

MENTAL HEALTH THROUGH MEDIA: INTEGRATING LOGO-CINEMATHERAPY INTO PRISON CLASSROOMS TO COMBAT DEPRESSION

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Abstract

This study examines the evolving influence of cinema on Filipino audiences, highlighting its role as both a mirror of cultural identity and a medium for emotional escape. Films allow viewers to momentarily suspend reality, offering idealized worlds where aspirations are fulfilled and personal emotions are reflected through characters and narratives. Beyond entertainment, movies function as cultural texts, revealing societal norms, values, and behavioral patterns.

However, the Philippine film industry is experiencing a significant transformation due to digitalization. The widespread use of smartphones and streaming platforms such as Netflix, YouTube, and VivaMax has shifted film consumption from traditional cinemas to mobile and home-based viewing. This digital shift has led to a decline in local movie attendance and disrupted the traditional moviegoing culture. Compounding this challenge is the increasing popularity of Korean films and dramas, which have captivated Filipino audiences and contributed to South Korea's emerging reputation as the "New Hollywood."

The COVID-19 pandemic further intensified these disruptions, dealing a heavy blow to the entertainment sector by limiting film production, closing cinemas, and altering consumption habits. In this context, the study explores how these technological and societal changes have affected the relationship between films and Filipino viewers. By analyzing cultural patterns, audience behavior, and media trends, the research aims to understand how movies continue to shape identity and aspirations despite industry challenges.

Ultimately, the paper underscores the resilience of cinema as a cultural force and its adaptive role in a rapidly changing digital and globalized landscape.

Keywords: Philippine Cinema, Digitalization, Audience Behavior, Korean Wave, Cultural Identity

INTRODUCTION

Movie goers, film fanatics, and artist fans are true lovers and ardent viewers of films. In watching movies the aspirations and dream of a person comes true. Movies suspends reality (Sharp, et al., 2002) it makes and allow the viewer to live temporarily in the most perfect world where they always wanted to be. Movies are part of everyone's lives, in many situations a viewer can reflect his present emotional state or psychological wellbeing based from the characters or themes of the movie being watched or seen. It also reflects the cultural value, as it was being portrayed by the lead stars or main cast of the movie. In this case, films are not just for entertainment, but it also explains and elaborate the culture and behavior of a certain group. The decline of movie industry and film making in the Philippines were evident due to the digitalization of the films. The mass production of android phone and development of phone apps makes movie watching easier through the use phone in anyone's palm. The creation of Viva Max, Net Flix, and Youtube which makes the movie goers decreases and reduces. The soaring of Korean movies and telenovelas also becomes popular and patronize even by the Filipinos. As others

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claimed that South Korea is now being called as the New Hollywood. The hit of pandemic in the country challenge the entire entertainment businesses.

Malls and movie houses were closed, health protocols becomes tighter and strict, location shootings were not permitted unless they will be confined in one area or place which they called as lock in tapings or shootings. Despite of these scenarios and realizations, still films are considered by people of all ages as a form of relaxation and entertainment. It makes people cry, laugh, frightened, or fascinated by the stories created by both local and international film makers (Sharp, Smith, and Cole, 2002).

Movies are therapeutic and reflective (Berg – Cross et.al., 1990), the characters and plot of the stories would help a viewer reflect and connect it to his personal life, and the story can makes an audience relate and see himself in the scenario of the movies. Film viewing also reduces the repression and use of defense mechanism (Sharp et.al, 2002). While the characters is a like a mirror that will magnify the expectators where he is in the movie. Movies watched or seen turns to be an inspirational or a guiding compass and motivation to someone who were touch and move by the film. It can provide a supportive device for understanding maladaptive beliefs and for cognitive restructuring giving clients the motivation to follow through (Wings, 2001). Watching and closely analyzing the film will surely hit a nerve to any viewers, as it reflects and connects to the emotion of the watchers. Indeed, cinematherapy is like bubble bath for the soul (Nancy Peske and Beverly West, 2000 p.xi)

In 1990 when Berg – Cross, Jennings, and Baruch coined the term *cinematherapy* which they defined as a therapeutic technique involving the selection of films for the client to view that will have a direct therapeutic effect to be used as a stimulus for discussion and examination in future therapy session (Wedding and Niemic, 2003). Cinematherapy is a therapeutic intervention wherein therapist selects films pertaining to clients' issues for them to view or out of session (Berg-Cross et al., 1990) The metaphors are the most important aspect of it, through watching movies the similarity of the metaphor in the film must reflect on their personal life. Sharp et.al (2002) said that cinematherapy is not just watching films but requires an in – depth understanding of the films metaphors, the characters portrayed in the film, and assisting the client in knowing his or her similarities and differences in terms of the film watched.

