if they can't see themselves on the housemaid, it means they will see on a box of a housemaid that is the way to oppose if their answer is no, it means in the future they can be successful not as a housemaid, that is possible.)

DISCUSSION

Teleserye or television series which is one of the forms of media has been used in this study under the Cultivation Theory. Cultivation Theory explains that “As the responsible for shaping, or cultivating the viewers’ conceptions of social reality and the combined effect of massive television exposure by viewers over time subtly shapes the perceptions of social reality for individuals and, ultimately, for our culture as a whole”, according to the research of University of Twente.



Due to the powerful influence of media in our society, media does not only tell us what to think but rather how to think, which means that media is telling its audience what will be the audience perceptions about the show, or the people and the issue. Like on the context of the teleserye “Be Careful With My Heart”, when the researchers asked the respondents how do they see the character of Maya Dela Rosa in the teleserye, they said that they were seeing and thinking the character of Maya exactly on how the teleserye play her role.

On the other hand, because of the influence of the media or the teleserye that influences or dictates us on what to think, the teleserye has a tendency to limit or create barriers to see the reality, because a teleserye is a form of escapism that defined by WiseGeek Org in their online article “What is Escapism?” as a way of refocusing one’s attention on pleasant or enjoyable things, as opposed to the hard realities of the everyday world. It can be a healthy means for not getting completely depressed by reality, or in extreme forms, can result in obsessive behaviors that make people completely ignore reality to their detriment. Through that the audience may have a hard time to differentiate the reality and the fictional world that this teleserye had created. Like on the teleserye, because Maya has a positive characteristic and value as a housemaid and woman, the audience might forget that in reality not all Filipino housemaids have the same values and characteristics of Maya and even they learned from the story at the end of the day they were still housemaids.

The Message Of The Teleserye To Its Audience

The answers of the respondents are parallel with framework of this study when it comes to the teleseye message. The teleserye shows to its audience the different



positive characteristics and values of Filipino housemaids and their importance in the society.

On the same hand, the reason why the audience really watches the teleserye aside from the romance between the characters of Maya Dela Rosa and Richard “Sir Chief” Lim, is because it is a feel good show, since it catered light and less conflict plot show. They are also learning through the teleserye, like positive outlooks in life, like being hard working, persevered, continue on reaching their dreams, value the education etc. They also learn their importance and value even their rights as housemaids.

If their answers will be analyzed, it will all fall in positive characteristics and values of a Filipino housemaid, which means that the teleserye “Be Careful With My heart” is sending a message to its audience about the positive characteristics and values of Filipino housemaids and how they should be treated. These answers fit with the study framework of the study, because through portraying positive image of the Filipino housemaids, it can dictate the audience and the society as a whole to change their perceptions about the Filipino housemaids.

It is clear in cultivation theory that media has the power to influence or shape its audience perceptions and the social reality, in relation with this study the positive portrayals of the Filipino housemaids particularly the character of Maya Dela Rosa in the teleserye “Be Careful With My Heart” made an impact to its audience perceptions and have brought changes to their lives.



Elevation of Status In The Society

Elevation of status in the society defined by on line dictionary, The Free Dictionary as, to raise someone to a higher moral, cultural or intellectual level. In relation to the study, the respondents through the teleserye have learned to respect themselves to the point that they became proud with the kind of job they had. Due to that, they have started to believe on themselves on what they do and what more they can do to become successful in life through perseverance and education. It also taught them to dream more for themselves and for their families and achieve more to become more than just housemaids. The changes that they have experienced also involved the other people around them, because they have also learned and have practiced the just treatment and their rights that they deserve to get from the society. They can now voice-out and demand for their needs and wants. Those factors and changes in life that they have gotten through the teleserye became their means to uplift themselves not only for them alone but to the society as well.

In relation with elevation of the status in the society, the basis for an individual or a group of an individual in considering the elevation of their status in the society is through practicing their rights and able to bargain their demands. Another indicator for elevation of status in the society is, if an individual starts to have confidence and competence to herself and be able to go out from the parameter that the society dictates therefore the researcher can say that individual or group of individuals can elevate their status in the society. If it will be base on the answers of the respondents', the researchers can say that the status of Filipino housemaids in the society are elevated through the help of the teleserye, since it taught them about their self-worth, their rights, and of course makes them realize that they can be more than just being housemaids which are



all indicators that their status in society as housemaids has been elevated according to the two experts. But there is a chance that teleserye can limit the idea of elevation, because according to the experts the teleserye may create barriers on the way do the Filipino housemaids can elevate their status in the society.

Audience Perceptions

According to the respondents that was based on their answer, through their experiences, before there was discrimination for being Filipino housemaids, since they are being stereotyped as poor, uneducated, violent, no hopes in life, maltreated, considered as not trustworthy people and given less value in the society.

This kind of perceptions about Filipino housemaids happened because, Filipino culture saw their job as natural work, which is given a low importance and does not required high salary since those are the kinds of work that natural thing to do like washing the dishes, cooking etc. Other factor is that the work is related to women which apparently the trend of Filipino culture that is inequality between men and women in terms of job descriptions.

Those stereotyping and discriminations about Filipino housemaids have changed, through the influence of the teleserye. They now see the Filipino housemaids as persevered and dedicated to work. They also added that the Filipino housemaids of today are now trustworthy, smart, and have ability to be successful in life and will not be forever retained being a housemaid.

This process explained on how the teleserye mold or influence its audience about how to think about the Filipino housemaids. Through positive portrayals of the



characters in the teleserye, it resulted to positive perceptions about the housemaids.

Society's Perceptions

The respondents learned through "Be Careful With My Heart" aside from showing the positive characteristics and values of a Filipino housemaids the teleserye also showed to its audience the right and just treatment that the Filipino housemaids must have and of course how important they are.

The teleserye also helps open the mind of the society and eliminate the discrimination against the Filipino housemaids. They are now enjoying more respect and values in the society, and also they are treated well not only by their employers but also with the other people around them. Because they are now enjoying their benefits and given other opportunities in life like continuing their studies and putting up businesses.

Therefore, the change of perceptions of the audience about Filipino housemaids from negative to positive affects the perceptions of the society; it is because the teleserye is really a powerful tool that it can shape the opinions of the audience and it has a power to create common or share language. Like for example in the context of "Be Careful With My Heart", when the viewer got positive perceptions about Filipino housemaid, this is what she is going to share with others and it can affect now with the perceptions of others too. On the other hand these changes as ultimate change or change that having a long term or permanent effects; because there is no assurance about how long these changes will last. Also there is a tendency that it can limit the perceptions of the audience that will cause a not so good result for them.



Maya Dela Rosa And The Women Empowerment

According to the article that been posted by Powerful Information entitled “The Meaning of Empowerment”, empowerment in individual level, as building confidence, insight and understanding, and developing personal skills and in group level empowerment can be taken to involve building trust, co-operation and communication between members, and a prerequisite for this is that there are appropriate structures, protocols and procedures in place, with effective sanctions against those who default or abuse the system. There must be opportunities for people to meet and exchange views and opinions, and ways of recording what is agreed and done; and there must be scope for having fun and celebrating achievement. Confidence, understanding, trust, care, and access to information are the indicators of empowerment.

In relation to the study and the teleserye the respondents consider the character of Maya Dela Rosa as an inspiration to them not only as a housemaid but also as a woman. Maya aside from being hard working and persevered housemaid, she is also determined in reaching all her dreams and that’s the common reason why they looked up to Maya’s character.

The character of Maya in the teleserye serves as their inspiration and gives hope and courage to do something to make their selves better, and not to be contented to be a housemaid but to dream more, to be somebody else aside from being a housemaid.

It is also through the character of Maya the respondents realized that they can do more than what society thinks what women can do, to dream more for themselves, to believe and to have competence on themselves and to practice their rights which are indicators for being empower woman. Parallel on what Dr. Curato had said, to be called



empowered in this society you must have and practice your rights and have an equal interaction with others, as well Ms. Bondoc said that a woman is being empowered when they gain confidence and competence and if you can exceed on the limitation of the society's expectation about you. Therefore, the character of Maya Dela Rosa can be a tool of women empowerment or has the potential to be their role model.

On the other hand, Maya can limit the women empowerment because she did not represent all Filipino housemaids. Since not all Filipino housemaids have the same character and value that Maya had and not all of them will get the same employer like "Sir Chief". Maya can also be a cause for others not to entertain other options to be empowered, because their ideas were placed in a box that only in Maya's way they can be successful.

In a nutshell, the teleserye "Be Careful With My Heart" serves as medium to deliver the message regarding the positive characteristics and values of the Filipino housemaids. Since that teleserye has a big influence to the Filipinos specifically to the avid viewers of the teleserye, it creates impacts to them particularly on changing the perceptions about Filipino housemaids. From having a stereotyped and negative perceptions about Filipino housemaids, it changed to a positive one through positive portrayal of the characters in the teleserye, but this change is not ultimate because it can determine how long the changes will last. Lastly the teleserye has a power to create or build common or share it also affects the perceptions of the society as whole which resulted gain positive perceptions about the Filipino housemaids that helps in elevating the status of the Filipino housemaids and empowered woman based on the answers of the respondents.



Chapter 6

CONCLUSIONS AND RECOMMENDATIONS

Watching the teleserye “Be Careful with My Heart” is a way of escapism for the housemaids from reality. The audience was hooked with the teleserye because it was a feel good show, since there are no major conflicts with the plot unlike the other teleserye today. Analyzing the results of the interview with the respondents, the researcher have come to know that they appreciate the values shown in the teleserye than the love story of Maya and Sir Chief. The progress of Maya from being a housemaid into a flight attendant became an inspiration for the housemaids. They are inspired that someday they could also reach their goals in life. While conducting an interview the researchers realized that the Filipino housemaids considered education as the major key to success. The researchers have seen that the respondents knew that they need education to achieve higher status in life.

The researchers have concluded that Filipino housemaids were elevated in terms of their status in the society through the teleserye. We have seen that they gain confidence with themselves, able to practice their rights and seeing themselves not to be limited with their job and see themselves more than just a housemaid. This elevation of status leads to women empowerment through the portrayal of Maya Dela Rosa because she became a role model for the housemaids. Also the researchers concluded that this teleserye “Be Careful With My Heart and the character of Maya Dela Rosa, though they had the potential to be a tool of someone’s elevation of status in the society and to be a tool of women empowerment it can also limit the idea of elevation and empowerment,



because it created barriers between social reality and the fictional world does the teleserye had made that may cause for the audience to neglect or reject the other ways or opportunities for the audience elevate their status or empower them in the society.

RECOMMENDATIONS

Research. Future researchers can study about the potentials and limitations of the character of Maya Dela Rosa in the teleserye “Be Careful With My Heart” as a tool of women empowerment. This research will challenge the ability of the character and teleserye in influencing its audience and the society. They may also include in their study the other factors on how the character of Maya in the teleserye became empowered, like his intimate relationship with his employer, her environment etc.

Practical. TV producers and writers can create a story and character that can exceed the parameter of the society’s limitation, like a female character who work in men’s field so it can’t limit the empowerment to its audience and in the society.

Audience should be more rational, and smart and wise to be able to understand that this kind of show gives only one of many ways of showing possibilities in life. That they can be inspired through the show or the characters but do not totally depend their success in life through patterning their ways of living in the show or in the characters in the show.

Theoretical. The Narrative Paradigm Theory can be used to enhance this study.

Narrative Paradigm Theory by Walter Fisher claims that story telling is part of our daily lives, that whether you believe your stories you hear is based on your own values. You make your decisions based on good reasons which are the history, culture, and experience and character background.



The researchers can consider the history, culture, experience, and character background of the respondents as additional factors of shaping the perceptions of the audience. There is possibility that the audience would have different interpretations with the message sent by the teleserye when “good reasons” factor will be involved. For example in the context of “Be Careful with My Heart”, a Filipino housemaid who has been suffering from maltreatment of employee would not be totally believed on what she is watching, because this is too far from her reality and her age, economic status, etc. would also affect her perceptions about the show.



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APPENDICES

GUIDE QUESTIONS

Guide Questions for Respondents

Introductory questions:

-How long have you been working as a housemaid?

Gaano ka na katagal nagtatrabaho bilang isang kasambahay?

-How did you know about the teleserye “Be Careful With My Heart”?

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

-How often do you watch the teleserye?

Gaano ka kadalas manood ng teleserye?

-Why do you want to watch the teleserye?

Bakit gusto mong panoorin ang teleserye?

1. To know if the teleserye “Be Careful With My Heart” elevates the status of Filipino Housemaids.

Questions:

-What are the changes/effects that the teleserye Be Careful With My Heart bring in your life?

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

-Are those changes/effects give you more value in the society and opportunities as a



housemaid?

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasambahay?

-How does the teleserye *Be Careful with My Heart* helps on how the society look at your job as a housemaid?

Paano nakatulong ang teleseryeng "*Be Careful With My Heart*" sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

-What are the outlooks in life that the teleserye "*Be Careful With My Heart*" help you achieve as a housemaid? Why?

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng "*Be Careful With My Heart*" bilang isang kasambahay? Bakit?

2. To know the changes of audience perceptions about Filipino housemaids before and after watching the show.

Questions:

-What is your perceptions about Filipino housemaids before the teleserye "*Be Careful With My Heart*" airs? Why?

Ano ang pananaw mo sa mga Pilipinong kasambahay bago ipalabas ang teleseryeng "*Be Careful With My Heart*"? Bakit?

-Are there any changes in your perceptions about Filipino housemaids after the show started to air? If there is any, what is/are this/those?

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasambahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

-Are those changes in perceptions about Filipino housemaids caused any effects on



you? If yes or no, Why?

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasambahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

3. To know if the changes in audience perceptions about the status of the Filipino housemaids will also affect the society's perceptions as a whole about the Filipino housemaids.

Questions:

-Does the teleserye "Be Careful With My Heart" changes how the society look at housemaids? How? Why? Compare.

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasambahay? Paano?Bakit?Ikumpara.

-Does the teleserye Be Careful With My Heart opens the mind of the society about how housemaids should be perceived? How? Why?

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano?Bakit?

-Does the teleserye Be Careful With My Heart helps eliminate discrimination about housemaids? How?

Nakatulong ba ang teleseryeng "Be Careful With My Heart" para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

4. To know if the character of Maya Dela Rosa in "Be Careful With My Heart" helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:



-How does the character of Maya Dela Rosa in the teleserye *Be Careful With My Heart* inspires you?

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “*Be Careful With My Heart*”?

-How does the character of Maya Dela Rosa in the teleserye *Be Careful With My Heart* represents housemaids?

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “*Be Careful With My Heart*” ang mga kasambahay?

-How does the character of Maya Dela Rosa in the teleserye *Be Careful With My Heart* helps housemaids to feel empowered?

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “*Be Careful With My Heart*” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

-Does the character of Maya Dela Rosa teleserye *Be Careful With My Heart* helps on elevating the status of Filipino housemaids and as a woman? How?

Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “*Be Careful With My Heart*” para ma-iangat/ma-itaas ang estado sa lipunan ng mga Pilipnong kasambahay at kababaihan? Paano

-Is this elevation on status being housemaids also empowered you as a woman?

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan} din sa mga kababaihan



Guide Questions for Experts

Do you know and watch the teleseye Be Careful With My Heart?

Alam mo ba yung tungkol sa teleseryeng Be Careful With My Heart?

How do you see or what do you think about the teleserye Be Careful With My Heart?

Ano yung tingin o yung masasabi niyo tungkol sa teleseryeng be careful with my heart

To know if the teleserye “Be Careful With My Heart” elevates the status of Filipino Housemaids.

- How does the teleserye affect the lives of the Filipino?

Gaano ba nakaka-apekto ang isang teleserye sa buhay ng mga Filipino?

- How can you say that an individual or group of individual is elevating their status in the society?

Paano ba masasabi na na-eelevate ang estado sa lipunan ng isang indibidwal o grupo ng indibidwal?

