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Philippine Periodical Literature 1956

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Notes and Comment

Philippine Periodical Literature 1956

The survey of periodical literature in the Philippines conducted by Father Cullum two years ago and published in these pages¹ has been so thorough that there is no serious need to make a fresh survey. Nor has the picture changed appreciably since his survey was published. The following remarks, however, might help to bring the picture up to date. They are based on the list of publications existing in the Philippines as of 30 June 1956 issued by the Bureau of Posts. We have appended a table which will give the picture in more graphic form.

The report of the Bureau of Posts upon which this survey is based is not completely free from inaccuracy. For instance *The Sentinel* is listed as a daily, which in fact it was when the list was compiled. But that paper was published daily for only a brief period at the height of the so-called Noli-Fili controversy. After the controversy had died down *The Sentinel* returned to its original weekly publication. Moreover, the list is not always nicely accurate as regards language. There are many publications listed simply as "Visayan" without specifying the variety of Visayan: Cebuano, Ilongo, Samareño, etc. There are 68 periodicals that did not send in any data on their circulation, but it is unlikely that these would have substantially changed the broad outlines of the picture.

THE PREDOMINANT LANGUAGE

English is not only the exclusive language of 381 periodicals but it is also the partial language of 271 others which have a combined circulation of 925,931. The total number therefore of

¹ PHILIPPINE STUDIES II (1954) 368 ss. and III (1955) 424 ss.

periodicals in English, whether exclusively in English or only partly so, is 652 with a combined circulation of 2,799,755 or more than half the total combined circulation of all periodicals in the Philippines.

Tagalog is next to English both in number of periodicals and in circulation but the circulation is only half as much as that of the periodicals exclusively in English. It is also worth remarking that 9 of the 28 exclusively Tagalog publications are comics with a combined circulation of 480,749 or almost half of the total Tagalog circulation.

Of the 58 trilingual periodicals in English-Tagalog-Spanish 52 are student publications. Their combined circulation is 74,183.

The exclusively Bicol, Pangasinan, Pampanga, and Samar-Leyte monthlies are the respective editions in those dialects of the four-page leaflet issued monthly by the Apostleship of Prayer.

THE DAILIES

Among the dailies English predominates. The 10 English dailies have a combined circulation of 289,589. Next comes Tagalog with a combined circulation of 42,687. Chinese is third with 40,318 and Spanish fourth with 11,947.

Individually the dailies with the highest circulation are: *The Manila Times* 86,936; *The Philippines Herald* 43,488; *The Manila Chronicle* 43,157; *Evening News* 28,525; *Ang Bagong Buhay* (Tagalog) 27,215; *Star Reporter* 24,676; *The Manila Daily Bulletin* 20,277.

The combined circulation of all the dailies is 391,812.

THE WEEKLIES

Of the 98 weeklies 38 are in the dialects either exclusively or partially. The most popular weeklies seem to be: *Liwayway* (Tagalog) 177,742; *The Sunday Times* 127,000; *Bulaklak* (Tagalog) 120,149; *Weekly Digest* 80,000; *Philippines Free Press* 63,968; *Kislap Graphic* (English-Tagalog) 57,749; *This Week Magazine* 53,869; *Woman and the Home* 47,632; *Bisaya* (Cebuano) 47,736; *Hiligaynon* (Ilongo) 45,961; *Bannawag* (Ilocano) 37,736; *Alimyon* (Cebuano) 31,650. Among these 12, the dialect weeklies have a wider circulation (518,061) than the English which have only 372,469. The combined circulation of all the weeklies is 1,060,291.

1956
PERIODICAL
PUBLICATION IN THE PHILIPPINES

LANGUAGE	No. of publi- cations	FREQUENCY							Circu- lation
		Daily	Wkly.	Bi- Wkly.	Mly.	Bi- Mly.	Qrly.	Oth- ers	
1. English	381	10	53	12	140	47	84	35	1,873,824
2. Tagalog	28	2	4	11	6	2	3	0	982,078
3. Cebuano	10	0	3	0	2	2	3	0	120,874
4. Spanish	10	2	5	0	1	1	0	1	51,139
5. Ilocano	9	0	4	1	2	1	1	0	56,454
6. Chinese	5	4	0	0	0	0	1	0	44,318
7. Panay	3	0	0	0	2	0	1	0	10,939
8. Ilongo	2	0	2	0	0	0	0	0	46,961
9. Bicol	1	0	0	0	1	0	0	0	11,000
10. Pangasinan	1	0	0	0	1	0	0	0	2,700
11. Pampanga	1	0	0	0	1	0	0	0	5,000
12. Samar-Leyte	1	0	0	0	1	0	0	0	6,000
13. Eng.-Tag.	151	0	7	7	56	40	8	33	683,458
14. Eng.-Spanish	19	0	3	1	8	2	2	3	57,667
15. Eng.-Cebuano	13	1	6	1	1	3	0	1	40,298
16. Eng.-Ilocano	6	0	0	2	2	1	0	0	11,704
17. English-Bicol	5	0	4	0	1	0	0	0	38,060
18. English-Ilongo	3	0	1	0	2	0	0	0	24,187
19. Eng.-Chinese	3	0	0	0	1	1	0	1	23,919
20. Eng.-Leyte Vis.	3	0	1	0	0	2	0	0	5,000
21. Eng.-Pang.	1	0	1	0	0	0	0	0	10,630
22. Eng.-Pam.	1	0	0	0	1	0	0	0	5,000
23. Eng.-Tag.-Sp.	58	0	1	0	13	25	10	9	91,735
24. Eng.-Tag.-Ilo.	2	0	0	1	0	0	1	0	23,000
25. Eng.-Sp.-Bicol	2	0	2	0	0	0	0	0	3,023
26. Eng.-Sp.-Latin	1	0	0	0	1	0	0	0	1,650
27. Eng.-Sp.-Ceb.	1	0	0	0	0	0	0	1	700
28. Eng.-Tag.-Ceb.	1	0	1	0	0	0	0	0	700
29. Eng.-Tag.- Ilo.-Pam.	1	0	0	0	1	0	0	0	5,000
30. Tag.-Ilocano	1	0	0	0	1	0	0	0	15,000
Total	724	19	98	36	245	127	114	85	4,252,018

