

Welcome to the Philippines!

Country Cultural Presentation by:

Rochelle Blaak-Herron

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Image: Filipino Dancer at a Festival. (Lacbain, 2024)

Geography Influences Culture

- archipelago, a chain of small islands forms the country with 7,641 islands (Lasco, 2017)
- population of 118.5 million (Worldometers, 2024)
- over 182 ethnic groups (Reyes et al., 2017)
- three main areas: Luzon, the Visayas, and Mindanao (Tope et al., 2012)

Image: Map of the Philippines (Olinchuk, 2024)



Climate and Land

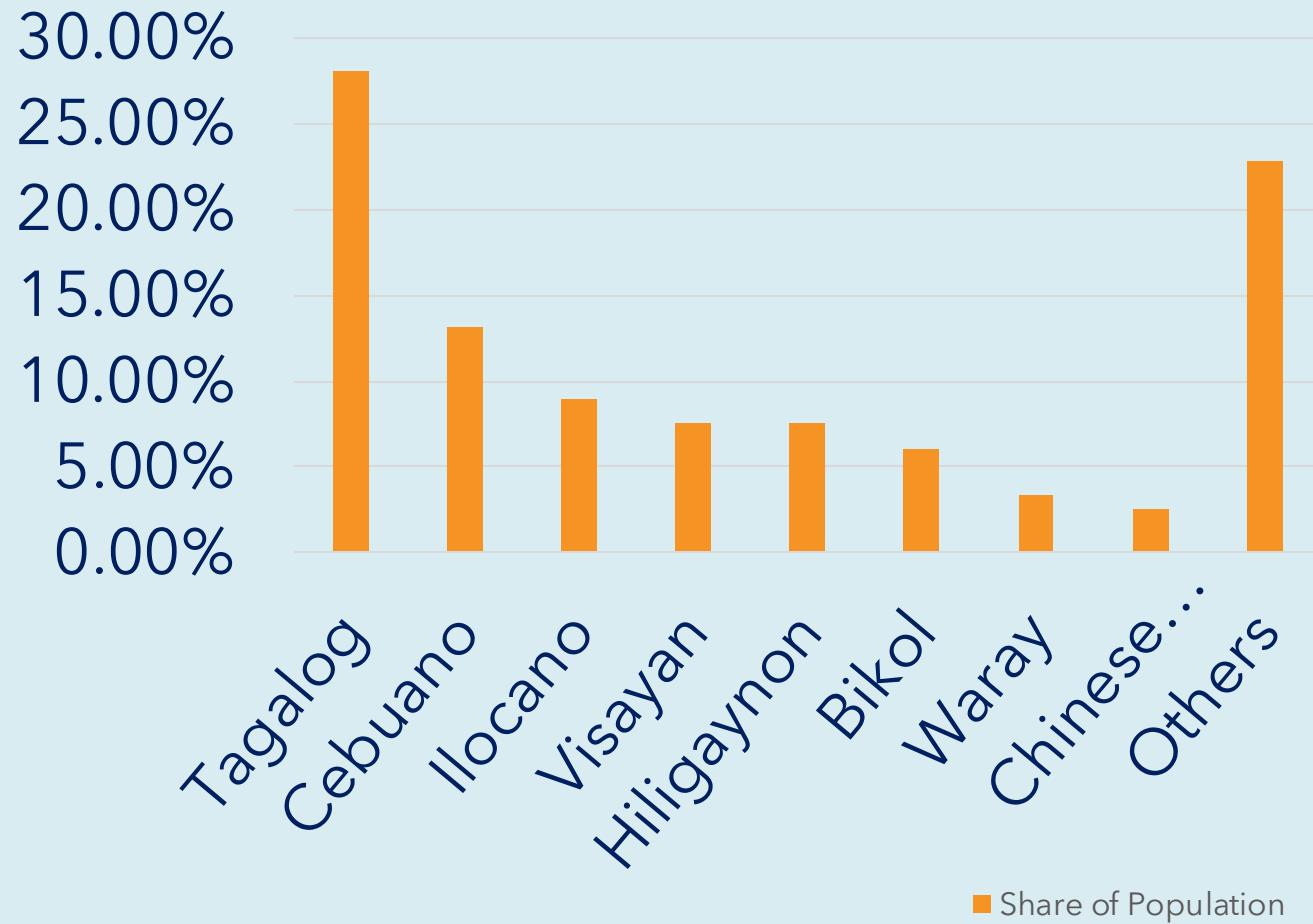
- tropical, maritime climate with an average annual temperature of 26.6° C (Discover the Philippines, 2024)
- two major seasons:
rainy from June to November
dry from December to May
- mountainous land with volcanos and deep fertile valleys
- many white sandy beaches

(Tope et al., 1990/2012)

Image: Puerto Princesa National Park on Palawan Island ([Palawan Island], 2024)



Ethnic Groups in the Philippines



Others:
Kapampangan,
Pangasinan,
Kalinga, Ifugao,
Kankaney,
Japanese,
Indonesian,
Korean

Historical Influences on Culture

- Spanish colonization of the Philippines occurred from 1565 until 1898
- the United States colonized the Philippines from 1898 to 1946
- major cultural influences as a result

(Tope et al, 1990/2012)

Image: Cebu Monument (Raksy, 2018)



Impact of Spanish Colonialism	Examples
Cultural Assimilation	Spanish and Asian traditions combined into Filipino culture (fiestas, festivals, music)
Religious Influence	Catholicism set as the main religion
Language	Spanish words and phrases mixed with Filipino dialects
Naming Conventions	use of Spanish surnames and renaming Manila (capital city)
Cuisine Additions	brought over foods like avocado, coffee, and sausage, dishes such as adobo
Education	Catholic-run schools and new subjects implemented (including music)

Assimilation Costs

- loss of Indigenous traditions and customs
- social hierarchy created divisions among the people
- native religions and spiritual practices suppressed

(Alex, 2023)

Image: Elders of the Ifugao. (Tolention, 2019)



Impact of American Colonialism	Examples
Economics	free trade and foreign economic policies
Religious Freedom	practice religions of choice
Language	English became an official language in 1935
Political and Legal Systems	democracy, constitutional law, legislature, and the court system
Cuisine Additions	American foods such as hamburgers, fast food chains, sandwiches, and cereals
Education	free and compulsory education and English used in schools for teaching

Political Effects on Culture

- The People Power Revolution (EDSA) changed the political landscape (1986)
- President Ferdinand Marcos exiled in 1986
- corruption and electoral fraud common
- current political situation is unstable (Flores and Fahmy, 2024)

(Tope et al., 1990/2012)

Image: Flag of the Philippines (Bergserg, 2024)



People and Lifestyle

- unbalanced social classes of elite, middle class, and poor
- many poor villages (barrios) throughout the Philippines
- Filipinos practice *hiya* and *pakikisama* attitudes
- strong focus on family and kinship

(Tope et al., 1990/2012)

Image: Filipino Family (Wikimedia Commons, 2013)



Corporate Culture

- Filipinos prefer to make small talk with refreshments before meetings
- business deals tend to be made more slowly than in Canada and US.
- point out any mistakes in private with a positive end-note or kind question

(Tope et al., 1990/2012)

Image: Manila City Skyline (Moore,2024)



Conclusion

- the Philippines is a vibrant and diverse country bursting with culture
- people are very warm and friendly
- geography, historical events, and politics have shaped the culture

Thank you!

Image: Dancers at the Dinagyang Festival (Go, 2011)



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