- Based on the respondents answer, can we conclude that their status in the society has been elevated?

Base sa mga sagot nila sabi nila, nagkaroon sila ng tiwala sa sarili para tuparin yung mga pangarap, nagkaroon ng lakas ng loob naramdamin din nila na mas pinapahalagahan at mas nirerespeto sila, yung mga ganoong pangyayari ba ayun ay maaring maging basihan para masabi na nakatulong ang teleserye para ma-iangat ang estado ng mga kasambahay sa lipunan?



To know the changes of audiences' perceptions about Filipino housemaids before and after watching the show.

- How does the society perceive the Filipino housemaids before? Why?
Paano ba nakikita ng lipunan ang mga kasambahay noon?Bakit ganoon ang pananaw nila?
- Are there any changes that happened on how the society perceived the Filipino housemaids especially when the teleserye started to air?
May pagbabago ba ngayon kung paano nakikita ng lipunan ang mga kasambahay lalo na nung nagsimulang ipalabas ang teleserye?

To know if the changes in audiences perceptions about the status of the Filipino housemaids will also affect the society's perceptions as a whole about the Filipino housemaids.

- Based on respondents answer, can the researchers make it as a basis to conclude that the society is also affected on how they perceive the Filipino housemaids?
Base sa mga sagot sabi nga nila na mas maganda na ang tingin sa kanila bilang patunay sinabi nila na mas ginagalang at nirerespeto sila ng mga taong nasa paligid nila, maari ba itong maging basehan para masabi na nakaapekto talaga sa pananaw ng lipunan yung teleserye lung paano nila nakikita yung mga kasambahay?

To know if the character of Maya Dela Rosa in "Be Careful With My Heart" helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.



- Does the character of Maya Dela Rosa really mirror the situation of Filipino housemaids?

Sumasalamin ba yung karakter ni Maya Dela Rosa sa tunay na katayuan ng mga kasambahay ngayon sa lipunan?

- What does empowerment mean? How does it differ from elevation of status in the society?

Ano ba ang kahulugan ng empowerment sa ating lipunan? Ano ang pag-kakaiba nito sa pag-angat ng estado sa lipunan

- How can you say that an individual or group of individual is being empowered in the society?

Paano ba masasabi na na-eempower ang isang indibidwal o grupo ng indibidwal?

- Do you think the character of Maya Dela Rosa has the power to influence the elevation of the status of Filipino housemaids and empowered women?

Sa tingin niyo ba may kakayahan ang karakter ni Maya Dela Rosa para maka-impluwensya na mapa-angat ang estado ng kasambahay sa lipunan at ma-empower ang mga kababaihan?

- Base on respondents' answers, can we conclude that they have been empowered as a women?

Base sa mga naging kasagutan ng mga respondents na nagkaroon sila kakayahan mapa-angat ang sarili, magtaguyod ng pamilya at malpractice ang mga karapatan nila dito sa lipunan dahil sa teleserye maari bang masabi na ne-empower sila bilang babae?



TRANSCRIPTIONS

Respondents

Quezon City

January 6, 2014

1. Gemma Pulopot

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- Mga 5 years na

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- Napanood lang sa tv

Gaano ka kadalas manood ng teleserye?

- Araw-araw

Bakit gusto mong panoorin ang teleserye?

- Maganda at nagbibigay ng aral

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- Siguro mas natutunan ko na may kakayahan din umangat sa buhay ang mga kasambahay na tulad ko pati ipaalam sa iba yung gusto namin at mga karapatan



namin at dapat ay tratuhin kaming mabuti ng aming mga amo at ng iba ding mga tao.

- Oo naman kasi dahil sa mabuting ipinapakita ng teleserye na yan tinuro na dapat mas respetuhin at mahal in kaming mga kasambahay kaya naman sang-ayon, mas nirerespeto at pinapahalagahan na kami, tapos malaking tulong pa sa pangangailangan ng pamilya lalo na sak in. Malaki ang naitulong niyan para mapaganda ang tingin sa aming trabaho kasi pinakita nila yung mabubuting katangian ng mga kasambahay lalo na ni Maya na talaga napakasipag at mabait sa amo niya pati din sa pamilya niya. Maging masikap at masipag at wag matakot kung tama ka tsaka dapat kapit-bisig lang sa pag-abot sa pangarap parang si Maya.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- Ako kasi sa tingin ko mababa ang tingin sa amin dati kasi ang alam nila sa mga katulong mahirap at walang pinag-aralan kaya walang mararating.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- Alam mo dahil diyan sa teleserye naging maganda nga ang pagtingin sa amin kasi ngayon tingin nila magiging katulad na din kami ni maya na masipag at mahusay na may mararating sa buhay.



Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- Oo, kasi dati nagtratabaho lang ako para mabigay yung pangangailangan ng mga anako ako, ngayon mas nagsisipag ako kasi naniniwala ako na katulad ni Maya matutupad ko pa rin yung mga pangarap ko noon kasi wala naman imposible basta kapit-bisig lang.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- Ako sa tingin ko, oo, kasi nararamdaman ko mas nirerespeto at ginagalang na kami ngayon kesa noon diba minamaltrato at inaabuso pa, kasi pinakita doon sa teleserye na dapat mahal din kami.

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- Oo, diba si Sir Chief tsaka yung family niya pinakita na mabait talaga sila kay Maya pinakita nila paano kami dapat pinapakisamahan, kasi mahalaga din kami at marami naitutulong.

Nakatulong ba ang teleseryeng "Be Careful With My Heart" para mawala ang deskriminasyon sa mga kasam-bahay? Paano?



- Ay oo, kasi diba si Maya dun masipag mabait at tska matalino pa, parang sa tingin ko ganoon na din yung mga tingin samin ngayon, minsan nga sinasabihan ako na baka maging Maya din ako.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- Naging inspirasyon siya sa akin kasi kahit kasambahay lang siya diba naging masipag siya sa trabaho at sa pagiging estudyante niya para maging flight attendant kaya naman kahit di katulong siya siya nagtataguyod sa pamilya niya na dapat lalake gumagawa.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- Masipag na katulong at mapagmahal tapos talagang matiyaga siya sa pag-abot ng pangarap niya napakabuting tao niya.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasambahay?

- Kasi doon sa teleserye pinatunayan niya na mabuti talaga siya tska lagi niya pinaglalaman yung tama di siya natatakot basta tama siya, tapos naging mabuting ihemplo pa siya sa mga kasambahay kasi pinatunayan niya na kahit kasambahay malayo mararating.



Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para ma-iangat/ma-itaas ang estado sa lipuna ng mga Pilipnong kasam-bahay at kababaihan? Paano?

- Oo kasi diba pinakita na magaling si Maya kahit kasambahay at babae siya na kaya niyang gampanan lahat ng gawain ng lalake kaya di siya nimamaliit.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan} din sa mga kababaihan?

- Oo naman, kasi diba, kasi ngayon di nila kami pwedeng sabihan na kasambahay ka lang o kaya babae ka lang kasi madami na kami kayang gawin at marami kaming kaya patunayan dahil may mararating din kami sa buhay basta magsisipag lang. Tsaka ngayon lahat ng kayang gawin ng lalake kaya din namin mas higit pa nga minsan.

Malabon

December 26, 2013

2. Josephine Cagas

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- Dahil sa teleserye na BCWMH nagkaroon ako ng pag-asa na makakatagpo din ako ng Sir Chief sa buhay ko kagaya ni Maya



Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasambahay?

- Oo dahil walang imposible sa mundo dahil makakatagpo rin ako ng lalaking magbabago sa buhay ko, at may gaganda din ang buhay ko.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- Hindi dapat minamaliit ang kasambahay dahil malaki din ang naitutulong namin sa pamilya kagaya ng pagbabantay sa mga bat dahil hindi nagagampanan ng sapat na attention ang kanilang mga anak

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?

- Natutunan ko ay mahalín at ituring na hindi iba ang mga bata kong inaalagaan.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- Ang pananaw ko sa ibang kasambahay bago ipalabas ang BCWMH ay wala ng pag-asa makapag-asawa ng mayaman kundi kauri nila

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?



- Oo, yung pananaw ko nabago kasi si maya nag-umpisa bilang isang kasambahay kagaya namin at ngayon ang iba kong kakilalang kasambahay ay umaasa na makakahanap din ni Sir Chief.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- Oo, nagbigay ito ng kahalagahan sa akin gusto ko din matulad kay Maya na pinag-aral ng kanyang amo at umasenso.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- Yung mga lipunan hindi na nila kami minamaliit kagaya dati at binibigyan na rin kami ng benefits. Natutunan kong mahal in at pakisamahan ang aking amo at kanilang anak at tinuring ko silang pamilya. Para sakin kasi hindi ko sila tinuturing na iba dahil katulong man o hindi pare-pareho lang kami. Maraming gusto magaya sa kapalaran ni Maya na ang buhay niya baging fairytale love story.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasambahay? Paano? Bakit? Ikumpara.

- Oo, Yung pagtingin nila samin nagbago dahil binigyan kami ngaming amo ng chance para makapagtapos ng pag-aaral at gumanda an gaming buhay.



Nabuksan ba ng teleseryeng “Be Careful With My Heart” ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasambahay sa lipunan? Paano? Bakit?

- Oo kasi mas naging mas mabait sila sa amin at kahit paano at tinuturing na kami na sarili nilang pamilya.
Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasambahay? Paano?
- Oo, yung dati nilang ugali na bawat utos nila may halong yabang. Ang panghuhusga nila nagbago ngayon hindi na nila masyadong inaasa samin porket katulong lang kami. Mas lumuwag sa amin dahil dati ni isang araw na pahinga wala silang binibigay sa amin. Nawala na ang diskriminasyon saming mga kasambahay dahil dati lagi kaming pinapagalitan at binabaliwala.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- Na-inspire niya ako kahit katulong lang siya ay pwede palang gumanda at guminhawa ang aking buhay kagaya ni Maya.
Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?
- Na sa umpisa ay maghihirap ka sa buhay niya at kailangang mong makisama, Nirepresenta niya sa buhay na walang imposible.



Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- Na hindi porket katulong lang kami ay habang buhay na kaming maghihrap at walang karapatang ipaglaban ang aming sarili.

Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para ma-iangat/ma-itaas ang estado sa lipunan ng mga Pilipinong kasambahay at kababaihan? Paano?

- Oo pinakita ni Maya na kapag ikaw ay matiyaga sa buhay kahit kami ay babae aangat at asenso din ang aming buhay.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan) din sa mga kababaihan? Oo nagkaroon kami ng lakas loob para makihalubilo sa lipunan kahit kami ay kababaihan.

December 27, 2013

3. Zaida Gasmien

Gaano ka na katagal nagtratrabaho bilang isang kasambahay?

- 10 taon sa isang pamilya.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- dahil sa commercial sa TV.

Gaano ka kadalas manood ng teleserye?



- Araw araw pag yun na oras na yun humihinto na ako sa trabaho.

Bakit gusto mong panoorin ang teleserye?

- Masarap manuod dahil nakakawala ng problema.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- nang mula manuod ako ng be careful with my heart dun ko napag-isip isip na e ano naman kung katulong kasi pag katulong yayaman ka din lalo nat pag nagsikap ka sa buhay.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?

- Oo, nagmula ng ipalabas yun nagiba na ang tingin nila sa mga katulong hindi porket katulong B.O.B.O.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- Maganda na ngayon ang tingin samin mga katulong ang ganda nga ng pangalan e nany.



Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?

- Ang natutunan ko sa Be Careful with My Heart sa aking buhay e lahat ng bagay na gagawin mo ay iisipin mo ang lagi mong iisipin na kapit bisig.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- Ang napansin ko dati ang mga katulong ay katulong lang, lagi kong naririnig na ay katulong lang yan e ngayon napakita na nila sa be careful with my heart hindi lahat ng katulong ganun lalo na't may pangarap.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- Oo kaya dahil unang una alam na nila na ang mga katulong ngayon ay matatalino na.

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- Oo, dahil biro mo ang taas na ng tingin sa mga katulong hindi kagaya dati katulong muchacha yun na yun basta muchacha ang ibig sabihin ng muchacha ikaw na ang pinaka mababang uri ngayon hindi na.



3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- Oo dati kasi pag katulong ka lang wala lang hindi kana tinitignan. Ngayon tinitignan kana. uy sosyalin katulong ka.

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- Oo. Nakilala na nila na ang katulong e hindi lahat ganun sa dating iniisip nila iba na ngayon, katulad nga ni maya, tingnan mo anu na ngayon siya, flight stewardess, asawa pa ng amo niya.

Nakatulong ba ang teleseryeng "Be Careful With My Heart" para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- Oo kaya, dati pag katulong, katulong lang tingin ngayon iba na mataas na ang level na level ng mga katulong, di kagaya dati, naku ang layo layo ng diskriminasyon.

4. To know if the character of Maya Dela Rosa in "Be Careful With My Heart" helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:



Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- Malaking bagay si maya naging inspirasyon ko dahil hindi porket katulong walang mararating kaya dapat katulong ka mangarap ka may mararating ka, dati yung katulong walang pangarap kaya katulong pa rin.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- Matapang, masipag, tapat, alisto, palaban, yung tama talagang tama.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- Pinakita niya na lahat ng bagay kaya niya, di porket katulong ay hindi kaya, pinakita dun ni maya na equal equal ang bawat isa.

Nakatulong ba ang karater ni maya dela rosa sa be careful with my heart para mai-angat ang estado sa lipunan ng mga pilipinong kasmabahay at kababaihan?

- Malaking malaki ang naitulong ni maya sa mga kababaihan at lalong lalo na sa mga babaeng katulong, hindi porket na ang katulong ay may bukas din hinaharap na keilangan din maging matapang, masipag may mapatunguhan.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasambahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan} din sa mga kababaihan?



- Oo kaya pinakita ni Maya sa buong mundo na pinakita ni Maya na equal talaga ,nai-angat ni Maya sa Be Careful ang mga kababaihan na hindi porket babae hindi kakayanin lahat at maganda na ang tingin ngayon pantay-pantay at hindi na katulong ang tawag hindi na kasambahay kundi nani.

4. Gigi Peje

Gaano ka na katagal nagtrabaho bilang isang kasambahay?

- 4 years.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- Sa TV.

Gaano ka kadalas manood ng teleserye?

- Araw-araw.

Bakit gusto mong panoorin ang teleserye?

- Ayun nakakakilig at inspired kay Maya.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?



- Ayun nakaka-inspired ako tulad ni Maya. nainspired ako magtrabaho dahil kay Maya. gusto ko din matulungan pamilya ko.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasambahay?

- Oo kasi katulad ni maya pakiramdam ko na mas nagkaroon ng respeto yung ibang tao saakin.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- Pinakita kasi dun yung pagiging mabuting kasambahay ni maya tsaka yung pagsisikap ni maya umangat sa buhay.

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasambahay? Bakit?

- Pagsisikap sa trabaho para mapabuti ang buhay.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasambahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- Tingin nila hindi mapagkakatiwalaan, tsaka iniisip nila walang mararating sa buhay, hindi porket isang kasambahay lang, tapos parang ano yung tingin nila



minamaliit nila, kasi sa tingin nila yun lang ang kaya nilang pasukan yung pagiging kasambahay.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasambahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- Oo, kasi hindi porket kasambahay ka, yung pagbabago nagsumikap para kahit kasambahay ka ano may mararating din sa buhay pag nagsumikap ka. katulad ni Maya diba nag tiyaga siya tapos yun nag-aral.

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasambahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- Oo dahil dun ginaya ko si Maya, ang magsikap din sa sarili ko at sa pamilya ko.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasambahay? Paano? Bakit? Ikumpara.

- Oo kasi mas pinapahalagahan na nila ngayon ang mga kasambahay kaysa noon kasi nainspired din sila sa Be Careful with My Heart.

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasambahay sa lipunan? Paano? Bakit?



