

## **BIBLIOGRAPHY**

CALIGTAN, JOVELYN D. April 2008. Evaluation of the Cultural Video Documentary 'Pechit Chi Kabayan'. Benguet State University, La Trinidad, Benguet.

Adviser: Marife D. Carpio, BSc

## **ABSTRACT**

This study was conducted to evaluate the documentary 'Pechit Chi Kabayan' particularly the validity of the content, the aptness of the style, creativity, and organization, and the technical expertise of the producers,

The data were gathered using an interview schedule with the person who was well-versed on 'pechit' and a rubric adopted from the Video Project Rubric of University of Wisconsin was used to evaluate the technical part of the documentary. This was evaluated by the ABS-CBN Baguio cameramen and some mass communication graduates. Data were consolidated, tabulated and qualitatively discussed using weighted average.

The video documentary 'Pechit Chi Kabayan' contains informations which were valid and were well presented. The style, creativity, and organization were mostly proficient which includes the camera techniques (exposure/ focus), color scheme, special effects, design, audio, pace, and narration or performances. Videography interest and graphics were partially proficient.

Moreover, the evaluation of the technical quality which includes the videography- techniques clarity, lighting, video continuity/editing, audio, and voice editing was adjudged proficient.



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## INTRODUCTION

### Rationale

Culture has been called “the way of life” for an entire society. As such, it includes codes of manners, dress, language, religion, rituals, norms of behavior such as law and morality, and systems of belief (Jary, et.al, 1991).

Moreover, culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.

Benguet kept and preserved its traditional culture such as the songs, the dances and the materials that are used in their rituals. Efforts to document Benguet’s culture has been done by several groups in an attempt to preserve its uniqueness for the future generations to possibly emulate, remember, reenact and be proud of.

Cultural documentaries deal with cultures of different group or people. It is made to inform people about a certain topic and set the topics into ideas and understandings accessible to others. It explores real-life subjects in detail. They try to transmit message to the viewers and let them understand it.

‘Pechit Chi Kabayan’ is a documentary that features the different ceremonies, dances and rituals involved in celebrating a ‘canao’, specifically that of a ‘pechit’, the rich man’s feast.



The documentary portrays the rituals, materials and other process in the performance of a 'pechit'. Special focus was placed on the totality of all the dances, the 'bendian'.

The documentary was produced by Research Mate, Inc. with the Local Government Unit (LGU) of Kabayan, Thoughts Charitable Trust, and Onju Ni Kasi Kauran Shi Kabayan (ONKASKA). Research Mate is a community-based non-government organization that uses research to bring about useful information that, if, properly packaged and shared through appropriate channels, can help develop a genuinely well-informed citizen. The group's prime purpose is to refine information that could educate individuals and communities to help make informed decisions and actions to solve their own development and social problems.

Documentary filming refers to the capturing reality, real life, and actual events. The use of film to document any undertaking allows the viewer to connect to the people involved, understand their feelings and emotions, and see their journey.

It is because of this that a project such as 'Pechit Chi Kabayan' should be evaluated, especially as it touches on the culture of a particular group, and since it will be used as reference by the future generation and other interest groups. Further, evaluation of the documentary with the use of a certain criteria can help in validating the content, and determining the quality of the project, thus the reason for this study.



### Statement of the Problem

The study aimed to evaluate the cultural documentary based on a given criteria.

Specifically, it attempted to answer the following questions:

1. Did the documentary present valid information about the topic?
2. Was the documentary well presented in terms of its content, style, creativity and organization?
3. What is the technical quality of the documentary?

### Objectives of the Study

Specifically, this study aimed to evaluate the cultural documentary:

1. to determine if the documentary contains the valid information about the topic;
2. to determine if the documentary was well presented in terms of its content, style, creativity and organization;
3. to determine the technical quality of the documentary.

### Importance of the Study

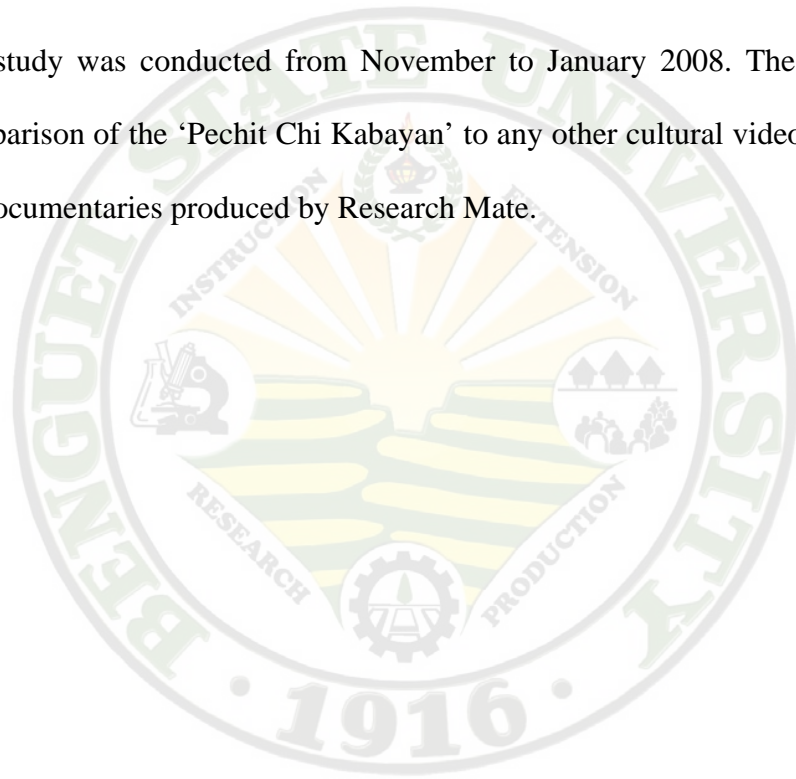
The results of this study may assist the group in future projects. It may also provide information to Development Communication and Mass Communication students and other organizations that may help them in their video projects. It is also hoped that this study would establish the criteria for evaluating documentaries. The study can also be used by other people who make documentaries, in that it will help in improving and developing the way documentaries are produced and presented.



