

## The Loyola schools review : school of social sciences

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### Abstrak

if television participates in the construction of a nation by circulating the signs, symbol and narrative that allow its citizens to imagine themselves into a community, what kind of nation is constructed on transcultural television formats? based on the analysis of the production and representation of nation on the program Pinoy Big Brother, the local adaptation of the Big Brother international television franchise, using quantitative and qualitative methodologies, this study finds that transcultural television seems to perpetuate hegemonies that favor corporate interests at the expense of excluding a large part of the Philippines' cultural diversity.