- Oo kasi, kasi ano, pinakita dun sa teleserye yung tamang pakikisama sa kasambahay katulad ni Sir Chief naging mabait siya kay maya at pinag-aral pa.

Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- Oo kasi dun sa teleserye pinalabas na mabubuti ang mga kasambahay masisipag at may mararating.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- Nainspired ako sa kanya dahil sa pagsisikap niya sa buhay at sa trabaho, nagsikap din ako para mapaganda ang buhay ko at ng pamilya ko.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- Mabuti, masipag, mapagmahal tska nagsumikap sa buhay kahit babae siya at kasambahay.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?



- Pinakita niya kasi na may kakayahan din ang mga kasmabahay na maging successful tska may pantay na karapatan sa lipunan.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan) din sa mga kababaihan

- Na-empower din ako bilang babae kasi nakagawa ako ng paraan mapa-angat yung sarili ko bilang isang babae at makakatulong din sa pamilya ko.

Alabang

December 20, 2013

5. Rose Marie Sumangue

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- Mga limang taon. 4 na taon kasi nag working student po ako.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- nalaman ko yan nung high school, ay nung college po ako kasi sabi ng mga kaklase ko kasi maganda daw yun panuorin tapos napahanga naman ako sa mga drama po nila tska yung kilos nila tapos marami po kayong matutunan for example yung pagmamahalan sa isa't-isa, pagtutulongan at iba't iba pang good moral values po.

Gaano ka kadalas manood ng teleserye?

- araw araw po.



1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- Marami naman pong pagbabago na nasa Be Careful with My Heart, yung anu po pagtutulongan, nagtutulongan po sila para sa isa't isa para maging isang maunlad tsAka sa pagmamahalan din, madami ka ding matutunan. Inapply ko yan sa sarili ko, for example yung salita ni Maya na dapat Kapit bisig talaga kasi natutunan ko po yan kasi kahit na working student po ako kapit bisig lang po ako araw araw para makaipon ako ng pera tapos next year naman makapag-aral na po ako kaya araw araw tayong kapit bisig po.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?

- dumami po for example yung pagtutulongan sa isa't isa yung pagmamahalan tapos yung kapit bisig po parang kagaya din ako kay Maya diba nag working student siya tapos ginagawa niya talaga yung sarili niya pagsisikap upang makapag-aral tapos ginagaya ko talaga siya na maging ganyan din ako na makapagtapos ng pag-aaral.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?



- nakatulong yung be careful with my heart sa pag angat sa aking buhay katulad nung magagandang characteristics ni maya yung pagsisikap po tapos tulong tulong para maging maunlad ang ating bayan po tapos natutunan ko din yung sinasabi ni maya na kapit bisig po para maging maunlad po.

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- Marami pong nagsasabing ang mga kasambahay po daw ay mahina daw yung pagtingin bitaw dun sa mga mayayaman kasi kasambahay lang sila tapos ginaganito na nila mina-masama, minamaliit. Oo ganyan.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- hindi na po. Umangat sa kanilang buhay, nagaaral din sila para may edukasyon din silang ma achieve tapos yung mga goals po nila natutupad din.

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- naging masipag na din po ako ngayon para makatulong din ako sa aking pamilya po tapos sa mga kapatid ko po kasi ako po ang nagpapa-aral sa kapatid ko, yung nanay ko po ako po yung nagbigay ng mga pera para sa gamot po.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society’s perception as a whole about the Filipino housemaids.

Questions:



Nabago ba ng teleseryeng “Be Careful With My Heart” ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- nabago po talaga kasi noon first year high school po ako tapos hanggang second year college po naging working student po ako, tapos minsan minamaliit ako dun sa mga classmate ko kasi working student po ako, tapos ako po yung pinapagawa sa kanila ng mga assignments ganyan mga taga gawa ng mga projects parang minamaliit lang po nila ako, tapos kasi hindi po ako kagaya sa kanila na may kaya po silang matupad kung anu gusto nila kasi ako hindi ko naman matutupad kung anu ang mga gusto ko kasi working student lang po ako. ako po nag papa-aral sa sarili ko tapos ngayon huminto na po ako ngayon kasi po yung tuition ko po sa amin mataas na tapos pumunta po ako dito para makaipon ng pera tapos next year makapag-aral naman po ako. Sa tulong po ng Be Careful With my Heart hindi na po ako minamaliit ng mga tao kasi sabi ni Maya na magmamahalan daw tayo sa isa't-isa tapos kapit bisig lang po para maiangat po ang ating bayan.

Nabuksan ba ng teleseryeng “Be Careful With My Heart” ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- nakatulong po yan kasi yung mga pinapakita po sa be careful with my heart kung paano po tinatrato po ang kasambahay na parang hindi nila minamaliit ba, mga kasambahay kasi parang tinatrato nilang, tinuturing pamilya bitaw nila.

Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?



- nakatulong talaga ang *be careful with my heart* para mawala ang deskriminasyon sa mga kasambahay pinakita talaga dun kung gaano kahalaga ang mga kasambahay kahit na kasambahay lang po sila dapat po nilang hindi minamaliit po tapos tinuturing na din po nilang tunay na pamilya po yung mga kasambahay.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- natutunan ko kay Maya Dela Rosa for example yung pagmamahalan nila kay sa kanya pong asawa po ngayon tapos yung pagsisikap po natutunan ko din po yun, yung natutunan ko kay Maya yung pagsisikap po kasi ginagawa talaga yung sariling pagsisikap niya para lang makapag-aral siya tapos makapagtapos siya kaya gagayahin ko din si Maya Dela Rosa kasi para makapag tapos din po ako sa pag aaral ko po.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- pinaka kita po ni maya bilang isang kasambahay yung pagsisikap po niya nakita po yan ni asawa po niya yung pagsisikap tapos yung pagmamahalan po niya sa mga katulong po.



Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- pinapahalagahan ko po ang edukasyon ko po kasi mahalaga talaga ngayon ang edukasyon kasi kung walang edukasyon mahirap talaga makapasok ng trabahokaya pinagsisikapan ko po talaga na makapag aral para makatulong sa pamilya ko po, sa mga kamag-anak namin kaya ginagaya ko po talaga si maya kasi nagsusumikap po talaga siya para makatulong din mai-angat din niya ang kanyang sariling pagiisip na makapag tapos siya ng pag-aaral tapos para lang makatulong siya sa pamilya po niya kahit kasambahay lang.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan} din sa mga kababaihan

- kahit na babae lang po ako madami po akong magagawa pwede ding, dahil tumuTulong din ako sa pamilya ko po tapos kahit na mga trabahong lalaki e magagawa ko din kagaya din ni Maya na nagagawa din yung mga gusto niya na hindi pa niya nagawa po.



6. Rowena Raquelman

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- almost 10 years

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- siguro dahil sa umpisa napanuod ko siya ng minsan tapos maganda naman yung kwento yun tuloy tuloy ko ng pinapanuod araw-araw.

Bakit gusto mong panoorin ang teleserye?

- kasi marami ka ring makukuhang mga aral sa pianapakita sa teleseryeng Be Careful kasi marami kang mapupulot na aral tska maganda din naman yung kwento dahil nga tungkol sa mga kasambahay.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- ang pagbabago sa kinabuhay ng mga pananaw ko sa buhay yung pagpupursige para mai-angat ko din ang sarili ko, buhay ko parang nai-kukumpara ko siya kay Maya na maganda din yung ginagawa niya yung pagpupursige sa buhay para maabot niya yung pangarap niya.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?



- oo. kasi. kasi parang noon minamaliit nila ako pero ngayon naman parang nagbago na ang tingin nila sa akin dahil diyan sa teleseryeng Be Careful kasi nakikita nila kung gaano pinahalagahan ni maya at pinahalagahan yung amo ni maya yung kwento ng mga kasambahay.

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?

- yung magsumikap para maabot mo yung mga pangarap, kung papaano ka umunlad.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- sa opinion ko naman hindi naman kasi hindi naman ako nang mamaliit ng mga kapwa ko kasambahay siguro parang magsumikap lang sila parang ganun para mababago din yung pagtingin sa kanila ng ibang tao o sa ibang kasambahay din na hindi lang maging kasambahay lang ang kayang gawin na pwede din tayong umangat sa buhay. syempre minamaliit sila yung sa hanap-buhay o kaya sa trabaho kaya mababa ang tingin nila sa mga kasambahay kasi, ganun nga sa bahay ka nagtrabaho, para naman sa akin kahit na nasa bahay ka naman kasi nagtrabaho, mas nakakapag-ipon ka kasi unang una ano lahat naman libre kana sa pananaw ko lang ano libre kana kaysa naman pag nagtrabaho ka sa



ibang ano sa mas mataas na antas e lahat naman kasi lahat nagbabayad ka sa bahay, tubig , sa kuryente parang ganun lang din, yun nga lang mas maganda yung tingin ng ibang tao sa mas nakaka-angat.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- siguro malaki din yung pagbabagoyun siguro yung pagsusumikap na para mabago yung buhay mo,mabago yung antas ng pamumuhay mo para mag-aral kang mabuti para makapag tapos para marating mo yun.

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- sa akin naman ano, sa pananaw ko dun sa palabas na Be Careful ano nagiging pursigido din ako sa aking buhay na mababago ko din na hindi lang na maging habang buhay na katulong ako.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng “Be Careful With My Heart” ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- yung mga pananaw nila, dahil sa teleseryeng Be Careful with My Heart napakita nga ni Maya na kung gaano siya ka pursigido na makapag tapos sa pag-aaral.



Nabuksan ba ng teleseryeng “Be Careful With My Heart” ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- siguro nabuksan dindahil nga sa pinapakita nga ng teleseryeng Be Careful.

Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- kasi pinapakita naman dun sa teleserye na hindi porket katulong ka wala ka ng pagiging pagbabago sa buhay.

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- siguro naiinspire ako kay maya na yung sa pagsusumikap nga niya kung paano niya narating yung kanyang narating ngayon, nung nakatapos siya sa pag-aaral niya siguro ako din gusto ko ding ano yung parang mababago ko din yung buhay ko para hindi naman na habang buhay maging katulong o kasambahay.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- pinapakita niya ang isang kahalagahan ng isang katulong kung papaano siya nagtratrabaho kung papaano niya hina-handle ang kanyang, yung trabaho..

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?



- yung diba parang, yung parang, yung pinaka ano kasi ano diyan i-explain yung pinaglalaman niya yung ano niya karapatan niya bilang katulong hindi lang porket katulong para kana lang robot na uutusan, anu yun, tawag ditto, kung ano sinasabi sayo yun nalang din diba, kahit mali na sinusunod pa niya diba.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-
“empower”(bigay kapangyarihan sa lipunan} din sa mga kababaihan

- oo siguro. yung kasi parang nabibigyan ka ng kahalagahan, karapatan yung pagpapahalaga sayo bilang isang katulong as well as pagiging babae.

7. Mila Gatn

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- Two years na.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- pinatalastas sa TV.

Gaano ka kadalas manood ng teleserye?

- Madalas, lagi.

Bakit gusto mong panoorin ang teleserye?

- Maganda, parang totoong buhay.



- 1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- Natutunan ko dun yung kapit bisig, yung matiyaga at mapagmahal sa pamilya.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?

- opo kasi malaking tulong din yung pag-aalaga ko sa pamangkin ko at saka yung ate ko hindi masyadong mahigpit maluwag siya kaya nakakapag-sideline pa ko ng paglalaba sa tita ko.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- mas lalo ko pang pinagsipagan yung pagtatrabaho ko dahil na-insipired ako sa mga magandang pinapakita ni Maya at kahit kasambahay siya marami po siyang natutulungan at proud din po yung asawa ko dahil kahit papaano po na imbis na tumambay lang po ako at makipag chismisan mas ginagawa kong magsideline doon sa tita ko na maglaba doon habang naghihintay sa estudyante ko.

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?



- katulad ni Maya noong una nahirapan siya maghanap ng trabaho kasi wala siyang pinag-aralan. Pero pinagsikapan niya humanap ng trabaho kahit kasambahay at doon niya pinatunayan at pinakita na kung anong dapat niyang gawin. Napag-aral po siya ng amo niya kaya po nakapagtrabaho siya bilang stewardess. Khait kasambahay po siya nagawa pa rin niya yung dapat gawin na iangat yung sarili niya.

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- dati kapag katulong, hanggang katulong lang. hanggang doon na lang siya na hindi na niya maangat yung sarili niya pero noong nakita kop o yung teleserye nainspired po ko dahil hindi lang siya nanatiling katulong lang kundi nagging stewardess siya.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- oo kasi katulad ko noong time na hindi pa ako nagtatrabaho sa ate ko, mahirap po mag-budget ng isa lang yung inaasahan namin, katulad ng asawa ko driver lang po ang inuuwi niya lang 300 e ang baon ng dalawa kong bata 100 a day kasali pa yung ulam naming at bigas. Ngayon po ang hirap po mag-budget, hindi katulad nung nag-alaga ako sa anak ng ate ko ang laki po talaga ng pag-



babago kasi kinsenas katapusan po may tinatanggap akong 2,000 kaya ang laki po talaga ng pakinabang sakín nun. Kaya po dahil doon mas gumanda po yong income sa amin ng pera hindi na po yung mahirap pa po na magbudget araw-araw ng mga pangangailangan ng mga bata. Kaya ang laking bagay sa akin nun.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- opo kasi katulad po dati wala po halos magpapautang sa'kin kasi wala po akong pangbayad na inaasahan. Ngayong nagkaroon ako ng trabaho na nag-aalaga ng pamangkin ko at side line na paglalaba sa tita ko, ang laki talagang bagay yon. Tulad ngayon pwede na ako umutang Malaya na ko kasi alam nilang may ipambabayad na ako. Katulad po ng teleserye, minamaliit lang din sila kasi wala din po silang hanap buhay na magandakaya nainspired din po ako dahil kina Maya dahil sa kanya hindi na minamaliit ang mga katulong.

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- opo kasi katulad po ni Maya pero napapagkatiwalaan siya sa loob ng bahay ng kanyang amo. Marangal po siya sa lahat ng bagay. Nagsumikap talaga siya para maiangat ang kanyang pamilya



Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- opo kasi katulad nung pinalabas yung teleserye ang laki ng tulong kasi hindi po nila minamaliit at nakatulong po sa pamilya talaga.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- kapag alam niyang may problema ang pamilya niya laging niyang sinasabing “kapit bisig” “kaya natin to” kaya napakabait po talaga ni Maya

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- si Maya po kasi malaking halimbawa sa mga tao yan e kasi talagang mabait siya ,matulungin sa pamilya ,mapagkakatiwalaan sa bahay ng kanyang amo, mahaba ang kanayang pasensya, kasi yung mga katulong ngayon yung iba sinasaktan yung mga bata.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower” (mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?



- si Maya yung matiyagang kasambahay kaya talagang dapat siyang gayahain kasi nagsumikap siya mag-aral at kahit pinapagalitan siya ng kanyang amo tuloy lang siya kasi gusto niya abutin yung pangarap niya.

Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para ma-iangat/ma-itaas ang estado sa lipunan ng mga Pilipnong kasam-bahay at kababaihan? Paano?

- katulad ni Maya kaya din nating mga babae na gampanan at suportahan ang pamilya natin sa pamamaraan na kasambahay ka, kasi malaking bagay rin yung kinikita mo para pamilya mo. Katud ko, kahit babae ako malaking tulong ang pagiging katulong ko sa pamangkin ko kasi nagagampanan ko yung mga pangangailangan ng pamilya ko lalo na kapag walang byahe yung asawa ko.

Antipolo

December 17, 2013

8. Josie Motio

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

mag-se-seven years na.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

with friends, uhm sa mga friends ko tapos sa t.v rin, nakikita ko.

Gaano ka kadalas manood ng teleserye?

everyday.

Bakit gusto mong panoorin ang teleserye?



