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**Paper Dolls:
A Cultural Critique on Ways of Seeing Women in Philippine Print
Media**

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Abstract: In his 'Ways of Seeing' (1972), John Berger introduces a detailed analysis of how we perceive women in works of art with a comprehensive account of the male gaze and its effect on women's values, priorities and preference. Given women's excessive obsession with their appearance and what people, most especially the male sex, would think of them in terms of their physical qualities, leads one to wonder if it has always been this way or has something gone wrong along the way. Many questions arise from simply looking at magazines because one's beliefs, cultural mindset and norms often result from these types of print media.

In agreement with John Berger's 'Ways of Seeing', this paper shall provide a feminist, cultural critique on how Filipino women are pictured in Philippine print media, specifically in Cosmopolitan, FHM, Rogue and Playboy magazines as compared to men's magazines and tabloid newspapers. Through these types of print media, this paper shall discuss how our perception of these female representations affects Filipino women and how they generally see themselves. I claim that the ways in which the images of women are presented in some forms of print media (in the Philippines) necessarily oppress women in general by way of the male gaze. By means of A. W. Eaton's "What's wrong with the (Female) Nude? A Feminist Perspective on Art and Pornography", I will show that: 1) the image of the Filipino woman depicted in most tabloid newspapers and in fashion and men's magazines marginalizes Filipino women, 2) that these images of women are used and misused 3) that the representations of Filipino women in these publications paint a negative and fictitious image of women and 4) that these images of Filipino women not only strengthen sexual inequality but glamorize male dominance.