The researcher combined logotherapy with cinematherapy. The logotherapy was used as a processing technique and directing towards to the reflections about the film seen. Started by Victor Frankl, a known therapist who postulated logotherapy. Coming from his personal worst experienced during the time of Nazi regime. He lost everything from his profession, status in the society, and his family. From a medical doctor to a regular prisoner these life situations keeps him on holding and believing that there is hope out of hopelessness. Frankl's was used as a backbone of the program, by applying Socratic Method and other techniques embedded in logotherapy.

According to Mahdizadeh,et.al (2016), being uncertain about the purpose or meaning in life, loss of confidence in oneself, and pessimistic views and perceptions about the future are some of the possibilities that will eventually be the underlying factors resulting in depression level, low self – esteem, and increased anger The prisoners, like many other people, cope with stress in many ways. Part of their ways of coping are the styles of life which they consistently exhibit. The aforementioned institution offers occupational therapies, leisure and entertainment, crafts-work business, educational facilities and other activities which have helped the inmates prepare themselves

towards a better future. Also, these worthwhile past times can become more than a hobby for them; as it helps them be able to alleviate their disordered thinking into a strategy with an adaptive value. These are methods of helping the prisoners achieved better adjustment in life through a focus on the here and now procedure.

Being secluded can inject a negative attitude in anyone; how to rise from the breakdown involves a pattern of healthy thoughts accompanied by activity, or else a person may use a maladaptive style which even brings him to the bottom. A better understanding of the prisoners' degree of depression has helped trace the mark of one's reason for living. Giving considerable attention to passive, depressed moments and changing its route to adaptive coping is most needed in the prison community, it is also important to note the success of the college inmates in small ways. Let them see that they are not all failures that they are normal people who matter, have values, know their worth, can feel secure and are able to relate with others.

METHODOLOGY

Setting

Presidential Decree 28 dated October 25, 1972 establishes the Regional Prisons and converts existing national penal institutions prisons and penal farms while PD 29, dated October 25, 1972 amended subparts (d) of Sec. 1735 and subparts (b) of Sec 1740 of the Revised Administrative Code. PD. 139 dated May 1973, provides for an additional regional prisons in Cebu.

As provided for in the New Administrative Code of 1987, Sec 26, the name of the Bureau of Prisons was changed to Bureau of Corrections in 1989 and focused on the rehabilitation function of the Bureau .(Morales ,2003)

Participants

In this study the college inmate students from the education department managed by the University of Perpetual College Rizal DALTA in Medium Security Camp. They are presently enrolled at the degree of Bachelor of Science in Business Administration major in Entrepreneurship. All of them are males, adults, and proven guilty beyond reasonable doubt by the competent court of the Philippines.

Procedures

The study focuses on the combination of the two known and established therapies, Logotherapy and Cinematherapy. Focus Group Discussion were facilitated to the members of the student council. A group discussions were held to determine the inner most emotions and perceptions of the student inmates towards to the questions given which reflects their present status as inmate and students of the college department.

The program were prepared, conceptualized, and written by the researchers. After which 4 evaluators studied, reviewed, graded, and evaluated. Following their revisions and guidelines the program named as Logo cinematherapy was pilot tested to 8 participants, randomly selected to determine the effect and to know the points of improvement. The pilot testing started with after the administration of the pretest. The intervention started with the 2 sessions of establishing rapport, then followed by the 12 sessions of logo – cinematherapy. In every meeting film viewing is given to them to watch and analyzed after which through the use of Socratic Method, discussion and processing will be facilitated.

Revising some of the procedures, questions, and improving in giving some related examples, the researcher plotted the date and time for the actual group for Experimental Groups 1 and 2. While the Control Groups 1 and

2 will avail the program of NBP but not to attend any Logo-cinematherapy sessions simultaneous with the Experimental Groups. From the total population (320 students) of college inmates students, the researcher facilitated the pretest to them using the two test (BDI-2 and PILT). Using the Purposive Sampling Technique, the participants are carefully selected and chosen, to qualify the participants must have double negative interpretation meaning (1) Experiencing depression in three levels either mild, moderate, or severe. (2) Having an existential vacuum or unclear meaning in life. An interpretation of normal in depression and an indecisive meaning in life or clear meaning in life will make a student unfit to participate in the study. Although one of the interpretation is positive and the other one is negative, still the student will not be qualified. There are 98 qualified students to be participants in the study. Fishball technique was used in assigning the participants into 4 groups namely (Experimental Groups 1 and 2 and Control Groups 1 and 2). Twenty (20) students were assigned in each group. A total of eighty (80) participants. Since the total number of groups is 4 (four). A journal writing is an assignment given to them and will be submitted on the next meeting. After completing the whole program, a post test is facilitated to determine the significant effect to the participants.

