

**COMMUNICATING ASSOCIATION OF SOUTHEAST ASIAN NATIONS  
(ASEAN) INTEGRATION: THE CASE OF PHILIPPINES**

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## ABSTRACT

**ALEJANDRO, LYNELL M.** Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. June 2019. **COMMUNICATING ASSOCIATION OF SOUTHEAST ASIAN NATIONS (ASEAN) INTEGRATION: THE CASE OF PHILIPPINES.**

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This study aimed to analyze the communication's role in ASEAN integration. The study was limited to Philippine Communication agencies responsible for disseminating ASEAN-related messages. Moreover, it was limited to the communication efforts of agencies from 2012 to 2017 only. The study was conducted at Philippine Information Agency located at Quezon City. In addition, analysis of gathered data took place at Central Luzon State University, Science City of Muñoz, Nueva Ecija. The duration of this research was from June to December 2018.

Secondary data analysis and key-informant interview were the methods conducted to achieve the study's objective. Manifest level and latent level analysis were done to the data.

Results showed that Philippine Information Agency (PIA), Philippine Broadcasting System (PBS), Philippine News Agency (PNA), and People's Television Network (PTV) were the agencies responsible for communicating ASEAN-related messages. Philippines utilized tri-media and new media to reach the audience.

Each communication efforts were based on three pillars: AEC, APSC, and ASCC. Philippine AEC gave priority on single market, competitive economic region, equitable

economic development, and integration. APSC highlighted political diversity, AMS political system, migration, and democracy. Lastly, ASSC focused on human development, social welfare and protection, social justice and rights, ensuring environmental sustainability, and building the ASEAN Identity.

Funding, evolving trend in communication, and the heterogeneity of the audience were the major problems faced by the Philippines that affected ASEAN communication scheme of the government.

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## **BIOGRAPHICAL SKETCH**

Lynell Muico Alejandro was born on February 11, 1999 at Talavera, Nueva Ecija. She was the second child among the three children of Romulo Ubaldo Alejandro and Nelly Muico Alejandro. She currently lives at Poblacion Sur, Talavera Nueva Ecija.

She graduated elementary at Talavera Central School where she received academic award for her exemplary performance. Moreover, she finished secondary education at Talavera National High School under Science, Technology, and Engineering Program (STEP) of Department of Science and Technology (DOST) where she received yet another academic award. As part of the program, she was challenged to create several researches regarding rice DNA, alternative molluscicide, and alternative water purifier. She was the opinion editor of the school publication named Sanghaya. She was once also part of the Supreme Student Government (SSG) and Youth for Environment in Schools Organization (YES-O).

She started tertiary education in 2015 at Central Luzon State University under Bachelor of Science in Development Communication program. She's pursuing her passion for writing by serving as the opinion editor of the university student publication, CLSU Collegian. She's dedicated to fight for her cause in every platform, hence, she's also part of DevCom debate team.

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