- magandang istorya niya tsaka medyo nakakakilig, yung, tsaka yung may mapupulot ka tungkol sa katulad naming mga kasambahay, ganun, na isa siyang mabuti at maayos na kasambahay.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- maganda rin, kasi marami ka ngang mapupulot na mga bagay o mga salita na, nakakatuwa kasi bilang kasambahay mabuti siya hindi hindi siya hindi niya tinuring na o yung amo lalo niya yung amo niya hindi siya itinuring na iba parang family, pamilya rin ganun.

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?

- Inapply ko yun sa sarili ko bilang ako rin na kasambahay din na sabi ko hindi pala lahat ng tao o hindi lahat ng nagiging amo e masama na meron pa rin pala na mabubuting kalooban na ganun katulad ng pinaaral siya ganun, although kasambahay siya pero inano pa rin ng boss niya na pagaralin siya dahil may pangarap siya e.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?



- oo, hindi ako nahihiya bilang isang kasambahay kasi marangal ang trabaho ko wala akong ginagawang masama or hindi masama yung trabaho ko, na. bilang kahit kasambahay ako na kung tawagin okay lang proud ako sa sarili ko, na kung syempre bilang sa mga anak ko nahihiya ako dahil baka mamaya kinahihiya nila ako or nahihiya sila na ganun yung nanay nila ganun, pero nung nun nga nung napanood ko na yung mga ganuna ano e sinasabi ko sa kanila “anak kaya ako pumasok dito dahil din sa inyo kasi kung tutuosin hindi kaya ni papa na mapagaaralin namin kayo so makatulong man lang ako kahit sa ganitong paraan kaya okay lang na iwanan ko sila dahil nga pumasok ako dito bilang kasambahay kaya sabi ko sa kanila hindi niyo ako dapat ikahiya kasi wala naman akong ginagawang masamang trabaho, marangal ang trabaho ko, nakatulong pa nga ako sa kapwa e dahil inaalagaan ko ang mga anak nila kahit na hindi ko sariling anak ganun.
- Wala, pero yun nga napapagaaral ko anak ko sa college. Para sa akin? Ano, Mabuti rin yung, maganda yung pinakita ng, sinasalaysay ng be careful bilang sa mga kasambahay na yun nga na isang mabuting amo sa kanyang kasambahay. Sino? Yung kasambahay? Oo, kasi yun nga sa alaga niya alagang alaga din niya hindi niya itinuring na iba parang sarili niyang dugo’t laman yung bata kahit hindi niya anak yun dahil kasambahay nga lang siya e pero hindi niya itinuring na iba.

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasambahay? Bakit?



- oo syempre maganda yun na pinahalagahan niya yung, inuna niya yung, yung pag-aaral kahit na nga namamasukan siya inisip pa rin niya na makatapos siya. Ako naman ang para sa akin, mapatapos ko lang ang mga anak ko masaya na ako kasi hindi naman ako nag-aaral e para sa anak ko kaya ako pumasok.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- yun tingin ko dati? Parang naaano ako, nabababaan din ganun, parang nakakahiya sa isip-isip ko nakakahiya naman, ganun.
- Hindi, kasi may naano kasi ako na kung tratuhin ganun, minamaltrato katulad sa abroad nung ako’y nagabroad, namasukan din ako sa abroad e sa Taipei noon, sa Taiwan maraming namamaltrato, maraming naaapi ganun kaya parang naano ako na bakit ginaganun ang mga kasambahay samantalang kung tutuusin dapat nga mahal inila dahil nakakatulong naman sa kanila although kahit binabayaran nila yun, diba?

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- oo, naano ako na hindi pala dapat anuhin sabihin “a katulong lang yan ganun” di dapat kasi tao rin yan e may puso’t damdamin yan din yan na marunong masaktan.



Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- pag may nakakausap ako na kasambahay din inaano ko sa kanila na hindi nila dapat ikahiya kung ano man yung trabaho nila katulong man o ano hindi dapat nila sabihing “a katulong yan ganun”.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society’s perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng “Be Careful With My Heart” ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- oo positive, kasi kahit dito yung mga kapitbahay ko sinasabi nila napakawerte daw nila kahit ang mga bata kasi nga hindi ko sila tinuring na iba ni hindi ko pinapalo ni hindi ko ano, kahit, buo kaming mag-anak mahal na mahal namin yang mga batang yan, hindi nila kayang bayaran ang ginagawa kong pagmamahal at pagsisilbi sa mga batang yan. Oo, totoo hindi kayang bayaran ang ginagawa ko kasi alam niyo iniwan ko ang mga anak ko para lang sa kanila kasi nga gusto kong makatapos ang anak ko e, gusto ko makapag, dahil para mabago ang buhay namin, ganun kasi ayaw ko iparanas sa mga anak ko yung naranasan naming mag-asawa, kung ano mang naranasan naming hirap ayaw naming mangyari sa mga anak namin kaya kahit papano gusto naming makatapos sila ng pag-aaral.



Nabuksan ba ng teleseryeng “Be Careful With My Heart” ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- oo sa palagay ko naman marami, maraming nakaka-relate o nakaka-ano sa be careful kasi sinusubaybayan nga halos ilang taon na nga ata yan e hindi pa natatapos ibig sabihin nagugustuhan ng masa nagugustuhan ng tao, nakaka-ano sila, parang naiinspired din sila ganun.

Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- sa tingin ko oo, kasi para sa akin nawala din yung ano ko e(mababang pagtingin) oo, oo.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- paano siyang naging inspirasyon sa akin? Na yun nga, mabait siya, maalalahanin siya sa mga alaga niya, sa amo niya, ganun. Ano siya yung kasi mabait siya sa mga alaga niya, sa amo niya kahit yung minsan inaaano siya ni Sir Chief ganun pero okay pa rin siya, yung trabaho niya ginagawa pa rin niya ng tama. (about sa career ni Maya)Yun nga, hindi na lang sa sarili ko kundi sa mga anak ko na makatapos sila, pero siguro kung ako ang nagaaral syempre aanuhin ko rin na makatapos.



Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- paano niya ipinakita? Yun nga siguro dahil na rin sa pangrap niya na maging flight stewardess pinagbuti niya ang trabaho niya para makita ng tao na nagsisikap siya, na bilang kahit katulong siya ipinapakita rin niya sa tao na yung kanyang ginagawa bilang isang kasambahay at para maipakita sa tao na makakatapos din ng pag-aaral kahit isa kang kasambahay. Hindi porket katulong lang siya e hindi na matutupad ang pangarap niya.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower” (mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay? And Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan) din sa mga kababaihan?

- paano niya naipakita? Yung mga kasambahay? Ganun? Pati babae? Yun nga yung ipinapakita din niya na ang babae hindi lang sa bahay hindi ko porke babae ka e sa bahay ka nalang, ganun, na ikaw ang mag-aalaga na ikaw ang maglalaba, ikaw lahat, ganun ipinakita din niya na dun na kahit isang babae e kailangan din niyang magsumikap magtrabaho para yun nga, yung sa kanyang mga pagaaral.



9. Merlita Costales

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- Mag-da-dalawang taon pa lang.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- e sa mga kapitbahay kasi kami walang channel 2 dati kaya ano, sabi nila maganda kaya dun ko ano, tapos nagkaroon ng channel 2 dun sa T.V namin kaya ayun, dun na kami nanonood.

Gaano ka kadalas manood ng teleserye?

- araw-araw.

Bakit gusto mong panoorin ang teleserye?

- nakaka-relate ako dun sa kwento ni Maya.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- nainspired ako dun sa kwento kaya lalo akong nagsumikap, nagmasipag sa trabaho para sa ganun mas maganda yung pagbabago sa buhay namin.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?



- oo, kasi kahit nag-aalaga ako ng bata nakakapag-gawa pa ako ng pagkakakitaan namin, nag-bi-business kami sa pagtitinda ng almusal kaya lalo akong ginanahan para maitaguyod ko yung pamilya namin

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- kahit dun sa Be Careful pinakita ang mga positibong bagay na kailangan gawin para mabago ang paningin ng mga lipunan sa mga kasambahay. Mga positibong bagay katulad ng ng pagmamahal sa pamilya, pagpapahalaga sa edukasyon saka sipag sa trabaho.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- masyadong deskriminasyon yung tingin nila sa mga kasambahay dahil siguro mga iba walang pinag-aralan ganun, mahirap ganun.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- naging positibo ang tingin na nila atsaka hindi na ganun kababa ang tingin ng mga tao sa kanila.



Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- oo, kasi kumbaga parang ano ka na, kumbaga ka-level ka na nila hindi ka na pwedeng, kumbaga meron ka ng sariling paninindigan.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- parang ginagawa nilang model yung teleserye na yan.

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- oo, nabuksan kasi doon pinakita na may karapatan sila, marangal yung trabaho nila, kailangan pagkakatiwalaan sila.

Nakatulong ba ang teleseryeng "Be Careful With My Heart" para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- oo malaking tulong na mawala yung diskriminasyon ng kasambahay sa teleserye dahil yun nga yung ano may tiwala, nagkaroon na sila ng tiwala.



4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- naging inspirasyon ko, yung lalong masipag sa trabaho, magsumikap ganun.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- mapagmahal, may pagmamalaskit sa inaalagaan niya, mga amo niya ganun.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower” (mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- nag-aaral siya para maging hindi na siya ano, maging pantay na siya sa lahat ng tao.

Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para ma-iangat/ma-itaas ang estado sa lipuna ng mga Pilipnong kasam-bahay at kababaihan? Paano Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower” (bigay kapangyarihan sa lipunan) din sa mga kababaihan

- oo, nakatulong sa pamamgitan ng kanyang pagsusumikap ganun, tapos siguro sa pamilya niya kasi siya ang bread winner.



December 18, 2013

10. Nene Florinda

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- Siguro mga ten, ay! Baka hindi inabot kasi papalit-palit ako dati e nag-factory ako e, tapos nag-cashier sa hotel, mga five siguro.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- Siyempre kay napapanuod ko diyan sa channel 2.

Gaano ka kadalas manood ng teleserye?

- Araw-araw

Bakit gusto mong panoorin ang teleserye?

- para ding may family, may aral bas a pamilya at saka sa kasambahay.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?

- parang narealize ko rin na syempre pag ganun na may pamilya ka gaya sa akin wala na rin ako ngayong mga magulang parang masaya ako nga ganun na napanuod ko yang ganyang teleserye, parang kahiut wala na akong magulang



ano pa rin, parang masaya pa rin yung buhay ko kahit wala na akong mga magulang dahil sa anon a yun, kasi inaabangan ko nga yan e araw-araw.

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?

- oo, syempre kung walang kasambahay wala ding anong, mahirapan din yung mga mayayaman, mas mahalaga pa rin kami.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- nagdepende lang kasi yan sa amo e, nga meron ding amo na parang narealize nila na ganun pala importante talaga yung kasambahay. Oo, Dun kasi yun na pinaano talaga nga ganun ang pag-trato sa kasambahay

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?

- yung magsikap tapos magsikap na umaasa pa rin na may pagbabago kahit isang kasambahay.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?



- kasi dati ang mga ano inaabuso, yung mga katulong tapos ano yung inaabuso sila ng mga amo nila. Siguro dahil wala pang nakita sa mga ano yung sa mga amo nila na ganun pala ang pagtrato hindi pa nila pinapahalagahan yung mga kasambahay.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- sa tingin ko may pagbabago talaga, sa ngayon wala na gaanong naririnig na may naplantsa, o kaya yung pinapalayas na hinihila yung buhok sa mga katulong, yung mga ganyan, wala na akong naririnig sa mga news.

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasam-bahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- may epekto talaga na pagbabago dahil wala ng, dahil nakikita ko na na yung kasambahay kaya ng ipaglapan yung karapatan nila. (experience) yung sa sahod, yung karapatan mo na dapat mo talaga makuha yung sahod hindi yung gaya dati na kung ano lang ang gusto nila yun lang ang ano, sunod ka lang ng sunod. Oo(nakakapag-voice out na ako)

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.



- wala ng nangaabuso gaano ngayon, simula nung dumating yang Be Careful With My Hearty, wala na akong gaanong naririnig sa news o kaya sa anon a balita na ganon, walang yung inaabuso na kasambahay kumpara dati.

Nabuksan ba ng teleseryeng “Be Careful With My Heart” ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- yun nga wala na ngang naabuso at saka sa tingin ko lang a, wala na akong naririnig na ganun na may naabuso pa.

Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- nakatulong. Oo dati yung katulong akala mo nalang yung ganun ganun na lang kung makautos sila parang wala nalang silang, kesyo katulong ka lang kahit hindi ka patulugin basta kung may iuutos sila ganun ganyan pero sa ngayon ano na, pantay na ang pagtrato sa mga amo, binigyan na rin sila ng sahod na matino, may mga benefits ganun.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- parang siya ang nagtuturo sa akin na talagang kailangan talagang kahit mahirap ipataas mo talaga yung sarili mong nagsumikap talaga siya para



marating niya yung kanyang mga pangarap kahit nanggaling pa siya sa kasambahay.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- mabuti siya, magaling siyang makisama sa mga kasamahan niya tapos kahit may mga problema nakatawa pa din siya, nakayanan niya yung mga Gawain niya sa bahay.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- magaling makisama, tapos mapagmahal sa mga alaga niya at saka yung makisama maano nay un e, makisama tapos masayahin siya, pinakita niya na may karapatan ang mga katulong na mag-vo-voice out sa anong gusto din nila na hindi nila magustuhan sa mga amo nila.

Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para ma-iangat/ma-itaas ang estado sa lipuna ng mga Pilipnong kasam-bahay at kababaihan? Paano?

- kasi kung sa halimbawa sa mga magasawa makikita rin nila na doon hindi pwedeng saktan ang babae yung gaganon ganon lang, hindi nila pwedeng salitaan ng hindi tama.



11. Elsie Margien

Gaano ka na katagal nagtrabaho bilang isang kasam-bahay?

- Ako o si maya?? Ako?? Matagal na ako sa kanila 8 years na ako.

Paano mo nalaman ang tungkol sa teleseryeng “Be Careful With My Heart”?

- e syempre nanuod, nanuod anu nung umpisa kasi e nung nakita namin pero nung umpisa talaga hindi ko pa talaga na anu, hindi ko pa parang hindi ko pa type yun sa tagal tagalan na nasubaybayan na parang anu siya... nagtrabaho siya sa kasambahay sa umpisa nag aanu muna siya nagaapply para abroad dun tapos napeke yung anu niya kaya nagkita sila si anu Richard.

Bakit gusto mong panoorin ang teleserye?

- Wala lang gusto ko lang, gusto ko lang manuod ganun.

nakakarelate po ba kayo dun sa story nila?

- Oo naman kasi meron, parang, anung tawag dun, parang nakakatuwa isang kasambahay tapos nagtrabaho siya tapos nag-aaral. ganun.

1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang mga pagbabago/epekto na nangyari sa iyong buhay dahil sa teleseryeng “Be Careful With My Heart”?



- nanunuod lang kami oo pero pag sa trabaho humihinto na kami,, parang gusto ko lang manuod hindi naman pero trabaho. anu lang wala parang anu lang nanunuod ng sine parang ganun. yun lang naman anu ko hindi ko man naisip yan..

Ang mga pagbabago/epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasam-bahay?

- oo kasi. kung si maya nga binigyan ng. pinaparal tapos hanggang sa nakuha niya ang gusto niya tapos pinaparal siya sa amo niya.
- Masaya ako kasi pinahalagahan ako sa amo ko ganun sa natuwa din ako na feeling ko hindi na ako iba sa kanila kasi pinahalagahan ako ganun.

Paano nakatulong ang teleseryeng “Be Careful With My Heart” sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- Sa akin lang. wala gusto ko lang masubaybayan yung drama. parang wala lang pagkatapos parang dumaan lang yun hindi ko naman inaanu sa isip ko na nangyari yun parang ngayon nasubaybayan parang natalagay ko ba sa isip ko sa katagalan parang hindi ko na siya na anu naisip

Ano yung mga pananaw sa buhay ang natutunan mo sa teleseryeng “Be Careful With My Heart” bilang isang kasam-bahay? Bakit?