### Scope and Limitation

The study focused on the documentary of Research Mate which was the 'Pechit Chi Kabayan'. Data was collected through film showing, interview schedule, and survey questionnaire. The study dwelt on the correctness of the information that were shown and discussed in the documentary, the technical expertise in producing the documentary, and the evaluation of the presentation of the documentary as to style, creativity and organization.

The study was conducted from November to January 2008. The study did not make a comparison of the 'Pechit Chi Kabayan' to any other cultural video documentary, or to other documentaries produced by Research Mate.





## **REVIEW OF LITERATURE**

### Pechit

‘Pechit’ is an Ibaloi term meaning “biggest feast”. It is a celebration of which elevates the giver of feast to the wealthy class, ‘Baknang’, in the community. Spirits invoked in these occasions are the ‘Kabunyan’, ‘Ap-apo/Kaapuan’ and the ancestors of the celebrating family. Any progressive and successful person and anyone whose life was spared from an accident believe that the favors and protections are from the spirits. In appreciation to the favors granted, it is a customary practice to celebrate thanksgiving feasts in honor to the ‘Kabunyan’ and their ‘Ap-apo/Kaapuan’. These feasts are proportionate to the economic status of the individual in accordance to traditional stages of thanksgiving rituals (Province of Benguet).

Moreover, with the findings of Fabaan (2007) in her study of the performance of ‘cañao’ by the Laoyan clan. She said that with the increasing prices of goods and services, the clan only performs their ‘cañao’ in reunion gatherings every after two or three years. They also no longer perform ‘pechit’ as what their parents and their grand parents did.

### Documentary

A documentary is a representation of the world we already occupy. It stands for a particular view of the world, one we may never have encountered before even if aspects of the world that is represented are familiar to us. It stimulates desire to know in its



audience. It conveys an informing logic, a persuasive rhetoric, or a moving poetics that promises information and knowledge, insight and awareness (Nichols, 2001).

It provides a one-of-a-kind overview of the most important topics and issues in documentary history and criticism. It makes use of visual evidence and persuasive strategies. A wide-ranging and freewheeling form of filmmaking which provides the foundation of further explorations of a certain topic. An overview of the most important topics and issues in documentary history and criticism. It makes use of visual evidence and persuasive strategies (Nichols, 2001).

### Organization of the Documentary

Videos covering a number of concepts require an organization that is logical to the viewer. Information provided in a logical way that helps the viewer to mentally organize the topic (Denning, n.d.).

### Content

Content is a prime concern, it must be accurate, useful, and free from bias. If the content is not correct and up-to-date, then the video is not ideally usable for learning. The content must be accurate and current. The content of the video must be useful. It should stimulate the learner to act on the information (NCDA, 1992).

According to Feller (1992), the purpose of the video must be obvious to the viewer within the first quarter of the presentation. The video must adhere to the organize development of the content required in order to fulfill adequately the stated objectives.



Concepts must be must be portrayed and illustrated within a manner appropriate for the comprehension level of the intended audience.

### Special Effects

Denning (n.d) said that with the overuse of video effects and transition, watchers are accustom to highly visual transition and special effects, he also added that research has shown that fancy transitions have minimal value or even may detract from the instruction. Videos are often produced with glitz and glamour to hide what is otherwise a weak message.

### Sound Quality/ Audio

The audio portion of the video must be viewed in terms of clarity, volume, pace, and narrative music mix. Voices should use appropriate diction and dynamics and should feature distinctive qualities when recognition of more than one voice is required of the audience. Voices should also match the individual pictures. Music and sound effects should contribute to the meaning and message of the video. The total effect of the sound should be free or any characteristics that detract from the intended message and impact of the video (Feller, 1992).

### Technical Consideration

The technical quality indicators are derived from good design practices of the producers of video products. It identifies specific characteristics of a quality video



product as transcendence, attention manipulation, detail, special effects, economy, independence, and interdependence (Hunter, 1990).

### Production

*The Shoot.* Make sure you capture a variety of shots and plenty of footage (called takes). For example, a shot can be taken a number of times from different angles and sizes and you can decide later which take looks best. Preparing and generating other elements for your production is important. Production elements are things such as (Nadebaum, 2003):

1. Text: titles, credits and other text-based information such as names or labels.
2. Graphics: still images such as originals created in computer paint programs, scanned photographs, maps and diagrams.
3. Audio: sound effects, music and voice-overs recorded with a microphone. Audio is often overlooked when making movies. As a result, many short movies often have lots of ambient noise. Try using an external microphone, especially for recording conversations.

### Post Production

Stage where you make edits and organize the footage you have shot.

*The Edit.* When editing, avoid using similar shots. Generally the more contrast between the two shots, the less you have to worry about creating a jump cut or confusing the audience. A sequence of shots can also be edited at different speeds. Longer shots can slow the pace to create tension or romance. Shorter shots increase the pace and can



suggest energy and excitement. Graphics allow you to accomplish several different objectives. Use graphics to break up your video and provide detailed information. They are also helpful for demonstrating difficult concepts. Graphics may be scanned images, digital photographs, maps, diagrams or artistic compositions (Nadebaum, 2003).

