Project Title: The Political Economy of Digital Cinema in the Philippines, 1999-2009

Project Proponent: Eloisa May P. Hernandez

Designation of Proponent: __________

Department and College of Proponent: Department of Art Studies; College of Arts and Letters

Project Abstract:


It investigates the political economy of digital cinema in the Philippines while it narrates the history of digital cinema in the Philippines from 1999 to 2009. The history is divided into two periods: the period of introduction of digital cinema in the Philippines and the period of innovation when conventional modes of production, distribution, and exhibition are altered by digital cinema. Political economy explores the modes of production of digital cinema, the venues for distribution and the various modes of exhibition. It also offers a tentative analysis of aesthetic tendencies that emerged as well as dissertation explores the notions of independence that arose with the emergence of digital cinema in the Philippines.

Funding Support in Philippine Pesos: 300,000.00

Duration and Status: 12 months

Contact Information of Project Proponent: __________