The statistical analysis and computation shows that the depression level reduces and moves them to normal or having no depression at all. While the meaning in life from having an existential vacuum of clear meaning in life. In addition, an interview was also conducted to the teachers and administrators of the school, the purpose of this is to determine the views of them with regards to the present emotion and psychological state of the inmates based from their personal experiences with them.

RESULTS

Employing different statistical treatments to determine the validity and efficacy of the program development. The following are the results including the explanation of it.

The Pretest and Posttest Mean Scores of the 4 Groups in terms of Depression Level and Meaning in Life

Administering the Becks Depression Inventory – 2 and Purpose in Life Test to the participants are measured. The depression level in the pretest of Experimental Group 1, 20.05 (SD 6.47) for the Control Group 1, 19.3 (SD 4.85). In the post test the Experimental Group 1, 11.95 (SD 7.92), Control Group 1, 13.35 (SD 9.57), Experimental Group 2, 13.4 (8.52), and Control Group 2, 17.15 (SD 9.77)

The facilitation of the Purpose in Life Test, Experimental Group 1 obtained a mean score of 80.3 (SD 13.08) and the Control Group 1 is 84.1 (SD 9.57). The post test shows increased in their score after being exposed in the treatment. Experimental Group 1, 95.4 (SD 17.85), Control Group 1, 95.85 (SD 9.69), Experimental Group 2, 95.85 (22.48), and Control Group 2, 90.05 (SD 16.06).

The pretest mean score showed unclear meaning in life in Experimental Group 1 and Control Group 1. The post test revealed the interpretation of indecisive for Experimental Group 1, Control Group 1, and Experimental Group 2. While the Control Group 2 remains unclear. It displayed that the logo-cinematherapy was effective, while the NBP Program works effectively in Control Group 1, but failed to Control Group 2. The pretest mean score in depression level is moderate (Experimental Group 1), mild (Control Group 1) and moved to normal in the posttest , same result yields to Experimental Group 2. While the Control Group 2 remain in Mild depression after being measured. It shows that the Logo-cinematherapy is effective in decreasing the depression of the

participants, while the NBP program does not encompasses effectivity to all in terms of decreasing or reducing the depression of the inmates.

Significant Difference Between the Pretest and Post Test Scores in the Depression Level and Meaning in Life of the 4 Groups.

The comparison of groups in terms of depression level. The first comparison between Experimental Group 1 and Control Group 1 in their pretest scores showed that the computed value of 0.57 was lesser than the tabular value of 2.032 which means it accepts the null hypotheses and same results yields to their posttest using the same groups, whose computed value is in the same value of 0.57 which also accepts the null hypotheses. Examining the pre test and post test scores of the Experimental Group 1, the computed value of 14.79 and with a tabular value of 2.032, the effect size (0.91) which means a large effect on the program they received. For the Control Group 1, the pretest and post test displayed a result of 4.99 for computed value with a tabular value of 2.032 which means the null hypotheses is rejected. The effect size (0.54) which means a medium effect on the program of NBP to the inmates who belongs to this group. The groups of Experimental Group 2 and Control Group 2 in the post test scores reflects a computed value of 3.35 and the tabular value was 2.032 which resulted to the rejection of the null hypotheses with an effect size of 0.98 which means a large effect in the result.

In the comparisons of groups between Experimental Group 1 and Control Group 1, the pretest scores showed it has almost the same level of depression before the exposure of the groups either in logo-cinematherapy and NBP Programs. The posttest scores of Experimental Group 1 and Control Group 1 is almost the same, both groups are normal in depression. It shows that the Logo-cinematherapy and NBP Programs are effective in reducing or normalizing the depression. The Experimental Group 1, who undergo logo – cinematherapy displayed efficacy. Their depression level becomes normal after participating in the 12 sessions. It shows large effect in terms of pretest to post test result. The Control Group 1 reduced their depression and moved to the normal level, after going to the NBP Programs. The effect of this was in medium as to compare the result of the pretest and post test results. The depression level of Experimental Group 2 and Control Group 2 has a large effect in the depression level. The Expeirmental Group 2 becomes normal after logo-cinemetherapy while the Control Group 2 failed to have a normal depression.

The comparison of groups in terms of meaning in life. The first comparison is between Experimental Group 1 and Control Group 1. The pretest mean score were compared and it shows that the tabular value (2.032) is greater than the computed value of 1.02. The null hypotheses is accepted which means it was insignificant. With the same groups comparing their posttest mean score results, the computed value of 0.06 was lesser than the tabular value of 2.032, in which the null hypotheses is accepted as it implies insignificant. The Experimental Group 1 examining the effect of logotherapy with them it displayed significant effect with a computed value of 10.1 and the tabular value of 2.032 which the null hypotheses was rejected and connotes significance. The computed effect size of 0.83 gives an interpretation of large effect of the program to this group of participants. The Control Group 1 as to determine if their meaning in life improves based from the program given by the NBP, using the pretest and posttest scores, the computed value is 9.60 and the tabular value of 2.032 which it rejects

the null hypotheses and indication of significance of the program of NBP in terms of their meaning in life. The computed effect size of large, signifies that the program of NBP top this group is effective.