- Yung anu.. parang .. si Maya kasi parang diba may anak na siya parang inaamo niya ung anak sa amo niya..na magkadugo kanya.pinalagahan niya.pina anu yung amu niya hanggang sa lalaki . sa amu niya. basta maraming anu. hindi ko kasi maexplain lahat yun.



- yung natutunan ko kay Maya yung parang kabisado siya sa ginagawa niya tapos parang meron siyang anu na gusto niyang marating din. tapos sumisikap siya sa ginagawa niya tapos parang meron siyang anu na. gusto niyang marating din. tapos sumisikap siya na tapos siya sa pangarap niya.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang pananaw mo sa mga Pilipinong kasam-bahay bago ipalabas ang teleseryeng “Be Careful With My Heart”? Bakit?

- sakin wala akong pake. wala akong paki-alam kung anu sasabihin. pumasok lang ako para maangat ko lang yung anu ko. yung mga pangarap ko ganun.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasam-bahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- Ok naman yata. depende siguro sa iba..Ako ok lang. depende din sa amo yan kung mabait yung amo. kung halimbawa yung amo mo mabait sayo. ikaw din babait ka din sa kanila. masipag ka din.

3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society’s perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng “Be Careful With My Heart” ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara



- depende nga yan sa amo mo.

Nakatulong ba ang teleseryeng “Be Careful With My Heart” para mawala ang deskriminasyon sa mga kasam-bahay? Paano?

- siguro nakatulong din. kasi marami naman natutulong lang din yan si Maya. Pagtratrabaho niya. siguro. oo meron din depende yan sa manunuod.

4. To know if the character of Maya Dela Rosa in “Be Careful With My Heart” helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart”?

- yung naanu ko sa kanya yung masipag, tska mabait, tska kahit inapi-api siya balewala lang sa kanya.

Paano nirepresenta ng karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” ang mga kasambahay?

- yaya ata siya, nag yaya nga siya kasi nakita siya ng amo niya na naghahanap ng anu sa bata diba, pipi yung anak niya. yung ugali niya ano, mabait naman siya sa. parang iniisip niya na parang sarili niya, parang kamag-anak niya o kapatid niya, kahit may kasalanan siya, minsan magkamali ganun. hindi niya anu parang pinatagal yung salita ganun.



Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower”(mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- Sakin ano, kung tama talaga, oo pinaglaban niya hindi siya. sinasabi tlaga niya kung tama siya o ano. pwede kanaman i-explain mo yung ganito, pwede naman isabi.

Ang pag-angat/ pag-taas ba na ito sa estado bilang kasam-bahay ay nakapag-“empower”(bigay kapangyarihan sa lipunan} din sa mga kababaihan

- oo naman, syempre kung parang pwede pa lang anu. pwede pa lang mag anu kahit kasambahay ako. pwede pa lang syempre sumisikap ako may marating talaga ganun.

12. Sara Mae Dispi

Gaano ka na katagal nagtatrabaho bilang isang kasambahay?

- Seven years po

Paano mo nalamana ang tungkol sa teleseryeng Be Careful With My Heart?

- Kasi araw-araw ko po yan sinusubaybayan pag-uwi ko pag galing school nagmamadali na po ako.

Bakit mo gusto panuorin ang teleserye?

- Nakaka-inspired at kinikilig po ko sa kanilang dalawa



1. To know if the teleserye “Be Careful With My Heart” really elevates the status of Filipino Housemaids.

Questions:

Ano ang epekto /pagbabago na nangyari sa inyong buhay dahil sa teleseryeng Be Careful With My Heart?

- Nagsisikap po ako na maangat pa ‘yong pamilya ko dahil sa hirap din kami dati dahil asawa ko lang yung nagtatarabaho, kaya tinanggap ko na lang magkasambahay ako sa ate ko para makabayad kami ng upa at sa lahat ng gastusin.

Ang pagbabago/ epekto ba na ito ay nagbigay sayo ng higit na kahalagahan sa lipunan at oportunidad bilang isang kasambahay?

- Dahil sa Be careful With My Heart proud na po ako na kahit katulong ako sa kapatid ko hindi nap o ako minamaliit hindi na ako pinagtatawanan, kaya dahil sa teleserye proud na proud nap o ako sa sarili ko kahit kasambahay ako.

Paano nakatulong ang Be Careful With My Heart sa pagtingin ng lipunan sa iyong trabaho bilang kasambahay?

- Yung pinakita ng teleserye napakalaki ng tulong sa mga kasambahay dahil yung mga katulong sa teleserye masisipag, matiyaga sa mga bata lalo na si Maya mahilig magpatawa sa alaga niya

Anong mga pananaw sa buhay ang natutunan mo sa teleseryeng Be Careful With My Heart bilang isang kasambahay?



- Ang natutunan ko kay Maya yung mahilig magpatawa ng bata. Mapagmahal siya sa alaga niya kaya yung nakuha ko sa kanya ganoon din ang ginagawa ko sa alaga ko, kahit nga po hindi alaga nagpapatawa po ko palagi at saka masipag po siya. Nagsusumikap po ako sa tita ko kumukuha din ako ng extra income sa paglalaba paramay extra budget.

2. To know the changes of audience perception about Filipino housemaids before and after watching the show.

Questions:

Ano ang mga pananaw mo sa mga Pilipinong kasambahay bago ipalabas ang teleseryeng *Be Careful With My Heart*?

- Kasi po dati nung wala pa yung *Be Careful With My heart* yung mga katulong po dati mahilig manakit ng mga bata tapos mga tamad po sila.

Nagkaroon ba ng pagbabago sa iyong pananaw sa mga Pilipinong kasambahay ng mag-simulang ipalabas ang teleserye? ano ito/ ang mga ito?

- marami pong nagbago nang maipalabas ang *Be Careful with my Heart* kasi yung mga kasambahay ngayon ang sisipag tapos ang tiyaga po sa mga alaga at lalo pang nagpapaangat yung mga katulong ngayon na kahit wala silang pinag-aralan gusto po nilang mag-aral.

Ang mga pagbabago ba sa pananaw sa mga Pilipinong kasambahay ay nag-dulot sa iyo ng epekto? Kung oo, hindi? Bakit?

- Nang dahil sa teleserye binigyan ako ng lakas ng loob, parang ang sipag-sipag ko nap o at naaalagaan ko na ng ayos ang mga laga ko pati mga anak ko.



3. To know if the changes on audience perceptions about the status of the Filipino housemaids will also affect the society's perception as a whole about the Filipino housemaids.

Questions:

Nabago ba ng teleseryeng "Be Careful With My Heart" ang pananaw ng lipunan sa mga kasam-bahay? Paano? Bakit? Ikumpara.

- kung ikukumpara kasi dati kaysa ngayon mas pinahahalagahan na ngayon ang mga katulong dahil dati po minamaliit lang kami. Ngayong napapanuod na yung teleserye nai-inspired na ngayon ang mga tao na mahalaga din ang mga katulong.

Nabuksan ba ng teleseryeng "Be Careful With My Heart" ang pag-iisip ng lipunan kung paano dapat kilalanin ang mga kasam-bahay sa lipunan? Paano? Bakit?

- Nabuksan po ung isip ng mga tao nang maipalabas ang teleserye, pinakita ng mga tao ngayon na ang mga katulong mas mahalaga, na dapat tratuhin ng maganda ang katulong, na ginawa na ring pamilya ang mga katulong.

4. To know if the character of Maya Dela Rosa in "Be Careful With My Heart" helps to elevate the status of Filipino Housemaids and leads to Women Empowerment.

Questions:

Paano naging inspirasyon sa iyo ang karakter ni Maya Dela Rosa sa teleseryeng "Be Careful With My Heart"?



- Na-inspired po ako ni Maya dahil po ang sipag niya at matiyaga at hindi lang siya kuntento sa pagkakatulong niya nag-aaral siya habang katulong siya kaya umangat din ang buhay niya.

Paano nakatulong ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para makatulong na “ma-empower” (mabigyan ng kapangyarihan sa lipunan) ang mga kasam-bahay?

- si Maya po kasi matatag siya at nagsasalita siya kung ano ang tama sinasabi niya at mahilig siya sumagot kay sir Chief basta tama lang siya.

Nakatulong ba ang karakter ni Maya Dela Rosa sa teleseryeng “Be Careful With My Heart” para ma-iangat/ma-itaas ang estado sa lipuna ng mga Pilipnong kasam-bahay at kababaihan? Paano

- Kahit babae po kami kaya naming gawin kung ano kaya gawin ng mga lalaki kaya din naming gawin mga babae para maiangat ang pamilya. Kaya nagtiwala ako sa sarili ko na hindi lang isang kasamabahay kundi bilang babae rin po.



Sociologist: Dr. Nicole Curato

Ano po masasabi niyo tungkol dun sa teleserye be careful with my heart?

- I know off the show well I guess an indication that it was a successful show so I think phenomenal siya kasi the timeslot diba is 11:30 and that usually the morning talk show slash imported teleserye timeslot. why is it important? it is important because it's an indication that the network is willing to invest on actors that they don't usually do on that particular timeslot so parang I think the claim of ABS you can check on this parang, is parang, it change the landscape of morning programming so much so that the Kris aquino show was moved up diba mas maaga siya which isn't really a prime slot kasi 11:30 diba? 11:30 slot is when house wives cook lunch so they keep it on the background that used to be the territory nga of Kris but now its a teleserye territory, what does that mean? it means parang you're more invested in a teleserye diba they watch it closely, hindi lang siya pang background and usually yung pang background yung tele radio yung parang, ano lang, you just ground it out in the background, so it, to that extent we can say na it's phenomenal and I think what your project is interesting, ah interested is why is it phenomenal diba? what accounts for that so yun.

Gaano ba nakaka-apekto ang teleserye sa buhay ng mga Pilipino?

- Ok. I haven't encountered a particular teleserye study na ganun nga yung impact merong study in latin america particularly, Mexico, ahmm so i don't, i don't know if we can have the same findings there pero parang one finding, very interesting finding sa mexican society bakit sumikat ang teleserye sa kanila noon



pa silang 7 oclock yung time slot e, sa Philippines bago lang yun diba? parang before after the news I dont know if you even go of this kasi baka bata pa kayo nun pero before after the news yung ano siya sitcomsm, so parang, oo home along, MMK ganun yung programming niya tapos pinasukan nila ng game shows and teleserye and that follows the latin american pattern bakit sa gabi ang teleserye sa Mexico? because its such a dangerous city, so ang nangyayari dahil sobrang dangerous ng streets families stay indoors to be safe and watch teleserye, so yun sana ang magandang klase ng study kung yung tanong mo impact ng teleserye sa mga Pilipino, parang wala pa akong definite study na comparable dun sa study nagawa sa Latin america na I don't know parang di pa siya name-measure pero we can say for sure is it alters behavior diba? it alters what families watched together at night anu yung, bakit important yung primetime that's the time when everyone's together at home diba? so whatever you watched on a teleserye that is a group show becomes an object of discussion people talk about it sa office, sa water cooler diba or sa school so maybe we can qualify na that's one impact na it shapes, it shapes the discussion and yung material ng teleserye definitely informs discussion parang can you think of other ahmm forms of medium that have such impact on daily conversation maybe news, a little bit, maybe a little bit of showbiz pero teleserye creates that common language diba na parang there are certain expressions nga na Uy lumelevel up kana parang si Maya diba? parang may assumption na parang pag sinabi mo yun nagkaka-intindihan tayo na level up kana kagaya ni Maya pero for an outsider sino si Maya diba? what is that? so you understand the difference na parang people don't even have to define what leveling up like Maya means



because that teleserye created a shared language so it's such a powerful thing kasi parang kalevel niya yung oh na-napoles ka diba? or yeah, nakaka set siya ng standard, nakaka-set siya ng language and sino ba yung may masasabi nating makakapag-set ng language? this are powerful diba? this are powerful people, these are tinatawag nila cultural-entrepreneurs sila yung gumagawa nung culture within the society, so to that extent parang we can say na that is the impact na it shapes everyday conversation which is a powerful thing kasi nga sabi nila diba media doesn't tell you how think but it tells you what to think about and the mere fact that you're in people's conciousness is an indicator that your powerful bakit natin pinag-uusapan si Maya ngayon hindi yung mga magsasaka na walang lupa? diba bakit ganun? but at the same time merong teleseryeng kay Gerald Anderson yung PMayer siya diba? oo yeah diba? it sets a conversation about the role of military and the kind of expectations we have from PMayers and military men again that is very powerful kasi parang bakit ang pinag-uusapan natin ngayon ay isang housemaid at hindi ang PMayer, do you understand diba? parang it sets the agenda that sets the agenda and it's a very powerful thing.

Paano ba masasabi na naeelevate ang estado sa lipunan ang isang indibidwal or group of people kunyari po yung mga housemaids, paano po ba masasabi na ay na-elevate na sila sa lipunan or society?

- that's a very good question. parang one standard answer is rights diba? especially in the context of the nation state, parang paano natin alam na pantay-pantay tayo? kasi pare-pareho tayo ng karapatan so kung mayaman ka, mahirap ka isa ang boto mo may karapatan kang bumoto, so yun yung isang indicator of



equality regardless of your social status, your gender, your background ahmm you can avail of these rights so yun sa context ng housemaids diba yung kasambahay bill very important yung bill na yun or law na yun kasi nirerecognise niya first and foremost na lihitimo ang trabaho maging isang housemaid for a very long time ang konsepto ng housemaid diba kapamilya? which maybe a good thing diba? we care for them, we give them their rooms, kasama sila sa bakasyon, kasama sila sa picture, pero may downside kasi yun, yung downside niya is dahil kapamilya ka pwedeng konti lang bayad ko sayo kasi any way kasama ka naman namin diba? so parang hindi siya lihitimong profession in the same way that a construction worker, kargador, driver are legitimate professions na meron silang SSS benefits, pension so, I'm not saying na mas maganda yun na professionalized siya kasi nga what I've said maganda na nga din naman turing mo sa mga kasambahay mo ay kapamilya pero ang isang side din naman nun para masabi mong equal ang level mo sa lipunan is to recognize na ginagawa ng housemaids labor yan, trabaho yan, deserving niya na yung same rights na meron ang isang empleyado sa isang kompanya gets? So, I think that's one indicator pero that's very basic indicator e kasi parang para sakin e given, given na yan e dapat naman equal rights lahat pero parang mas malalim na form ng right is if you treat your peer or your fellow citizen as a partner in interaction in the way he relate to that person..you don't talk down on that person hindi ka patronizing kaya mong makipag-argue dun sa tao na yun kasi i think being able to argue and engage to that person indicates na I respect you enough to disagree with you I respect you enough to have a conversation with you. I think yun yung medyo kulang in the society right now na level ng equality



when the rich talk to the poor it's always in very condescending terms diba? na parang as if walang kaalaman yung mga mahihirap so I'm not sure maybe you can help me dun sa context nung be careful with my heart nag shift ba yung quality of engagement and conversation between the family and the housemaid? does romance have anything to do with it?

anu nga po sabi nga po ng mga respondents kasi one of the objectives diba kung malaman kung na elevate talaga ng be careful tapos ang mga naging response po nila ay feeling nila mas nererespect na daw po sila tapos tine-treat na po sila as kapamilya na tas nawala na daw po ng diskriminasyon.. yung mga ganun sagot po ba masasabi na po ba natin na indicator din ng pag elevate nila sa ng society yung status nila..mga ganung sagot po..

- Pwede, pwede although pwede pa yun hukayin pa parang anu pag sinabing gumanda yung trato sayo anu ibig sabihin nun bumait sila sayo or?

parang ganun po kasi meron po kaming nainterview dun na sabi po sa .. kahit housemaid po siya mas naging maluwa po yung amo niya sa kanya.. kasi binibigyan na siya ng times para mag side line po to do other works parang ganun po..

