

Signs of the Season: A Semiotic Study of the Filipino Christmas Depicted in Disney's Advertisement 'From Our Family to Yours'

Authors : Kate Catherine D. Belotindos, Micah Marie F. Indab, Angelia B. Lacuna, Dafnie S. Solo, Kreshianne T. Rosales

Abstract : Disney, a Western global media giant, has long been celebrated for its enchanting storytelling and iconic characters. Its advertisements, often infused with a touch of magic and nostalgia, create a significant influence in shaping one's perspective of a culture. This research delved into the semiotic landscape of Disney's advertisement in 2020 entitled 'From Our Family To Yours'. The frameworks of this study - Enriquez's cultural theory on the Psychology of the Filipino and the Bakhtinian approach to semiotics- provided foundations in the exploration of the interplay of meaning that emerged within the semiotic resources that shaped Disney's portrayal of the Filipino Christmas. Through these frameworks, this descriptive qualitative research sheds light on the nuanced ways in which Disney reflects Filipino Christmas and culture, further looking at how the cultural integration of Filipino traditions, norms, and values within the advertisement positions Disney as a brand. The analyses reveal Filipino norms, values, and historical references that emerged within the media text. Disney highlights the Kapampangan parol-making tradition and the importance of the parol in the Philippines: a symbol of hope, comfort, and nostalgia to the Filipinos. Furthermore, socio-economic realities are also reflected within the advertisement as semiotic resources highlight the Filipino diaspora in shaping the advertisement's narrative, reflecting on the contemporary Filipino identity. Finally, the timelessness of Mickey Mouse, a classic symbol of Disney, is integrated throughout each symbolism that reflects on the Filipino culture, correlating the Filipino familial value to that of Disney's family. It is then drawn from the study that Disney further elevates its reach to the Philippines and maybe embraced as a company that highlights the Filipino identity.

Keywords : Disney, Filipino Christmas, semiotics, culture, media studies

Conference Title : ICMFS 2025 : International Conference on Media and Film Studies

Conference Location : Manila, Philippines

Conference Dates : February 17-18, 2025