Nadebaum (2003) added that transitions takes the video from one scene to the next. Generally we move from shot to shot in cuts. The straight-cut is by far the most widely used transition in movies or television shows. Wipes (using a horizontal or vertical wipe line) can be used to move from one scene to the next, where the second may be in a completely different place. Moreover, dissolves are used to suggest time has passed, fades generally show a part of the story has ended or a new chapter is beginning. A variety of video effects such as wipes and dissolves can help generate a feeling of suspense.

In addition, the soundtrack should complement the shots and add new information to a scene. Adding music is a great way to help set the tone of a scene. Music creates mood and evokes emotion and can be used to signal something is about to happen. Sound effects can provide a sense of realism for your project. Sound effects can also be used to enrich the story or make the setting more believable. Ambient or background sound refers to on-location sound such as a crowd, birds chirping, a babbling creek or wind. Silence when used appropriately and in context will add emotion and feeling to the video. It can help create suspense (Nadebaum , 2003).



### Shooting Guidelines

When recording, keep your camera as steady as possible. Using a tripod is the key to creating steady shots. If you don't have a tripod, try using a substitute like a desk, chair, cushion or even the top of a car. Don't overdo camera pans and tilts and try to avoid very fast panning or very slow boring pans. Moreover, carefully compose and frame your shots if you're videoing a central character or object, take note of the background (whatever is behind the person or object) and avoid unbalancing elements such as trees or poles. Don't place every subject in the centre of your frame: frequently it's better to adhere to the photographer's 'rule of thirds'. Experiment and move the camera when shooting and look for shots with interesting angles and fresh perspective, rather than simply shooting from 'front on' all the time. Be aware of the importance of light and try to avoid poor lighting conditions for shooting (Nadebaum, 2003)..

*Camera Angles.* Nadebaum (2003) said that angles can influence and tell more about a story or a character. A normal camera angle is aimed at eye level and suggests the subject is on level and equal. A high shot is where the camera is aimed above the subject and can help make it look and feel small, unimportant, afraid or vulnerable. A low shot is where the camera is below the subject and can help make seem tall, powerful, important or frightening. A distorted angle may be used to make a scene more frightening, or to make the viewer feel anxious, or queasy.

*Composition.* The composition of a shot refers to the meaning generated by the elements within the frame you are shooting and how these elements relate to and interact with each other. Shot composition also deals with the size, angle and perspective and lighting of the shot. Well-composed shots are appealing to an audience when they have



interesting angles, direct attention through the use of light and color, are well balanced and adhere to the rule of thirds (Nadebaum, 2003).

*Framing.* Framing video shots plays an important role in communication. Framing is about what stays in the camera shot and what gets left out. Framing can exclude objects or people from a shot to create meaning such as tension, mystery and anticipation. Carefully compose and frame your shots. If you're videoing a central character or object, take note of the background (whatever is behind the person or object) and avoid unbalancing elements such as trees or poles. Don't place every subject in the centre of your frame (Nadebaum, 2003).

*Lighting.* Lighting is an expressive and powerful tool when used properly. It can convey emotion, make a character appear evil, show contrast or create a general mood. A desk lamp, standard lamp or light from a window can be used to effectively light a scene. Watch out for shadows and backlighting when shooting. Keep the sun behind you when shooting outdoors (Nadebaum, 2003).

*Sound.* Nadebaum (2003) emphasize that the soundtrack should compliment the shots and add new information to a scene. Adding music is grate way to help sat the tone of a scene. Music creates mood and evokes emotion and can be used to signal something is about to happen. Dialogue is spoken text and communicates relationship, emotions, and attitudes through the use of voice. When adding dialogue and music in the same scene, keep the music at a lower level. Don't let the music overpower the dialogue.

Sound effects can provide a sense of realism. It can also be used to enrich the story or make the setting more believable. Ambient or background sound refers to the



location sound. Silence when used appropriately and in context will add emotion and feeling to the video (Nadebaum, 2003).

*Picture Quality.* The visual portion of the video must be viewed in terms of focus, clarity, color, accuracy, contrast, and color balance. Individual frames and visual sequences should be free of any characteristics that detract from the intended message and impact of the video (Nadebaum, 2003).

Nadebaum (2003) added that graphics allow accomplishing several different objectives. Use graphics to break up video and provide detailed information. It is also helpful for demonstrating difficult concepts. Graphics may be scanned images, digital photographs, maps, diagrams or artistic compositions.

### Definition of Terms

*Ap-apo/Kaapuan.* Spirits of the ancestors that lives in the sky world and maybe summoned by the native priest to come to earth to render blessings to the living.

*Color Scheme.* Refers to the choice of colors used in design for a range of media. It refers to the meaning generated by the elements with in the frame in shooting and how these elements relate to and interact with each other.

*Kabunyan.* A term for the cordillerans to refer to God the creator.

*Multimedia.* It is a technique (combination of sound, video, and text) for expressing ideas.

*Videography Interest.* Refers to the variety of shots and plenty of footage; the focus, zoom all the way in and focus on an area high in detail, such as the eyes.





## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted at La Trinidad, Benguet and Baguio City.

Baguio was chosen as the study area because it is where most experts on video production were found. This is also the location of the ABS-CBN station, a national television corporation.

Baguio City is approximately 250 kilometers north of Manila, situated in the Province of Benguet. The area of the city is 49 square kilometers enclosed in the perimeter of 30 kilometers. The developed portion of the city corresponds to the plateau that rises to an elevation of 1,400 meters. Most of it lies in the northern half of the city. The City is landlocked within the province of Benguet (Figure 1), thus bounding it on all sides by its different municipalities; on the North by the capital town of La Trinidad, on the East by Itogon and to the South and West by Tuba. With City Hall as reference point, it extends 8.2 kilometers from East to West and 7.2 kilometers from North to South. It has a perimeter of 30.98 kilometers. The City has twenty administrative districts among which its barangays are divided.