- ah ok, pwede yeah space, space to do other things right to leisure parang ganyan, to pursue your other dreams diba? so pwede rin yun although I think medyo problematic lang dun sa narrative na tama ba yung understanding ko na she si Maya got that status kasi nga may romantic element but usually hindi ba ang treatment naman sa housemaid kung walang romantic element magbabago ba yun kung hindi na-inlove sa kanya yung employer niya? I don't know, i mean tama ba yung understanding ko? How was she treated before they fell in love?



actually ma'am anu naman po.. yung naging.. diba parang naging successful po si maya coz naging stewardess na siya.. parang umpisa palang po meron na silang deal nung boss.. oo .. na kailangan po siyang pag-aralin so parang yung umpisa po.. wala pa pong ganung ..hmm relationship sa kanilang dalawa..talagang deal lang po na..mag wowork siya as..hmm .. a housemaid dun sa kanila.. sa boss.. sa family kung pag aaralin po siya in return..

- how did they get that deal? o wala hindi in-explain?

Kasi yung anak po ng boss niya ayaw po dun sa ibang housemaids tapos siya lang po yung naging close kaya para mag-trabaho siya ..nag anu siya ng deal sa na kailanangan pag-aralin siya.. dun po nag umpisahan..

- Ah from the start parang empowered housemaid siya? empowered in the sense na kaya niyang mag bargain, kaya niyang mag negotiate diba? what about others around her? How is she being treated? May change ba since from being a housemaid to being a flight attendant?

maam yung anu po..bale dun po sa family po kasi nila Lim. Lim family po yun din po yung family na pinag-applyan ni Maya dun po sa soap. meron ding pong ibang housemaids dun but actually po yung ibang housemaids I think lang naman po na-empower po sila in a way na anu din po e pinag-aral din po sila ni anu tska naiba po yung treatment nung family dun sa before po kasi dumating si maya parang wala lang po yung mga housemaids parang authoritative po talaga pero yung dumating na po si Maya dun sa family parang mas nabigyan po ng anu.



- Ok I think that's very interesting kasi may parallel discourse din yan e na parang, so tama ba na ang characterization kay Maya ay strong willed woman whose able to made demands diba? ok maganda yun kasi meron ding ganyang discourse na when it comes to women in the work place mga white collar women workers, managers ganyan. Do you know Sheryl Sandbergm, COO ng facebook? so she used to work for, now where does she used to work? I forgot, pero yeah she's the female COO facebook boss niya si Mark Zuckerberg and then she wrote this book, Lean in so basically ang message lang naman niya dun is that a lot of women don't become bosses because of this behavioral deficiencies na parang problema sa mga babae sa work place di sila assertive or kunyari may meeting uupo sila sa gilid hindi sa gitna so parang sinasabi niya na baguhin natin yung attitude natin kailangan we always have to be strong, aggressive to get what we want ok so yun yung discourse diba? So parang si Maya na parang Oh tignan niyo to na parang, maging strong kayo, kailangan maging assertive kayo, kailangan i-bargain niyo yan, pero that's just one part of the debate kasi yung isang part ng debate may mga nagsasabi naman na kapwa feminist to ah, feminist vs feminist, may ibang feminist naman na nagsasabi teka lang? Ano ibig niyong sabihin na kasalanan ba ng mga babae na hindi sila assertive? pag hindi pala ako nag succeed sa workplace may behavioral problem pala ako? so ako, katulong ako, hindi ko naman personality na yung personality ni Maya na bubbly, na endearing na ganyan so ibig sabihin na kasalanan ko na hindi ako pag-aaralin ng employer ko na, oh baka ang mas magandang atake dito is yung sistema ang kailangan magbago yung sistema kailangan nga yung nga yung batas kagaya ng kasambahay law na magprotekta sa lahat ng kasambahay



regardless kung aggressive siya, endearing siya or what diba? so meron siyang ganung klaseng debate although ofcourse as we know debates naman are rarely black and white diba? it's always a little bit of both or in this case pareho lang naman siguro kailangan pero careful lang ha na parang over emphasis on the personality of the housemaid kasi ayaw ako ayaw kong sabihin na problema sa housemaid na yan kaya hindi siya maka-asenso kasi masyado siyang mahiyain or kasi masyado siyang hindi niya pinaglaban yung rights niya tingnan mo si Maya dapat maging katulad siya ni Maya e kung babalik tayo sa concept ng empowerment and equality regardless kung anung personality mo dapat right mo yan diba? karapatan mong tratuhin ng maayos, magkaroon ng trabaho, magkaroon ng sideline kung kailangan hmm karapatan mag-aral kung merong deal nga sa boss so parang I guess what I'm saying is, Yung experience nung housemaids on that level is reflected also on other professions for women na whether it's corporate, management, academe diba? so parang it's similar, it's a similar story.

Paano ba nakikita ng lipunan ang mga housemaid noon o bakit ganun pananaw nila?

- ok maganda yung question na yan kasi nga, parang part historical siya noh. pero parang hindi ko na yun expertise. hindi ko alam ang kasaysayan ng kasambahay sa pilipinas. although there are arguments that the Philippines has always been a servant society. so kahit pa daw bago dumating yung mga kastila, yung mga Datu may mga servants na talaga sila diba. so if you look at the old houses for example hmm, yung mga big old ancestral homes meron siyang maliit na daanan ng mga katulong sa sides , so parang noon pa even before the Spaniards came may tradition na daw talaga tayo na servitude. Hmm, yung interesting



sigurong factor nga dito sa Philippines. what I have mentioned a while ago is that House maids are considered them as family member. and why is that part of that daw is according. this is a feminist interpretation. if that the work that maids do are work that mothers in particular do diba. so parang mag-alaga ng bata, magluto, mag-plantsa, maglaba. Feminine job siya at dahil feminine job siya, may expectation na hindi kita masyadong kailangan bayaran, kasi ginhagawa mo siya out of love diba. kaya nga may mga weird arguments na which aren't so weird ha pero parang may argument nga in developed countries na maybe house wives should get wage. maybe we have to pay house wives. kasi bakit important yung pay is it recognizes on what you do is labor. kung hindi mo siya i-coconsider na labor parang you can easily take advantage of them, and yun nga impact niya sa housemaids na parang family member ka naman e.. NATURAL naman for women to take care of women e. natural naman na maghugas ka ng pwet ng bata e diba? the more you think it's natural. the more you think, I don't have to pay for that. the more you think na they're doing it out of love and compassion and whatever, so yun, I think we have to reflect on that. Ok. ok ba yun? na ang turing ko nga sa kanila dito atleast in the Philippine society is a kapamilya hmm, may bahay siya. diba parang kung may mga anak siya. pwede dito tumira yung mga anak niya or are we just perpetuating yung hierarchy ng labor among genders na hindi naman kita kailangan bayaran.. kasi may impact yun e. until now women still earn less than men. there are statistics that show na parehong trabaho, babae vs lalaki pareho lang trabaho nila mas mataas ang sweldo ng lalaki for some reason, and that's because women's labor is undervalued.



may nabasa po kaming libro, yung nagsesearch kami, mas nabibigyan nga daw po ng priority sa division ng labor po ang mga lalaki.

- yun nga parang and then yun nga babalik siya dun sa issue ng anu ba ang labor? anu ba ang trabaho? e diba yung panganganak ang tawag sa kanya ay labor. isn't that Ultimate labor but because it's natural then it's not really labor. it's not paid labor. so nae-extend yung ganung assumption in the household which explains nga why ang baba ng sweldo ng mga kasambahay.

May pagbabago ba ngayon kung paano nakikita ng lipunan ang mga kasambahay lalo ng nagsimulang ipalabas ang ?

- ayun di ko alam, di natin ma-measure.

Based on sa mga sagot nila , sabi nila, anu daw po, mas maganda na ang tingin sa kanila , tapos sabi nila ni-rerespeto ganun po, hmm Masasabi po pala na naka-apekto talaga sa pananaw ng lipunan yung teleserye , kung paano nila nakikita yung mga kasambahay?

- based on the, nag-interview kayo ng mga employers?

pero yun nga po , may na experience po ba kayong , kunyari dini-discourage before , dini-discriminate tapos yun nga po, sabi naman po nila na hindi naman daw po nawawala yung mga ganun na nag didiscriminate nga daw dati dahil kasambahay tapos tinanong namin na i-compare ngayon anu na yung parang mas anu daw po sa experience daw po nila ngayon,parang hindi na daw po ganun kababa,parang minsan nga daw po sinasabihan sila na magiging si Maya ka na, kasi naging proud na daw po



sa kanila,so masasabi po ba na through the teleserye is na-influence po yung sa society kung paano.

- Siguro, yeah, siguro based on the 12 respondents you can say that although I think nga ultimately, kaya nga ultimate test pa rin niya is kung sustainable pa ba siya or is it just uso-uso diba uso-uso lang ba siya, hmm. kasi mahirap e, you can't say na parang, Ok a movie like yung kay Johnlloyd at yung kay Luis Manzano diba, theyr'e a gay couple na hindi naman sila yung out na, yung category naman nila is the parlorista gay, hindi naman sila ganun diba, straight acting gay men yung category nila, and that was a big movie diba pero did that change how people look at same sex relationship?, did that change bigots from thinking na kadiri yung mga mag-jowa na same sex because of a movie,so mahirap e , you can't really, you can't really measure yung impact nga ng isang teleserye pwede naman kasing sabihin na Ok tumaas ang tingin nila sa mga kasambahay pero hindi ba dapat ganun naman yung tingin sa mga kasambahay in the first place, and pwede rin naman maging medyo critical dun sa plot line diba, hmm malaki bang factor yung romantic relationship dun,or pwede ba sana siyang kwento nalang ng isang housemaid na umaangat sa buhay na walang romantic relationship at hindi kina-ilangan ng tulong ng lalaki, kasi somehow may patriarchal , patriarchal element din siya, and the mere selection of the profession of a flight attendant is a highly feminized anu rin , very feminized hmm, what do you call that? profession din, siguro kung ako yung writer pilot diba parang not to say naman na mas mababa ang flight attendant sa pilot, but what I'm sayiing is, kung gusto niyo maging ground breaking , parang from a feminized profession to another feminized profession? so yun I can't answer the



direct impact but I guess what I'm saying is, a teleserye could be more progressive if it really wants to shatter perceptions, break boundaries diba parang, hmm, it could have done, it could have done more.

Based po dun sa teleserye sumasalamin ba talaga yung character ni Maya sa mga Pilipinong kasambahay? Napakita po ba ni maya yung mga characteristics po ng mga kasambahay?

- well again hindi ko naman kasi alam yung general characteristics ng mga kasambahay unless may survey nga na ginawa kung anu ba talaga yung attitude ng mga kasambahay pero I guess what can I say is parati naman for any teleserye , exaggerated yung characters diba na parang kaya nga siya teleserye kasi interesting siya, fascinating yung character, so I guess we can just leave it there na they're maybe the resonant characteristics kaya,kaya kayang maka-identify nung mga kasambahay sa kanya pero in terms of the does it accurately represent all the kasambahays? I don't think it can kasi iba-iba rin naman yung characters nung mga kasambahay, may mga kasambahay na aggressive diba meron namang mga yaya na very strict dun sa mga alaga nila, pero meron namang iba na napaka-softy, so to say na it represents all kasambahays or it generally represents kasambahays, the nice ,ahhh the complexity , the diversity of the kinds of personalities and experiences housemaids have, siguro yung isa ring downside nung ganung depiction kay Maya, diba ofcourse , ok maganda yung depiction sa kanya, strong yung character niya, pero yung isang analysis strict talaga pag analysis is merong nire-represent diba, yung next question sino yung hindi nare-represent? sino yung hindi nare-represent na kasambahay dito , clearly these are the yung kasambahays who are in an extremely oppressive



household environment, sila yung mga kinukulong sa kwarto, you know all these documentaries diba na parang, hmm, so isang bahagi lang ng realidad ng mga kasambahay yung pinakita dun sa be careful kasi nga very light yung plot line niya, so ang downside lang nun siguro if this is a qualification , if sabihin natin na very influential yung narrative ng be careful with my heart ang downside nun natatago yung ibang realidad nung mga na o-oppress na mga kasambahay though at worse, the worst that could happen for audiences to think na oh ok naman pala yung kalagayan ng mga kasambahay e diba, ok naman pala sila e, pina pag-aral naman pala sila e ,pwede naman pala pakasalan yung boss nila diba, ok naman pala e, pero nakakalimutan yung iba, and we start thinking na yeah it's ok,so yung danger ng happily ever after.

Paano po masasabi na nae-empower po ang isang indibidwal or group ng indibidwal tapos may kakayahan po ba si Maya na maka-apekto para ma-empower po yung mga kababaihan?

- hmm, nasagot na natin kanina kung anu yung qualification natin for empowerment yung rights and yung equal interaction.

may kakayahan po ba si Maya na maka-apekto para ma-empower po yung mga kababaihan?

- yeah ,hmm, pwede nating sabihin yan kasi there's this other country, I forgot what, It's an African country na gusto nilang turuan yung mga african men na gumamit ng condom, kasi nga yung AIDS grabe sa africa, so parang hindi naman kasalanan nung african men na may AIDS sila minana lang rin yun sa parents nila, so now that they're starting to sleep with other women parang di



naman yata fair na pasahan mo sila ng disease, pero sa African culture daw parang men don't like wearing condoms kasi parang hindi siya masculine , hindi siya macho diba parang and all of this disgusting male expressions diba parang yeah, hindi ka macho, so anu ginawa nila? gumawa sila ng teleserye ,ah sorry not even teleserye, radio , radio play parang ganun, oo yung radio drama kasi, yung pala yung on that country, babalikan ko nalang kayo kung anung country na yun pero it's really the male form of ,hmmm, very influential form of entertainment not even television and infact ganun din naman sa Philippines 98% have access to radio television 60 something lang,but any way gumawa sila ng character ng male african na talagang kontra-bida, ayaw mag condom, talagang sa sobrang-sobrang kontra-bida pero yung nagawa ng radio play is to explain very very subtly na hindi cool na hindi ka maging concern sa health ng partner mo, it's not even saying na kailangan mong mag condom through that anu pero it has an artistic way of saying na evil yan, disgusting yan, unacceptable yan, so they created this character of a kontra-bida male character, so much so daw sobrang sikat nung program,voice over lang siya e, voice talent lang siya nakikilala raw yung boses niya sa palengke at hinahagisan siya ng tao ng mga prutas , to express disgust nga, so what am I saying here, so what am I saying is pwede you can create a powerful fictional characters that can martial hmm, the energies and inspire people to look , to take after that figure, pero yun na nga parang hmm, mahirap lang din naman sabihin na ganun ka powerful yung mga ganitong characters , kasi bawat tao naman ay may kanya-kanyang interpretation dun sa character na yun but it really takes an excellent script



writer to be able to do parang monopolies anu talaga yung message, kasi otherwise sabog sabog din yung interpretation e.

Eto po for last question, sabi po kasi nila na yung , tinanong po namin yung kung anu yung naging impact sa kanila ni maya tapos ang sabi nila anu, nagkaroon sila ng kakayahan mapa-angat ang sarili , magtaguyod ng family, kasi diba po nakatulong , tapos meron din po parang sila na po yung bread winner talaga nung family, tapos yun nga po yung rights rights, through dun po sa mga answer po ba nun masasabi din pong na-empower po talaga din sila bilang isang kasambahay tska bilang babae, pwede na po bang basehan yun para masabing na-empower po sila?

