

philippine studies

Ateneo de Manila University • Loyola Heights, Quezon City • 1108 Philippines

Philippine Periodical Trends

Leo A. Cullum

Philippine Studies vol. 3, no. 4 (1955): 424–427

Copyright © Ateneo de Manila University

Philippine Studies is published by the Ateneo de Manila University. Contents may not be copied or sent via email or other means to multiple sites and posted to a listserv without the copyright holder's written permission. Users may download and print articles for individual, noncommercial use only. However, unless prior permission has been obtained, you may not download an entire issue of a journal, or download multiple copies of articles.

Please contact the publisher for any further use of this work at philstudies@admu.edu.ph.

<http://www.philippinestudies.net>

Bibliographical

Our lack of bibliographical materials is a frequent subject of lament among those who have occasion to do or promote research. For that reason "Bibliographical Note and Bibliography" in the April, 1955 *Journal of East Asiatic Studies* should not pass without comment. At the conclusion of a series of articles on phases of Philippine agriculture, Charles O. Houston, Jr., editor of the magazine, publishes the bibliography which formed a basis for them. He lists 1436 titles with the usual bibliographical data. The titles are not evaluated but Mr. Houston promises to do this at some future date. The classification is not by subject matter but by type of publication: books, pamphlets, etc. Within these types the titles are listed alphabetically by authors. "The author hopes to be able to present in a year or two a bibliography of available material on the Philippines—supplementing the bibliographies of Griffin, Pelzer, Kolb and Ann Duncan Brown."

LEO A. CULLUM

Philippine Periodical Trends

According to the records of the Bureau of Posts, between July 1, 1954 and June 30, 1955 the net increase in periodicals listed with that office was 83. For every magazine that disappeared, 2 were added. The total mortality was 80 but the additions numbered 163. The total of all periodicals is 705.

The word "periodical" is used here to indicate all the entries. But two observations are necessary. First, sometimes several of these "periodicals" are *one* periodical in several language editions. Thus *Mizpah* is counted as 3 because there are editions in English, Cebuano, Ilongo. The total number of *distinct* periodicals is therefore not 705 but 691. However for convenience sake we shall consider each entry a periodical. The second observation is that "periodical" here includes everything from four-page leaflets like the *Apostolado de la Oración* inten-

tion slips up to massive volumes like Sto. Tomas' *Unitas*—a wide field.

In the published records dates are available only for 32 of the defunct publications; for 8 of these the entry date was 1954; for 10 it was 1953; and for 4 it was 1952. That is to say, 22 out of 32 magazines that disappeared were less than 4 years old. The number of student magazines rose from 224 in 1954* to 228 in 1955.

Without ocular inspection (a difficult task) it is impossible to judge the quality of the increment. However the following titles sound impressive: *Chemical Engineering Journal*, a quarterly published by the Institute of Science; *FEU Law Quarterly*; *Filipino Farmer*, published by the Philippine Chamber of Commerce; *The Journal of the Philippine Federation of Private Medical Practitioners*, published at the de Ocampo Memorial Hospital; *Labor Management Review*; *Labor Sentinel*, published by the Bureau of Labor; *Magsasakang Pilipino*, published by the Department of Agriculture and Natural Resources; *School and Community*; *Vital Speeches*, reviewed in our pages, II (Sept. 1954) 303; *Economic Research Journal*, published by the University of the East; *The Education Quarterly*, published at U.P., Diliman; *Crop Improvement Review*, also a U.P. Publication; *Philippine Sociological Review*, from the Department of Sociology and Social Welfare, U.P.

Among the deceased publications the following titles perhaps represent a loss to periodical literature: *The Dental Practitioner*; *The Journal of the Philippine Public Health Association*, published by the Bureau of Quarantine; *Philippine Economy Journal*.