The study was conducted on November to January 2008.

### Respondents of the Study

There were two types of respondents who evaluated the cultural documentary. First was the key informant who was well-versed on the culture to validate the content of the documentary. The key informant was from Kabayan. Second, were the technical





Figure 1. Map of Benguet showing the location of the study



who are the cameramen or the video editor of ABS-CBN Baguio Station and mass communication graduates. The respondents of the study were purposively chosen to verify the validity of the documentary in terms of its content, to evaluate it in terms of technical expertise, style, creativity, and organization.

### Data Collection

The documentary was shown to the participants before evaluation. Interview schedule was used to verify the validity of the documentary and a rubric adopted from Video Project Rubric of University of Wisconsin was used to evaluate the technical aspect of the documentary.

### Data Gathered

The data gathered were on the evaluation of the cultural documentaries which were the validity of the content of the documentary; the technical expertise of the producers evaluated by the cameramen or the video editor of ABS-CBN Baguio and mass communication graduates using a rubric.

### Data Analysis

The collected data were consolidated, tabulated and qualitatively discussed.

Weighted average was used to determine the relative importance of each quantity. Weighted average is an average in which each quantity to be averaged is assigned a weight. These weightings determine the relative importance of each quantity on the



average. Weightings are the equivalent of having that many like items with the same value involved in the average.



## RESULTS AND DISCUSSION

### Validation of the Documentary Content

To check the validity of the information contained in the documentary, key informant was tapped. Table 1 shows the validity of the documentary as evaluated by the key informant, Mr. Bianco L. Baucas who is from Kabayan and a graduate of Master of Arts in Education. He also wrote a book entitled “A brief History of Kabayan, Benguet (1998) and Traditional Beliefs and Cultural Practices of Benguet (2003).

According to the key informant, ‘pechit’ is being performed if an Ibaloi family received a bountiful harvest as a thanksgiving, and for the family to be recognized in their community or place. To perform ‘pechit’, the family or the person should have enough wealth. Performance of the ‘pechit’ entails butchering of pigs (Figure 2), the number of which depend on the number of barangays in the municipality.

‘Pechit’ is a celebration which elevates the giver of feast to the wealthy class, ‘baknang’, in the community. Spirits invoked in these occasions are the ‘Kabunyan’, ‘Ap-apo/Kaapuan’ and the ancestors of the celebrating family. They are honored in a song chanted by the elders as the main ritual prayer in big feasts. Any progressive and successful person and anyone whose life was spared from an accident believe that the favors and protections are from the spirits. In appreciation to the favors granted, it is a customary practice to celebrate thanksgiving feasts in honor to the ‘Kabunyan’ and their ‘Ap-apo/Kaapuan’. These feasts are proportionate to the economic status of the individual in accordance to traditional stages of thanksgiving rituals (Province of Benguet).



Table 1. Matrix showing the flow of the documentary

CONTENT	PORTRAYED IN THE DOCUMENTARY	AS ACTUALLY PORTRAYED
Celebration of ‘pechit’	It starts with a grand ‘cañao’ where in all the barangays of the municipality including some visitors from the other province is invited.	All are invited in the celebration of ‘pechit’.
Belief in performing ‘pechit’	Performing ‘pechit’ will bring richness and long life to the person who performs it. Pechit is also the way to classify the peoples social status in the community.	When a family received a harvest, pechit is being done as a thanksgiving and for the family to be recognized in the community. However, they should have enough wealth.
Practices in ‘pechit’	Performance of the ‘pechit’ entails butchering of pigs, the number of which depends on the number of barangays in the municipality.	The number of animals to be butchered sometimes depends on the gap or frequency performing the ‘cañao’. Sometimes they even butcher an additional cow or carabao.
Dances, ritual and cultural practices in the ‘pechit’	Mostly perform for healing and preventing sickness.	Dances and rituals are being done in curing and preventing sickness. When somebody get sick, they have a ritual to cure the sickness or some will perform a ‘canao’ to cure the sick person. Moreover, all rituals are medicinal but native customs, pagans can not cure from ritual with out being sick.



Table 1. continued.

CONTENT	PORTRAYED IN THE DOCUMENTARY	AS ACTUALLY PORTRAYED
Monkey dance	Existed from the observation in farm where people gave a piece of 'camote' to one of the monkey and the other monkey tried to snatch and toss the 'camote' around.	The steps in the dances were developed by the people. They base this on a certain things. Say for example the butterfly dance, where in they try to imitate how the butterfly moves from one flower to another.
Butterfly dance	Is a dance to get well from sickness.	
Lias	Is performed when there is difficulty in delivering a child.	
Badjog	It is a ritual where in relatives asks the spirits problems through the help of mambunong.	
Bagel	To avoid violent tendencies of a person, this is being performed.	
Bendian dance	Present a non-stop circle dance that can last for a day or when the dancers get tired from dancing.	
Dance position of bendian and its meaning		All the dances portray are being executed. It would depend on the lead dancer on which step should be executed.



Table 1. continued.

CONTENT	PORTRAYED IN THE DOCUMENTARY	AS ACTUALLY PORTRAYED
Dimbaban	<p>The right hand extends upward and the left hand extends downward.</p> <p>Is a step which emphasizes that the dancers are all from Kabayan.</p>	
Salawasao	<p>Both hand raise above the head.</p> <p>A dance position to praise a good harvest.</p>	
Kinitangan	<p>Both hands are on the waist from side to side.</p> <p>Meaning, to guard and care for the crops</p>	
Kinikiyan	<p>Right hand is bend from the elbow and top under the armpit cutting the hips and the left hand is extended forward facing upward.</p> <p>It is a position for planting seeds</p>	
Inushongan	<p>Both hands are above the head and the palm facing forward.</p> <p>A position asking Kabunian to watch over and bless the crops</p>	
Innabaya	<p>Hands are clip on the side bended on the elbow and palms facing upward.</p> <p>A position that means blessings has been received</p>	







Figure 2. Men readying the pigs for butchering.