- Depende nga kung paano niyo i-operationalize yung empower, parang, and isa pang methodological trick , tricky part dyan methodologically is kailangan mo ng before and after so ofcourse they're saying na nagbago sila, nagbago sila diba, pero isang basehan lang ng data yun pwede mo rin sanang i-check kung paano siya before, anu na yung behavior niya now , kung dati meron siyang hindi nagagawa , nagagawa na niya ngayon so kung meron silang comparison kung may alterations sa behavior then you can say

Meron po kaming isang respondent , yung sa antipolo, yung sabi niya na nakatambay lang sa labas tapos chismis chismis lang siya, tapos nung nag housemaid na siya nakatulong na siya sa family niya.

- bakit what's the difference sa patambay tamabay siya and then

nakikipag-chismisan lang siya tapos nag-aaway sila ng asawa niya kasi parang wala naman siyang ginagawa wala po siyang natutulong sa family.



- sige interesting yan kasi, Ok parang ang implication niya, yun nga yung implication nito , so kung ako babae house wife , walang ginagawa sa bahay, ofcourse I'm sure na may ginagawa siya nagluluto siya, or diba labor nga din naman yun, hmm does it inspire me to become a housemaid and think na ok lang naman maging housemaid, what if someone else is inspired by that decides to be an housemaid but enters or meets a bad employer parang may ganun din siya , well in any case yeah.,I guess we cannot underestimate how this figures can inspire women, maganda na rin siguro nga siyang development kasi usually or atleast diba there's a certain drama Filipino teleserye na yung parang mayaman na , parang my husband's lover diba,ang yaman yaman lang nila talaga, yun yung kontekto and then meron ding genre oh magkaribal diba na parang subject ng filipino teleseryes always the upper crust of the society and then you have stories like this na poor girl, rich boy ala pangako sayo levels diba parang ganun , so parang what ,what was that ,what kind of mentally does that perpetuate again, that your ticket for a good life is being a maid and not dreaming further to do something else mahirap yun kasi parang we need other role models in society, for example , parang ako I can say na kung housemaid ka, yeah dream of something bigger mag flight attendant ka or dream something bigger mag negosyo ka, pero parang kung ako naman as a profesor may nagsabi sakin na alam mo mag astronaut ka, parang di ko kaya, bobo ko , di ko kaya, and daming math at tska di ko kayang pumunta ng outer space bakit siya allien sakin? kasi wala akong role model na astronaut, I don't know any female astronauts, I don't know any filipino astronaut so parang ako nalilimit lang ako dito na kaya ko lang maging profesor ok na yun, ok na yun, gets niyo yung



parallelism na people who are poor would think na hanggang dito nalang kami, na ito na yung best, ito na yung best dream ko, and that is true to a lot of sociology of the youth studies ha, if you ask kids in public schools sa high school, anu pangarap mo security guard parang dude hanggang diyan ka lang? ,ayaw mong, ipush mo pa further di ba, parang but then you can't blame them kasi yun nga yung nakikita nila sa TV, nakikita nila sa everyday life na parang, this is my ticket for a good life, to be a security guard and the same way na for me it's unimaginable to be an astronaut diba, limited e wala kasi akong role model ,so anung klaseng role model si Maya diba, I'm not saying na hindi siya good role model,i'm just saying na may complexity,may complexity ,may potential to empower, may potential din to limit, so hindi siya parang all in compassive.



Gabriella Party List: Frances Bondoc

Bilang manunuod po at tsaka bilang isang babae paano niyo po nakikita yung Be Careful o anu po yung perception niyo sa palabas?

- Ayun kagaya nga ng sinabi ko kanina diba very popular siya, yung nag ki-create siya ng sort of fantasy na entertainment para sa mga manunuod, na gusto ng mga manunuod syempre, yung maidikit yun sa kanilang reyalidad kung baga medyo remote na possibility sa status nila diba, ganun pa man kasi exciting yung story plot tsaka yung nangyari diba? ganun sila, kumukonek sila in a way diba?
- Oo in a way, ah ang influence sa kanya ay parang sa mga tao, sa masa, ang impluwensya ng teleserye na parang ito, pwede siyang maging posibilidad kasi kung nangyari nga yun kay Maya, pwedeng mangyari sayo ganyan, diba? ganun niya, may posibilidad mangyari eto pero sa kabilang banda kung titignan natin, while merong posibilidad, natatakpan niya o nagiging back drop siya nung reality, yung social reality, kasi nag ki-create ka ng pascade dun sa totoong nangyayari diba? parang hindi naman kasi ganun talaga yung aktwal na nangyayari pero dahil gusto nating mai-present kung anong maganda yun yung nilalaman ng teleserye, sino naman din nga ang manunuod ng teleseye na puro mapapait na katotohanan yung pinapalabas diba?

Paano po ba masasabi na na-eelevate ang estado ng lipunan ang isang indibidwal or group of individuals?

- kung in relation dun sa teleserye parang yun yung kaninang idea na hindi ko na ano, pero in relation sa teleserye parang si Maya dependent yung elevation niya



sa ibang tao, hindi siya as a person na na-elevate yung status niya sa buhay diba? dalawang magkaibang bagay yun e diba? yung ikaw na nagsumikap at nag rise ka, yung actual status mo, as oppose dun sa ikaw na napangasawa ka ng mayaman diba? parang Cinderella type talaga ng istorya na dahil napangasawa kaya guminhawa yung buhay mo diba? hindi kagaya nung ikaw, on your own, na nagkaroon ka ng maayos na trabaho, nagsumikap ka.

Kasi po ano, before naman po siya maging asawa nun.

- nakapag-aral siya diba? oo totoo yun diba? ibig kong sabihin, kahit saang pattern actually ng teleserye satin, merong ganon peni-present na reputation diba? parang kailangan mapangawasa ka ng mayaman, may ganung aim yung babae towards dun sa pagpili dun sa may kakayanan na lalaki, over dun sa lalaki na middle class or simple lang yung pamumuhay or same structure diba? kahit nakapag-aral siya ipagpalagay natin diba? hindi naman din reyalidad na lahat ng kasambahay ay pinag-aaral diba? may iba nga diyan actually talaga abused diba? o babalik tayo dun sa context na si Maya ay nakapag-aral naman diba? pero iba pa rin yun dun sa wala na siya dun sa parameters na meron siyang employee-employer relationship kay sir Chief? diba ano yun e, dun sa meron pa silang existing employer-employee relationship diba? so ibig sabihin idi-disconnect mo din dun sa maaring actually kung sa ibang bansa yun diba bawal yung dating sa workplace diba ayun, yun yung umpisa, so kung titignan natin kung ika-counter post natin dun sa ethics, kung ethics ang pag-uusapan although wala namang professional relationship dahil domestic help siya diba? kung in a straight sense siya pamantayan ng ano ayun.



Pero kung sa reality sa society natin paano po masasabing na-elevate yung status?

- ng isang babae? syempre, Primarily yung pa-consider ng babae sa sarili niya diba? dun naman mang-gagaling e, hindi naman yan sa acknowledgement ng ibang tao noh, kahit na sabihin natin pag, korek, halimbawa kung ako pagpalagay natin, ah CEO ako lahat ng tao may kompiyansa sa akin na wala akong kompiyansa sa sarli ko, so kahit na gaano ka kahusay sa tingin ng iba pero kung ikaw wala kang kompiyansa sa sarili mo, naging unhappy ka, hindi ka fulfilled, wala kang self-esteem tapos hindi ka parang may sense ng lacking diba? hindi yan mako-compensate nung assignments mo, in a same way na ikokompara mo siya dun sa isang tao na meron lang, generally noh, babae man o lalaki, isang taong kuntento at kaya niyang, tawag dito? angkopan kung anu yung ang actual kanyang kalagayan noh, so kung titignan natin kay Maya kung yun konteksto ng siya bilang sarili unang-una siya lang makakasagot nun diba pero in general terms ang babae kung siya, paano mo siya titignan bilang empowered na babae kung nakikita niya yung sarili niya na na-achieve niya yung full potential niya diba? na hindi siya nalilimita dun sa mga o na-ikakahon dun sa kung anu ang dinidikta ng ating lipunan na dapat haggang dun lang yung babae, in the same way na yung type ng trabaho ni Maya, anu yun female realm yun e diba? kahit yung stewardess stereotype yun na trabaho sa babae, hindi siya, hindi siya outside the box, very predictable o kaya inaasahang mong aasamin ng isang babae bilang trabaho diba? in the same way na andun din siya kasambahay diba? andun siya sa parameter ng female role diba?

Yun nga po diba nag-ano kami, naginterview din po kami ng 12 na respondents tapos yun nga tinanong po namin sila kung anu po yung na invest nila, yung mga sagot po



nila yun nga yung nagkaroon nga daw po ng hope yung nagkaroon ng kompyansa sa sarili, mag-aagree po ba kayo na kung tatanungin namin kayo na through the teleserye is na-elevate po nila yung sarili nila? parang na-elevate po sila kasi diba po sabi niyo po kanina, pag nagkaroon ng kompyansa.

- kasi very iba-iba yun sa bawat indibidwal diba? so kung baga pag sinabi nating relatibo kung anu yung sa akin sa sarili kong palagay maaaring hindi yun yung palagay mo diba? so kung itong teleseryeng na ito ay nakapag-bigay ng pag-asa dun sa ibang kababaihan be well and good diba makakatulong sila sa pag-elevate ng status, pero kung ito naman ay nakakapag-limita sa kanilang pananaw na yun lang ang tanging pag-asa nila ay may problema tayo dun diba? so yun yung isa, pero kung lalagpas o titingin sila o kung tatanaw sila lagpas dun sa prinipresenta o pinapakita ng teleserye na maaring lamanin ng pag-asang pwede nilang hawakan diba, edi mas maganda, pero dahil limitado lang naman din yung prinesent ng teleserye in terms saang tutungtong yung kasambahay baka pwedeng, sa ngayon hindi pangmatagalan makakasapat pero kulang diba kaya yun yung.

Paano po ba nakikita ng lipunan ang mga kasambahay noon? bakit ganon ang pananaw nila?

- di, babalikan ko yung sinabi ko kanina diba? through time naman diba ang babae naman ay nasa nourturing job diba? oo, kahit na lumabas ka ng bahay anu ang trabaho ng babae? entertain men diba? nasa hotel and restautrant management, nursing profession , teacher, and anything outside of that parang rare yun tsaka risky diba? pumasok ka sa architecture, pumasok ka sa medicine



hindi yan realm ng babae diba pero in terms ng hope noh, ibig sabihin yung absorption nila into those profession ibig sabihin may qualitative change dun sa feeling niya dati na safe ang categorization diba pero yan may entry na yung mga babae dun sa fields na yun diba? pero ngayon dun nga sa bahagi na yan dahil dyan pa rin naka stick yung popular culture natin, ano din parang sa isang banda nare-reimport sila, nare-reimport sila, na parang binabalik sila dun, instead na sana magrepresent ng reinforcement dun nga, sa pag pasok sa new field of work ng babae binabalik sila sa dati nilang field, ayoko sabihin din na mali na may mga babaeng ng stay sa bahay, hindi din kasi totoo yun e, may mga babae na dun nila makikita yung fulfillment nila, o dun nila nakikita na dun sila bihasa at yun din yung skills na nadevelop nila through the years diba kasi may mga pamilya din na ang kultura nila, individual families natin very conservative din naman talaga e, sa Pilipinas e, so ganyan din nasi-shape ng family yung kultura sa loob ng bahay, pag lalaki pwedeng gabihin pa sa babae hindi diba? o ang lalaki pwedeng umuwi ng lasing, pero ang babae hindi diba? yung mga ganun, yun yung mga tinatawag nating stereotype pero kung titignan nga natin kaya din hindi mo masisisi , may mga babae na tanggap nila na yan ang realm nila, kasi ganyan sila hinulma ng pamilya nila, pero kung yung mga pamilya na relatively nabreak na, nabreak na ng, may mga parents na nabreak yan dahil may entry sila sa professional level ibig sabihin working, working ang mga mother noh, open din yun yung families na yun na tanggapin pumasok yung mga babae sa pamilya nila, as working mother in the future diba? o women with careers hindi family ang kanilang primary nilang achievement diba, yun yung magkaiba noh, kasi may iba paring babae na achievement nila rather than a



career is to have a family, Magastos ka nga sa kompanya niyo wala ka namang pamilya o diba, yung exposition ng culture natin na oh 28 kana wala ka pa rin boyfriend diba, anu yun e , pero ikaw tanungin mo naman muna yung babae, I mean that individual person as a woman hindi pressured not content even without a family, diba ganun e diba? so kailangan mo din i-gage dun sa personal level nung tao o nung babae na tinitignan niya ba yun na achievement ba yun o hindi, kasi yung culture din naman yung nag-iimpose na meron ganitong parameter o kailangan mong ma-achieve at a certain age at kasama ang pag-papamilya dun, kaya relative siya from one woman to an/other, pero marami pa rin talagang babae ang over and above yung personal niyang content niya, naapektuhan ang kanyang, social pressure o yung family pressure as well na kailangan ganito kailangan ganyan, pero bat mo iintindihin yung sinasabi sayo o yung dinidikta sayo ng ibang tao o kung ito meron ka sapat na sayo diba.

Through the influence po ng teleserye may pagbabago ba na naganap dun sa pag tingin ng lipunan sa mga kasambahay?

- Sana kasi hindi ko naman din ma-gage dun sa limited na engagement yung sa teleserye kasi diba, kung halimbawa ako kung ako kasambahay at ako nanunuod ako nun, siguro naman na may mga wais na kasambahay na they very well know na hindi yun yung reyalidad, kasi yung reyalidad andun sa harapan nila hindi ganun yung reyalidad nila, diba pero kung kasambahay medyo comfortable siya sa loob ng bahay at feeling niya may posibilidad yung ganun, di iba din yung kalagayan niya, meron talagang nangyayari, actually ano kulturang Pilipino pa rin yun, pero kung siguro na-elevate ba, andun naman talaga, ang makakasagot niyan ay yung kasambahay mismo, meron bang



sumagot sa inyong walang hope? ibig sabihin hindi posibilidad yun sa aktwal niyang situation, dun yun nagvavary actually e, kung anu yung nakahain sa harapan mo base dun ka nagbabatay, balikan niyo lahat ng ininterview niyo hanapin niyo yung background nila do they have families, single ba sila or married, batterd in the past, ganun niyo, may background hmm, macocompare niyo na ito kaya nag-answer ng yes kasi similar yung background nila kay Maya, yung tipong 28 years old single, nakatungtong ng kolehiyo diba makaka-identify sila nun, pero pag 40 pataas na yung kasambahay would you think they would say na may pag-asa, hindi kayo naka-encounter ng pessimistic noh? ibig sabihin kasi yun yung mga matitinding, mapapait na karanasan sila yung magsasabi na hindi naman ganyan yung mga nangyayari, pero syempre 3rd person kami kasi hindi naman una hindi kami kasambahay, may pinopose siyang danger ay maging trusting ang kasambahay dun sa amo niya e kung hindi lahat ng amo ay kagaya ni sir chief diba yun yung isang danger, syempre yung mga kasambahay kapag andun na masyado ng romantic nacocontious nila hindi nila, actually wag natin ilimita yung kasambahay, ang kababaihan pag masyado ng romantic yung pinag-uusapan in general na i-seset aside mo yung mga objective conditions kagaya ng married yang lalaking yan, may pamilya yan, pwede kang maging, diba nahihwalay mo yan, kahit na hindi kasambahay e, kahit co-worker mo yun yung iba na danger niya.

diba yung kanina po perception lang ng mga housemaids, pano po pag buong society po kaya po bang maapektuhan yung pagtingin po ng mga kasambahay kug pang-malakihan po yung society po yung maapektuhan kung paano nila makikita paano nila nirerect, kasi po base po sa mga sagot nila, binigyan po namin sila ng chance na mag



compare paano ka tini-treat before tapos paano ka tini-treat ngayon na may teleserye na, tapos may mga sagot po sa kanila na before daw po, parang hindi daw po talaga nila nawawala yung diskriminasyon na pati daw pagpapa-utang dahil kasambahay sila hindi daw po sila pinapa-utang, dahil mababa daw po yung, parang wala daw pong trust sa kanila, tapos tinanong po naman sila yung ngayon anu yung na-eexperience mo, sabi naman nila na feeling po nila na mas katulad ng isa naming na-interview parang na mas napagkakatiwalyaan na daw po sila ng ibang tao tska parang kasi nakakatulong na daw po sila sa family nila kasi po kahit babae.