The comparison of groups between the Experimental Group 2 and Control Group 2 considering the result of the post test coming from these two groups, the computed value is 2.31 with the tabular value of 2.032 which indicates that the null hypothesis is rejected which showed significance and the effect size is very small. The groups between Experimental Group 1 and Control Group 1, the pretest scores of Experimental Group 1 and Control Group 1 showed insignificant or it means that they almost have the same level in meaning in life before the intervention or treatment.

In the groups between Experimental Group 1 and Control Group 1, the post test scores shows insignificant which means that the logo – cinematherapy and NBP Programs are both effective in alleviating the meaning in life. In the Experimental Group 1 as measured in pretest and posttest in meaning in life. This group who undergo logo-cinematherapy showed increase in alleviating in meaning in life. It has a large effect as to compare the result of their pretest against the post test . In the Control Group 1, who undergo the regular program of NBP showed increase in meaning in life. From unclear meaning in life to indecisive. The effect was also large in effect, as to compare their pretest to post test. In the groups between Experimental Group 2 and Control Group 2, as to compare their post test scores result, it shows that there is a small effect on the two group in terms of logo – cinematherapy and NBP Programs. The NBP Programs failed to take effect on Control Group 2 in meaning in life.

Efficacy of the Logo – Cinematherapy

The pretest and post test mean scores of the two groups who undergo logo-cinematherapy. The Experimental Group 1 showed a mean score of 20.05 for pretest which means moderate in depression level while the Experimental Group 2 is also classified as a group suffering from depression. After sessions and participation in Logo-cinematherapy, the depression of the participants both in the two groups becomes normal, as the post test reveals that it is 11.5 for the Experimental Group 1 and 13.4 for Experimental Group 2. Which the two mean scores has an interpretation of Normal or Minimal Depression. Likewise, the effect of logo-cinematherapy program on the meaning in life to the 2 groups of participants were also tested. The Experimental Group 1 pretest showed a mean score of 80.3 which means unclear meaning in life while it shows the same result for the Experimental Group 2 who also experienced the same meaning in life. After sessions of logo-cinematherapy the post test mean score showed an increase to Experimental Group 1, 95.4 which means Indecisive while 95.85 which also has an interpretation of Indecisive for Experimental Group 2.

The result explains that the program created for them particularly the logo-cinematherapy is effective in decreasing the level of depression experienced by the student. On the other hand, program of logo cinematherapy displayed significant effect on the meaning in life of the participants. The participants of the two groups have perceiving somehow a clear meaning in life after actively participating in the program. Although they are not totally move out from the unclear meaning in life to a clear meaning in life but then the post test results suggest that the program itself can assist them in having a better meaning in life.

DISCUSSION

The results of the two actual experimental groups magnify the outcome of the pilot testing participants. Whose depression level and meaning in life improves after actively participating in the logo-cinematherapy sessions. This indicates that adding the said program in the NBP existing program would result to a positive outcome that will surely help and assist the inmates in reducing the depression and enhancing the meaning in life.

According to Wedding and Neimic, 2003 said that, the characters and plot can mirror their present life conditions and statuses. The therapist will assist the clients in obtaining understanding, reflection, realization, and techniques in solving their personal problems. The goal of the cinematherapy reflects in study conducted, which includes increasing clients' imagination, expression of emotional release and determining the role models (Marsick, 2010), and identifying problems and generating ideas for growth (Hesley, 2000). As mentioned by Sharp et.al. (2002) said that cinematherapy is not just watching films but requires an in – depth understanding of the films metaphors, the characters portrayed in the film and assisting the client in knowing his or her similarities and differences in terms of the film watched. Added by Turns and Macey, 2015 they mentioned that cinematherapy and play have common purpose because, it allows the participants to project themselves onto others. It can also help discuss some personal issues of a person and instill a hope in the viewers or clients. Indeed, Cinematherapy can be used as a standalone intervention, regardless of the therapist theoretical orientation, and allows for a number of potential uses in the therapeutic process. Cinematherapy is designed to help individuals in moments of crisis. It can help cure anything from an identity crisis to co dependency issues. Movies are more than entertainment, they're self – medication and that Cinematherapy is like bubble bath for the soul. (Nancy Peske and Beverly West, 2000).

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