Figure 3. Butchering of pig with a sharpened wood.





Figure 4. People eating the cooked pork.



Figure 5. People dancing the Bendian.



The documentary clearly portrayed the Ibalois' practices, however, according to one key informant, 'pechit' is not only being performed in 'Kabayan' but also in some other municipalities of Benguet, but there are some differences especially in the enactment of the rituals. Further, the key informant said that 'pechit' is not being practiced nowadays, due to economic reasons.

This is the same with the findings of Fabaan (2007) in her study of the performance of 'cañao' by the Laoyan clan. She said that with the increasing prices of goods and services, the clan only performs their 'cañao' in reunion gatherings every after two or three years. They also no longer perform 'pechit' as what their parents and their grand parents did.

The key informant verified that the information presented in the documentary were correct. The history of the place and its people were well presented. The documentary did not mention anything that is out of context.

#### Evaluation of the Documentary Content

The evaluators who evaluated the technical quality of the documentary were the camera men of ABS-CBN Baguio and Mass Communication graduates.

Table 2 indicates the evaluation on the content of the documentary in terms of introduction and the main idea. With a mean of 3.19 (and 3 for the objectives), the introduction was proficient, in that it was clear and coherent and evokes interest in the topic and response from the audience. The video also expressed clearly the goal or objective but was not apparent in the beginning of the segment. Feller, et al (1992) said



that the purpose of the video must be obvious to the viewer within the first quarter of the presentation.

On the other hand, the main idea got a mean of 3.13 judging it as proficient, meaning, the main idea was clearly stated but some of the information does not fit in the documentary. It was also clear that the video has introduction, middle and conclusion. Feller, et. al. (1992) further said that the concepts must be portrayed and illustrated within the video in a manner appropriate for the intended audiences.

Table 2. Evaluation of the introduction and the main idea

CRITERIA	MEAN	EQUIVALENT
Introduction		
a. introduction	3.19	Proficient
b. objective	3	Proficient
Main Idea		
a. main idea	3.13	Proficient
b. introduction, middle and conclusion	3.53	Proficient

LEGEND

- 0-1.99 - Incomplete
- 2-2.99 - Partially Proficient
- 3-3.99 - Proficient
- 4-4.99 – Exemplary



### Evaluation of the Style, Creativity, and Organization of the Documentary

Table 3 presents the evaluation of the style creativity, and organization of the documentary.

*Style and organization.* With a mean of 3.33, the style and organization of the documentary was proficient. The video shows good organization of the content. Denning (n.d) said that a documentary video which covers a number of concepts require an organization that is logical to the viewer and information should be provided in a logical way that helps the viewer to mentally organize and understand the topic.

*Camera techniques.* The camera technique was judged proficient with a mean of 3.33. The camera was held steady. The use of pans and zooms were also limited and most shots in the documentary were clearly focused and well framed. Nadebaum (2003) emphasized that when shooting, the camera should be kept as steady as possible. Too much camera pans and tilts, very fast panning, or very slow boring pans should be avoided. He also added that the cameraman should experiment and move the camera when shooting and look for shots with interesting angles and fresh perspective.

*Videography interest.* Videography interest refers to the variety of shots and plenty of footage; the focus, zoom all the way in and focus on an area high in detail, such as the eyes.

Few takes, camera angles, sound effects, and careful use of zoom were provided in the documentary that the videography interest was rated as partially proficient with a mean of 2.86. Hunter (1990, as cited by Beaudin and Quick, 1996) identified specific characteristics of a quality video product as transcendence, attention manipulation, detail, special effects, economy, independence, and interdependence.



Table 3. Evaluation of the technical quality of the documentary as to style, creativity, and organization

CRITERIA	MEAN	EQUIVALENT
Style & Organization	3.33	Proficient
Camera Techniques (Exposure/Focus)	3.33	Proficient
Videography Interest	2.86	Partially Proficient
Graphics	2.99	Partially Proficient
Color Scheme	3	Proficient
Special Effects		
a. use of effects	3.33	Proficient
b. animation	3.26	Proficient
c. interest and attention	2.79	Partially Proficient
d. visuals	3.86	Proficient
Design	3	Proficient
Audio	3.13	Proficient
Pace	3.86	Proficient
Narration or Performance		
a. pace	3.13	Proficient
b. emotion	3.4	Proficient

LEGEND

- 0-1.99 - Incomplete
- 2-2.99 - Partially Proficient
- 3-3.99 - Proficient
- 4-4.99 - Exemplary



*Graphics.* With a mean of 2.99, the graphics was adjudged to be partially proficient. Image resolutions were fuzzy and the multimedia elements support the presentation occasionally. As cited by Nadebaum (2003), graphics allow accomplishing several different objectives. Graphics is used to break up video and provide detailed information and helpful for demonstrating difficult concepts.

*Color scheme.* Color scheme refers to the choice of colors used in design for a range of media. For example, the use of a white background with black text is an example of a basic and commonly default color scheme in design.

The color scheme rated with a mean of 3 which was proficient. Color scheme used for backgrounds and clothing were appropriate and enhances the presentation of the documentary. For instance, during the interview, the background used was light or bright color and the text was readable. As emphasized by Feller, et.al. (1992) the video must be viewed in terms of focus, clarity, color, accuracy, contrast, and color balance. Individual frames and visual sequences should be free or any characteristics that detract from the intended message and impact of the video.

