

## Media Engagement and Ethnic Identity: The Case of the Aeta Ambala of Pastolan Village

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**Abstract :** The paper explores the engagement of indigenous group, Aeta Ambala with different media and how this engagement affects their perception of their own ethnic identity. The researchers employed qualitative research as their approach and descriptive research method as their design. The paper integrates two theories. These are communication theory of identity by Michael Hecht and the Uses and Gratification Theory of Katz, Blumler, and Gurevitch. Among others, the paper exposes that the engagement of the Aeta-Ambala with the various forms of media certainly affected the way they perceived the outside world and their own ethnic group.

**Keywords :** Aeta Ambala, culture, ethnic, media engagement, Philippines

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