BI-WEEKLIES

The total circulation of the bi-weeklies is 621,873 of which 447,765 or 72% are comics. There are 7 bi-weekly comics, all in Tagalog. They have the widest circulation among the bi-weeklies. *Pilipino Komiks* alone has a circulation of 138,471.

MONTHLIES, QUARTERLIES, ANNUALS, ETC.

The greatest bulk (79%) of periodical literature in the Philippines falls under the category of monthlies, bi-monthlies, quarterlies, annuals and semi-annuals. Under this last item might also be included those publications that come out irregularly or a few times a year. There are 571 periodicals altogether in this category and their combined circulation comes to a little above 2 million or half of the entire periodical circulation. It is in this category that we find the more important periodicals. We have picked out 61 devoted exclusively to some particular branch of the arts and sciences. These may be listed as follows: agriculture and allied subjects 7; accounting, banking, business and finance 6; ecclesiastical matters 1; economics 3; education 3; engineering 6; general culture 4; law 12; medicine and allied matters 14; science 3; sociology 1; statistics 3; geography 1. Notable in this list is the number of medical (14) and legal (12) journals.

The combined circulation of these journals is 135,105. distributed as follows: agriculture etc. 4,367; accounting business etc. 15,900; ecclesiastical 1,650; economics 16,080; education 34,238; engineering 16,864; general culture 2,600; law 13,854; medicine 25,965; science 1,500; sociology 500; statistics 587; geography 1,000. These figures, however, are not quite complete because a few of the periodicals have given no data on their circulation. Almost all of these periodicals are exclusively in English. We might add that in the past month a new quarterly has come out: *Comment* published by the Benipayo Press.

THE 1956 INCREMENT

Between 30 June 1955 and 30 June 1956 there were 71 new periodicals entered with the Bureau of Posts. The following seem to be the more noteworthy of these new publications: 1) business: *Cooperative Exchange*, ACCFA compound; 2) education: *The Teacher's World*, 240 Wellington Building; 3) engineering: *Chemical Engineering Journal*, Institute of Science Bldg.; also *Highways*

and *Public Works News Digest*, Bureau of Public Highways; 4) medicine: *Philippine Journal of Public Health*, 860 Isaac Peral; *The Druggist*, 337 Republic Super Market; *The Health Messenger*, Department of Health; *The Philippines Medical Dental Journal*, 240 Wellington Bldg.; *UST Medical Alumni Newsette*, UST Hospital; 5) various others: *Economic Research Journal*, University of the East; *Philippine Public Utilities Journal*, 406 Garcia Bldg.; *The Filipino Worker*, R 302 Cu Unjieng Bldg.; *Workman's Compensation Bulletin*, Dept. of Labor; *Boys' World*, 181 Concepcion; *Sociality Digest*, 2215 Herran.

PLACE OF PUBLICATION

Of the 724 periodicals, 424 are published in Manila and 300 in the other cities and in the provinces. 28 are published in Cebu City, 17 in Iloilo City, 13 in Quezon City, 13 in Bacolod, 11 in Baguio, 11 in Naga, 11 in Dumaguete, 10 in Davao City, 8 in Zamboanga City, 7 in Cabanatuan, 6 in Cagayan de Oro, 5 in Dagupan, 3 in San Pablo, 3 in Tacloban, 3 in Pasay, 2 in Cavite City and 1 in Iligan. Of the provinces, Rizal has 16, Ilocos Norte 12, Ilocos Sur 6, Nueva Ecija 6, Pangasinan 6, Cotabato 6, Albay 5, Laguna 5, La Union 5, Cagayan 4, Surigao 4, Zambales 4, Batangas 3, Bohol 3, Bulacan 3, Agusan 2, Bataan 2, Cebu 2, Iloilo 2, Isabela 2, Leyte 2, Masbate 2, Mountain Province 2, Pampanga 2, Sorsogon 2, and 1 in each of the following provinces: Abra, Bukidnon, Camarines Sur, Capiz, Davao, Marinduque, Negros Occidental, Negros Oriental, Palawan, Romblon, Samar.

CONCLUSION

As might be expected, news and entertainment are the principal reading diet of the people. The more serious journals have a combined circulation of some 135,000, a rather low figure among a population of 20 million. English is by far the most popular language of the periodicals and it is the language of almost all the more serious journals of the arts and sciences. The vernacular periodicals are for the most part providers of entertainment, largely of a pictorial sort. The circulation of comics outnumbers that of religious periodicals by 100,000. There are about 54 religious periodicals with a combined circulation of 370,196. Of these, 31 are Catholic with the combined circulation of 318,107; 17 are Protestant with a circulation of 35,089.

BERCHMANS R. COFIN