*Special effects.* The use of effects in the documentary was worthwhile for some use of media (graphics and sound) was present. It enhanced and did not distract the video. It kept audience interested in some points; the visual elements of the documentary were neat and appropriate. Denning (n.d) said that with the overuse of video effects and transition, watchers are accustom to highly visual transition and special effects, he also added that research has shown that fancy transitions have minimal value or even may detract from the instruction. Videos are often produced with glitz and glamour to hide what is otherwise a weak message.



*Design.* The design was proficient with a mean of 3. The multimedia elements (graphics, sound, fonts and videos) were appropriate and it enhanced the documentary. Fosnot (1984) explained that videos can be designed with embedded strategies to help activate thoughtfulness engagement with the topic.

*Audio.* The video's sound sometimes faded out and was clear part of the time that makes it to proficient. Nadebaum (2003) emphasize that when adding dialogue and music in a scene, keep the music at a lower level. Don't let the music overpower the dialogue.

*Pace.* Most video clips moved at a steady pace, it was fast enough to keep the audience interest and slow enough to tell a complete story which makes it as proficient with a mean of 3.86. Denning (n.d) give emphasis that pacing should be varied and appropriate to its purpose. Exceedingly fast pacing may detract from successful interpretation of the message, just as slow pacing may loose the audience attention.

*Narration and performance.* The narration had a good pace to match the visuals and the emotion and inflection or the narrator was appropriate. Nadebaum (2003) said that dialogue is spoken text and communicates relationship, emotions, and attitudes through the use of voice.

#### Evaluation of the Technical Quality in terms of Shooting and Editing

Table 4 shows the evaluation on the videography, lighting, video continuity/editing, audio and voice editing.

*Videography- techniques.* The documentary was judged as proficient having a mean of 3.13, which mean, video occasionally had slight movement but the focus was





Table 4. Editing and shooting of the quality of the documentary

CRITERIA	MEAN	EQUIVALENT
Videography- Techniques	3.13	Proficient
Clarity		
Lighting	3.06	Proficient
Video Continuity/Editing	2.99	Proficient
Audio and Voice Editing	3.2	Proficient

## LEGEND

- 0-1.99 - Incomplete
- 2-2.99 - Partially Proficient
- 3-3.99 - Proficient
- 4-4.99 - Exemplary

excellent throughout. Nadebaum (2003) emphasized that shots should be carefully composed and framed.

*Lighting.* The documentary used additional lighting, few shadows or glares were apparent and most scenes have sufficient lighting to tell what was happening which judge to proficient with a mean of 3.06. Nadebaum (2003) said that lighting is an expressive and powerful tool when used properly. It can convey the emotion, make a character appear evil, show contrast or create a general mood. For instance, a desk lamp, standard lamp or light from a window can be used to effectively light a scene. He also added that shadow and backlighting should not be taken for granted when shooting. Keep the sun behind you when shooting outdoors.

*Video continuity/editing.* From the rating given by the respondents, the video was edited throughout with only quality shots remaining. There were a variety of transitions used and good timing and pacing.



As emphasized by Nadebaum (2003), similar shots should be avoided when editing. Generally, the more contrast between the two shots, the less to worry about creating a jump cut confusing the audience. A sequence shot can also be edited at different speeds.

*Audio and voice editing.* The audio was clear, there was proper voice projection and delivery and it was evident that there was adequate preparation. As emphasized by Feller, et. al. (1992) the audio portion of video must be viewed in terms of clarity, volume, pace, and narrative music mix. Music and sound effects should contribute to the meaning and message of the video. The total effect of the sound should be free of any characteristics that detract from the intended message and impact of the video.

In the documentary, the narrator's voice was clear and fluent. There was no distracting sounds and the interviews were recorded in areas where there was minimal or no noise in the background.

The respondents were further asked to suggest ways of improving the documentary in terms of content, style, creativity, and organization. Some said that more video clips should have been used in the introduction instead of pictures. The transitions in between pictures were also a little bit too long. One respondent also said that the cameramen should have tried to zoom in closer to the face of the people interviewed in the video. The audio/voice in the interviews was clear but it should have been edited further because some of the statements were repeated in other parts of the video. In addition, there were some parts wherein the narrator was introducing a subject but the video did not aptly show the subject being introduced. Videos should have been inserted while the interviewees were talking especially for long interviews.



On one hand, the video clips should have also been edited. Some of them are too long and should be clipped to better assist in telling the story and have a smooth transition.



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

Nowadays, there are a lot of documentaries that are being made by institutions or organizations in which different topics are presented. The topic could be on a certain technology, an experience, a piece, or aspect of culture, etc.

This study was conducted to evaluate the documentary 'Pechit Chi Kabayan' particularly the validity of the content, the aptness of the style, creativity, and organization, and the technical expertise of the producers,

The data were gathered using an interview schedule and a rubric adopted from the Video Project Rubric of University of Wisconsin. Data were consolidated, tabulated and qualitatively discussed using weighted mean.

The video documentary 'Pechit Chi Kabayan' contains informations which were well presented. The style, creativity, and organization were mostly proficient. This includes the techniques (exposure/ focus), color scheme, special effects, design, audio, pace, and narration or performances. Videography interest and graphics were partially proficient.

As to the evaluation of the technical quality which includes the videography-techniques clarity, lighting, video continuity/editing, audio, and voice editing was adjudge proficient.



## Conclusions

Based on the findings, the following conclusions were drawn:

1. The documentary contains valid information which can be used to inform people about the culture of Ibalois in Kabayan, particularly on the performance of 'pechit'.
2. The producers of the documentary were proficient in terms of style, creativity, and organization, though there were some areas/parts that need improvement.