- siguro yung isa, kung hindi malilimita dun sa usapin sa relasyon ni Sir Chief kay Maya, halimbawa kung maganda ba yung treatment nung employers ni Maya hindi ko kasi napanuod entirely kung maganda ba therefore makakatulong yun dun sa pag guguide dun sa paano ba nating tinatrato ang isang kasambahay regardless kung may relasyon sa tatay mo o sa diba? pero sa realidad hindi naman lahat ng kasambahay yung napunta sa hindi ganun kayaman meron pa rin naman middle class na may mga kasambahay, sa sala lang natutulog diba o kaya narinig niyo naman yung ibig sabihin diba? may ibang ganun ang kalagayan , tapos ang mahalaga dun yung acknowledgement ng kasambahay additional dun sa pamahiin ng kasambahay na hindi mo dapat maltratuhin, na e mobil din yung household kung walang kasambahay dibakasi kung walang kasmabahay edi yung magtratrabaho hindi naman yan makakapag-pasok sa trabaho ng, kung katulong katulong hindi alipin, in the same way pag may sakit ang kasambahay alagaan ang kasambahay wag mong pagtratrabahuin kasi pano siya gagaling kung nagtratrabaho pa rin kung may trangkaso diba, dun sa medyo malapit lapit na reyalidad paano natin trinatrato



bilang extension ng pamilya ang mga kasambahay kasi once na binilang mo yan bilang extension ng pamilya hindi ka niyan tratatuhing iba.

Sinasalamin po ba yung character ni Maya yung mga kasambahay natin ngayon parang nakita po ba sa character ni Maya kung ano talaga ang mga kasambahay?

- Hindi siguro pang kalahatan, wag nating lahatin kasi may mga ibang kasambahay na ano nagvavary e, kung maayos ang pagtrato sa kasambahay maayos ang pakikitungo niya sa pamilya pero meron din namang kasambahay na kahit maayos mo i-trato kung talagang matindi yung kahirapan niya at pangangailangan sana nagkakaroon ng bintana o ng anu na siya naman yung mga buntong ng pamilya na pinapasukan niya o meron naman ding kasambahay na sobrang sobrang bait pero ang tindi naman ng pag-aabuso ng pamilya diba, nalala niyo yung nasa news yung binulag ng employer, chinese family, anu yun pinaplantsa yun.

Pagsinabi po bang na-elevate automatic po ba yung na-empower o magkaibang ,

- Magkaiba e kasi pag sinabi mong na-elevate ibig sabihin umaangat pero pag snabi mong na-empower nagkaroon siya ng lakas ng loob bilang babae diba, nagkaroon siya ng kapasidad , so ibig sabihin pag-umangat yung estado mo sa buhay yun ang na-elevate pero hindi ibig sabihin nun ay meron kang kapasidad na hindi ka naman automatic na elevate ka ay may empowerment diba, pwede na elevate ka economically pero hindi ka naman empowered economically diba kasi pag sinabi mong economically empowered kumita ka ng sarili mong pera pero pag elevated ka economically ibig sabihin ikaw at yung napangasawa mo



or yung pamilya mo nagkaroon ng additional na income diba yun yung ibang magkaibang bagay.

E sa tingin niyo po yung character ni Maya, kaya po ba niya mag empower ng mga kasambahay or ma-empowered yung mga kasambahay yung character niya po sa kasambahay?

- Sa palagay ko, pwede naman diba pero limitado in a limited way kasi bakit ko nasabing limited yung empowerment kasi hindi naman marereach ng kasambahay yung full potential niya kung mapapangasawa lang siya, I mean diba kung siya anu, an itentity to itself ikaw bilang sa sarili mo diba I suppose na ikaw ay naging kabahagi ng kabiyak mo pero magkaibang bagay yun diba ayun.

Last na po to, Base sa mga naging kasagutan ng mga respondebts na nagkaroon sila kakayahan mapa-angat ang sarili, magtaguyod ng pamilya at malpractice ang mga karapatan nila ditto sa lipunan dahil sa teleserye, maari bang masabi na ne-empower sila bilang babae?

- niyan sa bahaging niyan siyempre itatake natin yung context na itong mga kasambahay in an limited way din talaga kasi yun nga yung kasalukuyan nilang sitwasyon in short kung hindi nila makita yung sarili nila na labag sa kasambahay diba kung nakikita nila na ganun, limitado pa din kasi ibig sabihin makikita nila na sa kahon ng isang kasambahay yun yung way, na as oppose na kung hindi, hindi ang sagot nila ibig sabihin pwede in the future uunlad sila pero hindi bilang kasambahay pwede yun.



Sinasabi naman po nila na dahil dun parang mas, meron po kasi kaming respondents na nag-aaral po siya parang sinasabi mo niya na, parang mas pinush niya yung study niya.

- Yun yung maganda na ibig sabihin nakikita nila, yung sa ganun pamamaraan pwede silang umunlad, parang nagbibigay ng idea sa mga employers na pag aralin natin yung mga kasambahay, wag ka lang manatiling kasambahay forever, kasi ang mga pamilya, ang mga anak nila tumutulong as well hindi na nila kailangan ng kasambahay e diba, hindi practically speaking diba dapat independent na yung mga bata kaya ba nila magsurvive ng walang kasambahay pwedeng weekly nalang si kasambahay taga-linis, taga-laba diba? ayun siguro in that sense, kung baga andun pa rin sa usapin na kasambahay diba hindi pa rin sila makalabas dun sa kahon na yun diba? na parang hindi naman, usually dati, ang mga dating kwento ng kasambahay ay yung makapag-paaral ako ng anak diba, na hindi naman na link romantically sa amo diba pero nakapag-paaral siya ng anak therefore si anak kaya na siyang buhayin kaya na siyang magkasambahay ganun yung mga success story ng typical na kasambahay ,malayo yun sa bagong kwento ni Maya , hindi ko naman sinasabi na impossibleng kwento ni maya diba may realidad yan, pwede siyang mangyari pero hindi yan yung reyalidad ng lahat, hindi mo masabi kasi karamihan kasi, hindi mo masabi alin yung majority o minority kung walang establish sa TV diba, so yun, anu nga uli yung tanong mo? meron kasi akong namiss na point e.

Pwede po ba namin pagbasehan yung mga sagot nila na naempower po sila, na-empower po pero limited lang po.



- yun! yung isa, kaya ganun din yung sagot nila kasi kulang sila sa impormasyon anu ba ang empowerment, anu ba yung makakapag unleash ng kanilang potential diba kasi nakabatay yan sa dun sa kaslukuyan mong kapasidad, sa kasalukuyan mong kakayanan pero kung halimbawa si employer binigyan ka ng training o mag-aral ka nga, nadadagdagan yung capacity niya, nadadagdagan yung pag-asa niya na labas dun sa kahon ng kasambahay diba, kasi may iba na kasambahay na yung mga amo very generous talagang sabihin na o ate hindi ka naman siguro panghabambuhay kasambahay kita kung baga nangangarap din yung employer na makatulong sa ano, sa kasambahay, yun actually minsan yan ang kasambahay pag may mga anak na, o kamusta na ate yung mga pinag-aaral mo diba ganun, o mag-kokolehiyo na yan pwede mo namang patirahin din dito diba yung mga ganun, pero tangunin din natin sila anu ba sa tingin niya yung empowerment, pero diba totoo yun na sinasabi ko na yung success story ng karamihan ay nakapag-patapos sila, ate pautang naman kasi kailangan ng pan tuition ni nene ganyan diba, yun yung mga usual.



Activities	November	December	January	February	March
Choosing and completing the list of sample (12 Filipino housemaids) from the population	11/8/13				
Presentation/ Discussion of the interview schedule and questionnaire to thesis adviser	11/27/13				
Revision of questionnaire	11/27/13				
Editing of completed interview guides		12/6/13			
Planning the data collection approach		12/6/13			
Actual data gathering		(Housemaids) 12/14-21/13 (Sociologist and Women Org. Rep.) 12/7, 10/13			
Entry of computerized data gathering			1/11,12,13/14		
Analyzing and interpreting of data			1/14,17,21,24/14		
Writing of thesis draft			1/28/14		
Review and editing the thesis draft			1/28/14		
Presentation/Discussion of thesis draft with adviser			1/29/14		
Revision of thesis draft for submission to the adviser and member of the thesis defense panel			1/31/14		
Thesis Defense				2/21/14	
Second revision to incorporate panels suggestions					3/3/14
Review/ Approval of revision to thesis faculty					3/7/14
Typing of the final full thesis					3/8/14
Reproduction/ Prepare a copy in PDF format					3/10/14



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WORK EXPERIENCE

INTERN

Sales Department
FocusMedia Audiovisuals
April - May 2013

GUEST DJ

"Bidang Tambayer"
Tambayan 101.9
May 12, 2012

ORGANIZER

"Out of School Youth" Seminar
Far Eastern University
March 9, 2012

SEMINARS ATTENDED

The 5th Student Advertising Congress

One Esplanade, Pasay City
March 8, 2012
January 12, 2012

Social Media for Social Change

By: Rappler
Far Eastern University

Stage Management

Ed Lacson
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January 19, 2013

Sound Design Seminar

Jethro Juaquin
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January 26, 2013

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January 24, 2014

AFFILIATION

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2000-2005

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WORK EXPERIENCE

INTERN

Primtrade Asia Inc.
Makati, City
April – May 2013

INTERN

AVC Advertising and Marketing Inc.
Makati, City
April 2013

COMMITTEE

"For Your Information"
Far Eastern University
June 27 & July 1, 2011

ORGANIZER

"Convergence and the Media"
Far Eastern University
March 13, 2012

COMMITTEE
ConciertoPiyu 83
Far Eastern University Grandstand
March 2, 2012

PRODUCTION TEAM/PRODUCTION
ASSISTANT
"Meallenium" Short Film
Vindictam Production

SEMINARS ATTENDED

The 5th Student Advertising Congress
One Esplanade, Pasay City
March 8, 2012

Social Media for Social Change
By: Rappler
Far Eastern University
January 12, 2012

Stage Management
Ed Lacson
Far Eastern University
January 19, 2013

Sound Design Seminar
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AFFILIATION

- Assistant Editor/ News Writer – Mighty Pen 2003- 2004
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WORK EXPERIENCE

INTERN

Sales Department

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April - May 2013

PRODUCTION DESIGNER

"Hintayinmosa Seq. 24" Short Film

Distinto Amor Production

October 2013

ORGANIZER

"Out of School Youth" Seminar
Far Eastern University
March 9, 2012

TALENT

Legal Wife
ABS-CBN
November 27, 2013

SEMINARS ATTENDED**The 5th Student Advertising Congress**

One Esplanade, Pasay City
March 8, 2012

Social Media for Social Change

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January 12, 2012

Stage Management

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January 19, 2013

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AFFILIATION

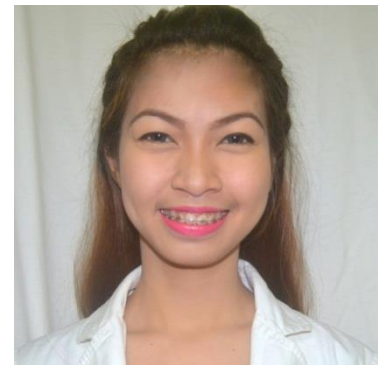
- Photojournalist - "The Herald Tribune" St. Therese Educational Foundation Inc. 2007- 2010
 - Executive Committee – Far Eastern University Central School Organization 2010 - 2011
 - Member - FEU Mass Communication Society 2010 – Present
 - Member - Media, Parish of the Holy Family 2012 – Present
 - Treasurer - Parish Commission on Youth, Parish of the Holy Family 2013 – Present
 - Member - Young Women Christian Association 2013 - Present
-

ADDITIONAL SKILLS

- Good Communication Skills Oral and Written (English and Filipino)
- Computer Literate (MS office, Adobe Premiere and Photoshop)
- Basic Photography
- Theatre Production
- News and Editorial Writing
- Organizing Events
- Radio Announcing

CYRELLE JOYCE SANDOT ROCERO

Lot 8 Block 39 San Isidro BagongNayon II, Antipolo City
09264215645/09466172243
cyrellejoycerocero@gmail.com



EDUCATIONAL BACKGROUND

Tertiary

Far Eastern University (FEU)
Bachelor of Arts in Mass Communication
Nicanor Reyes Street, Sampaloc, Manila
2010 - 2014

Secondary

Don Antonio De Zuzuargui Sr. Memorial Academy
Inarawan, Antipolo City
2006-2010

Elementary

Don Antonio De Zuzuargui Sr. Memorial Academy
Inarawan, Antipolo City
2000-2006

PERSONAL INFORMATION

Age: 20
Birthday: January 16, 1994
Birth Place: Antipolo City
Height: 5'1
Civil Status: Single

WORK EXPERIENCE

TALENT

ABS-CBN Network Inc.
December 11, 2013

TALENT

GMA Network, Inc.
February 14, 2013

SEMINARS ATTENDED

The 5th Student Advertising Congress
One Esplanade, Pasay City
March 8, 2012

Social Media for Social Change
By: Rappler
Far Eastern University

Stage Management

Ed Lacson
Far Eastern University
January 19, 2013

Sound Design Seminar

Jethro Juaquin
Far Eastern University
January 26, 2013

Learniversity

By: Maki Pulido and Lillian Ng Gui
Far Eastern University Auditorium
November 18, 2013

Corporate PR

By: Joee Gillas
Far Eastern University
January 24, 2014

AFFILIATION

- Member - FEU Mass Communication Society 2010 – Present
- Member - Young Women Christian Association 2013 – Present
- Treasurer – FEU Drum and Bugle Corps. 2012

PRECIOUS LOREN LACORTE SANCHEZ

18 Dona Victoria Street Tinajeros, Malabon City

352-5635/+639062375154

preciouslorenlsanchez@yahoo.com



EDUCATIONAL BACKGROUND

Tertiary

Far Eastern University (FEU)
Bachelor of Arts in Mass Communication
Nicanor Reyes Street, Sampaloc, Manila
2010 - 2014

Secondary

Saint Gabriel Academy (SGA)
Araneta Ave. Corner Caimito Road, Caloocan City
2006-2010

Elementary

Saint Gabriel Academy (SGA)
Araneta Ave. Corner Caimito Road, Caloocan City
2000-2006

PERSONAL INFORMATION

Age: 19
Birthday: July 26, 1994
Birth Place: Quezon City
Height: 5'0
Civil Status: Single

WORK EXPERIENCE

INTERN

TV 5
Novaliches, Quezon City
April – May 2013

FEU REPRESENT

Luzon Intervarsity
UP Los Baños
September 2012

EXECUTIVE PRODUCER

Meallenum of Vindictam Production
Far Eastern University, Manila

HOST

Sinepiyu 2012
Far Eastern University, Manila
September 2012

TALENT

Aha Segment
GMA, Quezon City

SEMINARS ATTENDED

Stage Management

Ed Lacson
Far Eastern University
January 19, 2013

Sound Design Seminar

Jethro Juaquin
Far Eastern University
January 26, 2013

Learniversity

By: Maki Pulido and Lillian Ng Gui
Far Eastern University Auditorium
November 18, 2013

Corporate PR

By: Joee Gillas
Far Eastern University
January 24, 2014

Speech Writing Seminar

FEU Arts Building, Manila
September 12, 2012

AFFILIATION

- Member - FEU Mass Communication Society 2010 – Present
- Member (Debate Chamber) – FEU Oratorical and Debate Council 2012