There are 359 periodicals exclusively in English. The next largest group is English-Tagalog with 153 and the third largest English-Tagalog-Spanish with 50. English, alone or in combination with other languages, is in 626 periodicals as against 553 last year. Publications exclusively in Tagalog number 32, and Tagalog is a partial language in 205. There are 10 periodicals which

* In PHILIPPINE STUDIES II (Dec. 1954), 368, we wrote on "Philippine Periodical Literature." Some errors crept into the figures of that article. Where there is a discrepancy, the present figures are correct.

use Spanish exclusively and 73 which use it as a partial language. Cebuano is the exclusive language in 14 cases, the partial language in 17 others. Ilocano is the exclusive language of 7 and the partial language of 8. There are 7 all-Chinese periodicals and 1 Chinese-English. The rest of the list are either wholly or partly in the following languages: Bicol 9; Ilongo 7; Pangasinan 4; Samar-Leyte 4; Pampango 2; Capizeño 1.

The exclusively English magazines increased by 45. The exclusively Tagalog increased by 9 and English-Tagalog by 11. English-Tagalog-Spanish increased by 7.

Among the student publications 80 are exclusively English, 95 are English-Tagalog, 45 English-Tagalog-Spanish, 5 English-Spanish. The use of school organs as an auxiliary to language classes in school must be taken into consideration in judging the role played by a language in the national scene as a whole. Thus, of the 50 English-Tagalog-Spanish magazines, 45 are student publications and the increase in this category among student publications was 10. Thus, though the total incidence of Spanish has risen from 77 to 83, the increase in the student field more than accounts for this. The recent legislation making Spanish an obligatory subject in High Schools occasioned the introduction of Spanish sections into student publications with a consequent rise in general totals. In the non-student field Spanish has shown a slight decline of three.

Tagalog on the other hand has risen all along the line. Its total gain is 26 and only 6 of these are student publications. English too with a total gain of 73 shows only a gain of 6 in student publications. Cebuano shows remarkable vitality with a total gain of 8; Chinese has added 2 all-Chinese periodicals to last year's number but lost 1 Chinese-English.

The following figures will help to understand the spread of languages and trends:

LANGUAGE USE AND TRENDS IN PERIODICALS

All Publ. Non-Stud. Publ. Stud. Publ.

Language	1955	1954	Diff.	1955	1954	Diff.	1955	1954	Diff.
English	359	314	45	279	236	43	80	78	2
Tagalog	32	23	9	31	23	8	1	0	1
Spanish	10	12	-2	10	12	-2			
Cebuano	14	12	2	14	12	2			
Ilocano	7	7	0	7	7	0			
Chinese	7	5	2	7	5	2			
Ilongo	5	3	2	5	3	2			
Bicol	1	2	-1	1	2	-1			
Pangasinan	1	2	-1	1	2	-1			
Pampangan	1	2	-1	1	2	-1			
Samar-Leyte	1	1	0	1	1	0			
Eng.Tag.	153	142	11	58	42	16	95	100	-5
Eng.Span.	19	18	1	14	12	2	5	6	-1
Eng.Ceb.	16	10	6	15	9	6	1	1	0
Eng.Iloc.	7	5	2	7	3	4	0	2	-2
Eng.Bic.	5	3	2	5	3	2			
Eng.Pang.	3	1	2	3	1	2			
Eng.Sam-Ley.	3	3	0	2	1	1	1	2	-1
Eng.Chin.	1	2	-1	1	2	-1			
Eng.Pamp.	1	0	1	1	0	1			
Eng.Ilongo	2	3	-1	2	3	-1			
Eng.Capiz.	1	0	1	1	0	1			
Eng.Tag.Sp.	50	43	7	5	8	-3	45	35	10
Eng.Sp.Bic.	3	3	0	3	3	0			
Eng.Tag.Bic.	0	1	-1	0	1	-1			
Eng.Tag.Ceb.	1	1	0	1	1	0			
Eng.Tag.Iloc.	1	1	0	1	1	0			
Eng.Iloc.Pang.	0	2	-2	0	2	-2			
Eng.Sp.Lat.	1	1	0	1	1	0			
	705	622	83	477	398	79	228	224	4

LEO A. CULLUM