## Recommendations

From the findings and conclusions, the following are recommended:

1. Video may be recommended for educational purposes.
2. The organization should be partner with television or radio for the promotion of the documentary.
3. A video documentary maybe used to inform or educate students or other interested groups on several aspects of culture.



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## APPENDICES

### Appendix A. Questionnaire for Respondents

#### I. Personal Data

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Sex: \_\_\_\_\_

Educational Attainment: \_\_\_\_\_

Course: \_\_\_\_\_

#### II. Documentary Criteria

##### A. Content

CRITERIA	4 Exemplary	3 Proficient	2 Partially Proficient	1 Incomplete	RATING
Introduction	The introduction is compelling and provides motivating content that hooks the viewer from the beginning of the video and keeps the audience's attention.	The introduction is clear and coherent and evokes interest in the topic and response from audience.	The introduction shows some structure but does not create a strong sense of what is to follow. May be overly detailed or incomplete and is somewhat appealing to the audience.	The introduction does not orient the audience to what will follow. The sequencing is unclear and does not appear interesting or relevant to the audience.	
	The video expressed clearly at the beginning the goal or objective of the documentary.	The video expressed clearly the goal or objective of the documentary, but it was not apparent in the beginning segments.	The video expressed the goal or objective of the documentary, but it was not clearly stated but inferred.	The video failed to express the goal or objective of the documentary and seemed to lack a specific focus.	
Main Idea	Stays with one clear main idea	Has a main idea, but some information doesn't fit	Has a weak or unclear main idea	Does not have a main idea	



	The video complete with a clear introduction, middle and conclusion	The video has introduction, middle but does not fit on the information.	Has weak and unclear introduction, middle and conclusion	Does not have clear intro, middle and conclusion	
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### B. Style, creativity, and organization

CRITERIA	4	3	2	1	RATING
<b>Style &amp; Organization</b>	The video was well conceived and shows good organization of the content.	The video shows good organization of the content.	The video was not well conceived or shows poor organization of the content.	The video was poorly done and shows little or no organization of the content.	
<b>Camera Techniques (Exposure/Focus)</b>	All shots are clearly focused and well framed. The video is steady with few pans and zooms. Close-ups are used to focus attention. Video shows evidence of good composition (pan/tilts, movement, zoom and perspective).	The camera is held steady. Pans and zooms are limited. Most shots are clearly focused and well framed.	The motion shots are fairly steady. Some shots are unfocused or poorly framed. Few close-ups are used.	Many shots are unfocused and poorly framed. The camera is not held steady and excessive panning and zooming distracts the viewer. No close-ups are used.	
<b>Videography Interest</b>	Many different "takes", camera angles, sound effects, and/or careful use of zoom provided variety in the video	Some variation in "takes", camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Few different "takes", camera angles, sound effects, and/or careful use of zoom provided variety in the video. Had sameness to it.	Most shots taken from one camera angle, and the zoom was not well used.	





CRITERIA	4	3	2	1	RATING
<b>Graphics</b>	The graphics, sound and/or animation assist in presenting the overall theme that appeals to the audience and enhances concepts with a high impact message. All multimedia elements work well together and demonstrate excellent synthesis. Graphics explain and reinforce key points during the presentation.	It uses proper size and resolution to create images. The graphics, sound/and or animation visually depict material and assist the audience in understanding the flow of information or content. Images are proper size and resolution. Multimedia elements are appropriate and enhance the presentation.	Some of the graphics, sounds, and/or animations seem unrelated to the topic/theme and do not enhance concepts. Images are poorly cropped or the color/resolution is fuzzy.	The graphics, sounds, and/or animations are unrelated to the content. Graphics do not enhance understanding the content, or are distracting decorations that create a busy feeling and detract from the content.	
<b>Color Scheme</b>	The color scheme for backgrounds and clothing is selected to suit the mood of the video.	The color scheme used for backgrounds and clothing enhances the presentation.	Backgrounds and clothing distract from the presentation and are not suited to the mood of the video.	No color scheme is apparent.	
<b>Special Effects</b>	Good, but not excessive use of effects.	Use of effects is worthwhile.	Some special effects are distracting.	Effects are either missing or excessive.	
	The graphics, sound and/or animations assist in presenting an overall theme that appeals to the audience and enhances the video.	Some use of media is present. It enhances and does not distract from the video.	Use of media is present. Although it does not enhance and is slightly distracting from video.	Use of media is not present or is distracting.	
	Generates interest and attention through creative and enthusiastic delivery of information	Holds audience attention through interesting delivery and information	Keeps audience interested at some points	Fails to keep audience interest	



	4	3	2	1	RATING
	Appeals visually through professional materials (costumes, background, set supporting aids, etc.)	Includes neat and appropriate visual elements	Includes relevant visual elements, which may not be neatly or carefully done	Includes no visual appeal or includes visual elements that detract by poor quality or relevance	
<b>Design</b>	Multimedia elements work well together and demonstrate excellent synthesis	Multimedia elements are appropriate and enhance the documentary	Selection of media elements are adequate	All Shows poor selection of graphics, fonts, sound and video	
<b>Audio</b>	The video's sound was sufficiently loud and clear at all times.	The video's sound sometimes faded out and was clear part of the time.	The video's sound was poor and not clear at all times.	The video's sound was insufficient and difficult to make out.	
<b>Pace</b>	All video clips fit the storyline. Clips are just long enough to make each point clear. The pace captures audience attention.	Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell a complete story.	Video clips are used but need to be edited in length or move too quickly to assist in telling the story.	Video clips are too long and do not advance the storyline or to short and leave out essential action or dialogue.	
<b>Narration or Performance</b>	Good pace and innovative use of narration	Narration has a good pace to match visuals	Narrator rushes through or drags behind screen images		
	Narration uses a variety of inflection, pace and emotion	Emotion and inflection appropriate to on-screen images	Narration is dry, without emotion or change in inflection		



