

**EFFICACY OF THE REIMAGINED SHOW 'MARIA CLARA AT IBARRA' ON  
RETAINING HISTORICAL KNOWLEDGE AMONG GEN Z**

A Thesis Presented to the  
Faculty of the Department of Communication and Development Studies  
Central Luzon State University

In Partial Fulfillment  
of the Requirements for the Degree  
Bachelor of Science in Development Communication

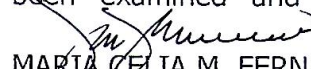
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**APPROVAL SHEET**

This undergraduate thesis entitled "**EFFICACY OF REIMAGINED SHOW 'MARIA CLARA AT IBARRA' ON RETAINING HISTORICAL KNOWLEDGE AMONG GEN Z,**" prepared and submitted by **ANN DOMINIQUE C. DEL VALLE, DENISE MARINELLA P. LANDINGIN, TRISHA ANN V. RAMOS** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:

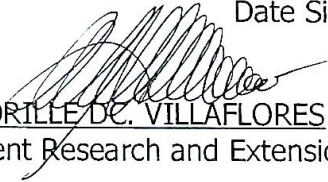
  
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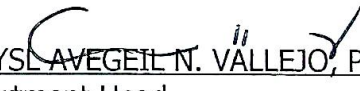
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## THESIS ABSTRACT

1. Title: EFFICACY OF THE REIMAGINED SHOW "MARIA CLARA AT IBARRA" ON RETAINING HISTORICAL KNOWLEDGE
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6. Keywords: historical shows; reimagined shows; Maria Clara at Ibarra; historical fiction; retention; recall; film; media; TV shows; knowledge; interest in history; television; remake; popular media; media and history; production; reimagine; understanding; historical accuracy; historical knowledge
7. Abstract:

### 7.1 Rationale/Background

The potential of historical dramas to connect viewers and the characters, thereby evoking empathy and emotions, has been extensively studied by scholars, as noted by Tan (2018). According to Bellino (2008), media can influence people's understanding of history, making it a valuable resource for teaching the subject. Nonetheless, despite the potential of reimagined shows to revitalize interest in history among the younger generation, studies regarding the efficacy of reimagined shows, specifically Maria Clara at Ibarra, and the capability of students to assess historical knowledge portrayed in a reimagined show grounded in a novel are lacking. In conducting this study, the researchers aim to fill this gap.

### 7.2 Summary

*Specifically, this study provided answers to the following questions:*

1. What is the socio-demographic profile of the respondents in terms of:

- 1.1 sex
- 1.2 course, year, and section
- 1.3 monthly family income
2. How did they hear about Maria Clara at Ibarra?
3. **For viewers**, what is their most frequently used platform to watch Maria Clara at Ibarra?
4. What is the mean score on retention of information on the literary works of Jose Rizal, specifically *Noli me Tangere* and *El Filibusterismo*, among the viewers and non-viewers of the show?
5. Is there a difference between the viewers' and non-viewers' retention of historical knowledge?

This study employed a quantitative-comparative analysis concentrating on the historical knowledge of viewers and non-viewers of the reimaged show "Maria Clara at Ibarra". The study was conducted at Central Luzon State University, and first-year students from the College of Arts and Social Sciences were chosen using a purposive sampling technique as the scope of the study encompasses Gen Zs. The researchers utilized an examination-type questionnaire. The data-gathering process includes the administration of a survey questionnaire via face-to-face. For the data analysis, an independent t-test was used to compare the scores of viewers and non-viewers.

### 7.3 Major Findings

Notably, a higher percentage of female viewers was observed, and the distribution of both viewers and non-viewers was equitable to ensure a more comprehensive analysis. Among the various College of Arts and Social Sciences departments, the Department of Communication and Development Studies had the highest participation, indicating diverse viewership patterns. The primary channels for discovering the show emphasized the dominance of television and social media, highlighting their effectiveness in reaching the target audience.

The categorization of viewers based on their learning styles revealed that visual learners were the most prevalent, aligning with the show's emphasis on visual and emotional appeal. Furthermore, viewers of "Maria Clara at Ibarra" demonstrated significantly higher scores than non-viewers across the three aspects: character recall, plot retention, and recognition. It underscores the show's efficacy in engaging its audience and positively influencing historical knowledge retention.

In summary, the study suggests the success of GMA 7's *Maria Clara at Ibarra* in captivating its audience, particularly those inclined towards visual learning, and its significant impact on retaining historical knowledge. The findings

provide valuable insights for future initiatives in development communication, emphasizing the need for people-centered content that merges educational value with entertainment.

#### **7.4 Conclusions**

This study focuses on the efficacy of GMA 7's "Maria Clara at Ibarra" in retaining historical knowledge among viewers and non-viewers. The respondents showed a more significant proportion of female viewers. The study also revealed the dominance of television and social media as primary channels through which respondents discovered the show. The findings indicated that the viewers of MCI exhibited substantially higher levels of historical knowledge retention than those who did not. These findings suggest a more creative and imaginative approach to historical storytelling is essential. They can guide future initiatives in development communication when it comes to providing people-centered content.

#### **7.5 Recommendations**

It is vital to broaden the scope of this study by performing a more detailed analysis of the socio-demographic profile, with particular emphasis on other age groups, educational backgrounds, and cultural diversity. While the primary focus is on first-year students in the College of Arts and Social Sciences belonging to Generation Z, it is worth exploring how other generations, such as Generation X or Millennials, might respond differently. Additionally, the researchers suggest considering other programs or courses, particularly those aligned with STEM fields, such as the College of Engineering or the College of Veterinary Science and Medicine. Exploring these options may yield different results.

This study employs a quantitative research design. However, if one were to switch to a different research design, it would be advisable to supplement quantitative data with qualitative analysis, particularly by exploring the subjective experiences of viewers, which can be accomplished through a variety of methods, such as conducting key informant interviews, focus group discussions, or surveys. The adoption of a development communication perspective is of paramount importance when conducting research across diverse fields. By doing so, one can enhance their academic understanding of educational history and acquire practical strategies that can significantly contribute to communication for development initiatives.

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Trisha Ann Ramos

Researcher

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## **LIST OF ABBREVIATIONS**

**BAFIL:** Bachelor of Arts in Filipino

**BALITT:** Bachelor of Arts in Literature

**BASS:** Bachelor of Arts in Social Sciences

**BSPYSCH:** Bachelor of Science in Psychology

**BSDC:** Bachelor of Science in Development Communication

**CASS:** College of Arts in Social Sciences

**CLSU:** Central Luzon State University

**DEVCOM:** Development Communication

**GMA:** Global Media Arts

**MCI:** Maria Clara at Ibarra

**SDG:** Sustainable Development Goal

**UN:** United Nation

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