## C. Technical Quality

CRITERIA	4	3	2	1	RATING
<b>Videography- Techniques Clarity</b>	Video did not rock/shake and the focus was excellent throughout	Video occasionally had slight movement but the focus was excellent throughout	Video was unstable or the focus was poor throughout	Video was unsteady and moved while the focus was poor.	
<b>Lighting</b>	Additional lighting is used to eliminate shadows and glares. All scenes have sufficient lighting for viewer to easily see action.	Additional lighting is used. Few shadows or glares are apparent. Most scenes have sufficient lighting to tell what is happening.	Some scenes are too dark or too light to determine what is happening.	Only ambient (available) light is used. Most scenes are too dark or too light to determine what is happening.	
<b>Video Continuity/Editing</b>	The documentary is edited with only high quality shots remaining. Video moves smoothly from shot to shot. Varieties of transitions are used to assist in communicating the main idea and smooth the flow from one scene to the next. Shots and scenes flow seamlessly.	The documentary is edited throughout with only quality shots remaining. A variety of transitions are used. Good pacing and timing.	The documentary is edited in few spots. Several poor shots remain. Transitions from shot to shot are choppy, and the types of wipes and fades selected are not always appropriate for the scene. Transitions do not assist in communicating the main idea.	The documentary is unedited and many poor shots remain. No transitions between clips are used. Raw clips run back to back in the final video.	
<b>Audio and Voice Editing</b>	The audio is clear and effectively assists in communicating the main idea. It communicates ideas with enthusiasm, proper voice projection, appropriate language, and clear delivery.	The audio is clear, but only partially assists in communicating the main idea. It communicates ideas with proper voice projection, adequate preparation and delivery.	The audio is inconsistent in clarity (too loud/too soft/garbled) at times and insufficiently communicates the main idea. It has difficulty communicating ideas due to weak voice projection and/or lack of preparation.	Audio is cut-off and inconsistent. It has great difficulty communicating ideas with poor voice projection.	



## Appendix B. Guide Questions for Key Informant

## I. Personal Data

Name: \_\_\_\_\_

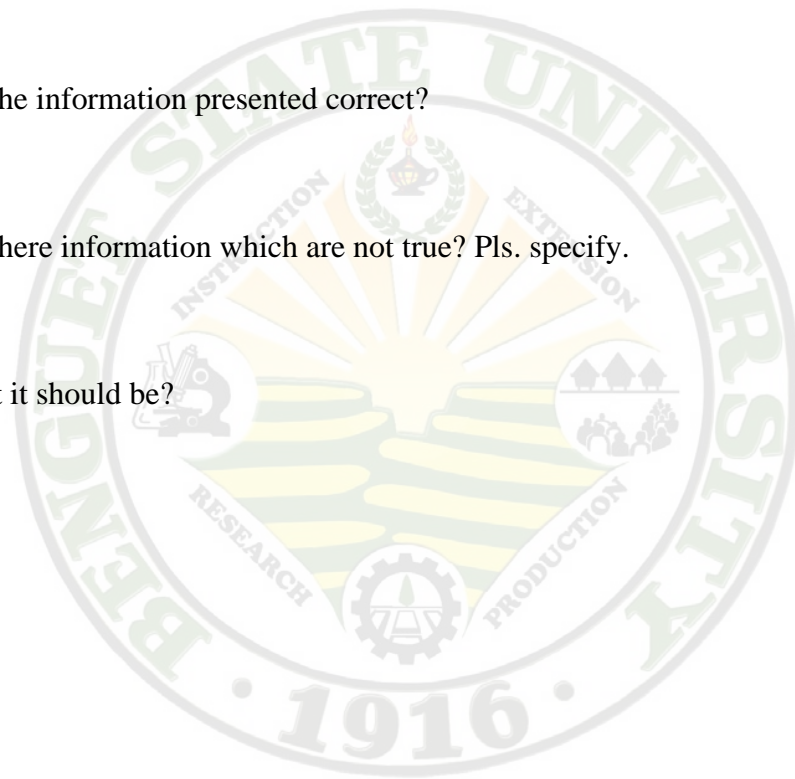
Age: \_\_\_\_\_

Sex: \_\_\_\_\_

## II. Questions

1. Does the documentary clearly portray the practices in Kabayan?
2. Are the information presented correct?
3. Are there information which are not true? Pls. specify.

What it should be?



## Appendix C. Profile of the key Informant

Name: Biano L. Baucas  
 Age: 80  
 Place of birth: Chekdan, Pacso, Kabayan  
 Educational background:

	NAME OF SCHOOL	YEAR GRADUATED
Elementary	Buguias Central School	1940
Intermediate Grades	Loo Settlement Fam School	1942
High School	Trinidad Agricultural High School (now Benguet State University).	1949
College Elementary Teacher Certificate Courses and BS Elementary Education	Baguio Colleges Foundation	1952 and 1959
Master of Arts in Education (major in School Management)	Lyceum of Baguio (now Baguio Central University)	1971
* He completed the academic requirements for a doctoral course at the University of Baguio in 1982 but was unable to finish his dissertation due to financial constraint.		

Author of the book:

1. A brief History of Kabayan, Benguet (1998)
2. Traditonal Beliefs and Cultural Practices of Benguet (2003).
3. Ibadoy (Ibaloy) Vocabulary Translation (2003 first edition)

