



Bare It All: The Truth Behind The Reviews of Bench's The Naked Truth

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This study reports on the dominant impression of the public about the recent fashion show staging of Bench called, The Naked Truth. Since the main objective of this study was to find out the honest opinion of people about the event, the most dominant online means of expressing thoughts were chosen: Twitter, Instagram, blogs, and online news articles. The data of the study consist of 2,848 tweets (approx. 27, 760 words), 142 Instagram posts (approx. 3,089 words), and 12 blog and online news article entries with approximately 2000 words each. Using Dimson, et al.'s (1999) influence of media theory, Frias et al.'s (2000) media exposure theory, and Wykes and Gunter's (2005) media representation theory, the data were classified and were analyzed. There are two general classifications of the results: English and Tagalog comments. From these two, they were further classified into positive, negative, and neutral. From these, the comments were further classified according to form – whether one-word or phrases. From the forms, the comments were further analyzed looking at the structure: whether nouns, adjectives, verbs and others for one-word comments; or whether noun-noun, noun-adjective, noun-verb, adj-noun or adv-adj-noun, and so on for the phrases. Results from this study show that the general public have a positive disposition towards The Naked Truth – that is towards the actual show itself and the models.

Key Words: descriptive language, reviews, models, media, The Naked Truth, representation

1 INTRODUCTION

1.1 Background of the Study

Body image is considered as one of the most controversial topics to date. It has specifically been linked with the media, stating how the media affects thoughts, perceptions, and portrayals of body image. A number of studies and research have tackled the effects of media on body image, regardless if these effects are positive or negative (e.g. Manasia, 2002; Agliata &

Tantleff-Dunn, 2004; Achtenberg, 2006; James, 2013); most studies have tackled the negative side of the media's effect on body image. Some studies deal with the perceptions, and portrayals of different individuals with regards to their body image (e.g. Blaha, 2006; Shaller, 2006; Poorani, 2012).

More recently, an event entitled "The Naked Truth" was showcased by Bench, a famous retail brand, that



resulted into mixed reviews from the audience. Based on the reviews of the event, most of the audiences deemed it controversial and not appropriate for it violated the values being practiced by the Filipino people. The reviews are composed of descriptive language aimed at the actual event and the models, both male and female.

The Naked Truth is a fashion event that was held in the Mall of Asia Arena last September 20, 2014. It was by famous retail brand Bench to showcase their denim and underwear line. Relatively, the show also featured famous stars and models in the Philippines and some from other countries. Bench is a famous clothing brand founded and established in 1987 by Chinese-Filipino entrepreneur, Ben Chan.

Moreover, much of the motivation for this study comes from the fact that the researchers are Communication Arts and Advertising Management majors, and this course requires them to think of a topic that is related to their course. Second, the researchers observed that much of the descriptive language present in the reviews of “The Naked Truth” were aimed at the models; more importantly the viewers or the people aware of the show were the ones critiquing the models and the ones giving the reviews through online articles, blogs, Twitter and Instagram, etc. Most studies about body image focus on the different effects,

portrayals, or perceptions in the media discussing how these effects, portrayals, or perceptions dictate the ideals of an individual when it comes to his or her body image (e.g. Manasia, 2002; Agliata & Tantleff-Dunn, 2004; Achtenberg, 2006; Blaha, 2006; Shaller, 2006; Poorani, 2012; James, 2013). The researchers felt the need to study how the models of “The Naked Truth” are presented based on the descriptive language present in the reviews of the event. In other words, the researchers are to study on the expectations of society of how a model should be – that is how a model should appear or should look like.

1.2 Review of Related Literature

As mentioned earlier, a lot of studies and researches have tackled the relationship between media and body image. Although not all studies tackled the relationship of the two, many of these studies focused on the effects of media on body image.

Some studies related the effects of media with parents and peers, where it was found that mothers, peers, and the media are perceived to encourage females to lose weight while fathers are perceived to provide different feedback to boys and girls alike (McCabe & Ricciadelli, 2001). In the study of Manasia (2002), she examines how the media influences the perception of women with their own body image. She reviews the studies of other researchers with



regards to the effects of media on the body image of women. Some of these studies include: King et al., where the different estimations of women (concerned and non-concerned with body image) on the body size of celebrities (thin and heavy) were found; Lavine et al., where women were shown sexist and non-sexist advertisements, and found that those who watched the sexist ones desired to be thin than those who watched non-sexist ones; Cattarin et al., where women who were shown videotapes of bias towards thinness were found to be distressed; Pinhas et al., where women who were shown images of fashion models were found to feel anger; Lavin & Cash, where women exposed to appearance-related stereotypes perceived their own body image less favorably. Based on the findings, she concludes that mass media affects a woman's social acceptability. In some studies, it was found that mass media is believed to be a pervasive force in shaping physical appearance ideals (Agliata & Tantleff-Dunn, 2004). Other studies deal with the media's influence on adolescents, where it was found that media had the most influential effect on the students' perspectives of body image (Acthenberg, 2006). In relation to studies mentioned, a study by James (2013) found that society will always have standards that become harder and harder to achieve as long as women conform to these standards.

As mentioned earlier, most studies deal with the relationship of media and body image. Huebscher (2010) found that an adolescent girl's self-esteem was linked to a lean body image. She also found that family and peer relationships help shape how an adolescent girl perceives her own body image, a claim supported by McCabe and Ricciadelli (2001).

Another focus of some studies is the perspective of an individual when it comes to body image. When it comes to women and their perspective of their own body image, three theories are at work: the social comparison theory, the cultivation theory, and the self-schema theory (Serdar, 2005). These theories explain how women see or perceive their own appearance.

Lastly, other studies deal with portrayal and representation of models in the different forms of media. Blaha (2006) examined four magazines, namely InStyle, Glamour, Fitness, and Good Housekeeping. She examined the women in the different advertisements present in each of the magazines and analyzed its theme. She found that magazines such as Good Housekeeping is geared towards older females and portrays women in a less sexualized manner, unlike InStyle and Glamour, which are geared towards younger females. In magazines such as Sports Illustrated, females lack representation compared to males, and when they are represented, they are usually in a



socially acceptable or non-active situation (Shaller, 2006). In general, how men and women are portrayed increase the normative standards of thinness – men as to having standard weight and women as to being extremely thin (Poorani, 2012).

Most of the studies, as said, deal with the effects, portrayals, perceptions and representations of body image of different factors, but media is considered as the most influential to how individuals perceive the ideal body image. The researchers would be focusing on the representations of models (male and female) based on the reviews of *The Naked Truth*. Some studies either focused on the males or the females (e.g. Manasia, 2002; Serdar, 2005; Blaha, 2006; Huebscher, 2010), although some tackled both the male and the female (e.g. McCabe & Ricciadelli, 2001; Shaller, 2006; Poorani, 2012). More specifically, the researchers would be focusing on the descriptive language present in the reviews. Other studies focused on how models are represented in photos, videos, and advertisements (e.g. Blaha, 2006; Poorani, 2012). And more importantly, the study will be discussing the portrayals of the masses, not the media. Most studies discussed and focused on the media and its representation of models. The media in this study is set as the medium of representation of the

masses (e.g. articles, blogs, tweets, instagram posts).

1.3 Statement of the Problem

The main purpose of this paper is to investigate how models (male and female) are presented based on the descriptive language present in the reviews of *The Naked Truth*. Specifically, the researchers would like to investigate the following:

1. What were the reactions and feedback of the viewers of the naked truth?
2. What are the patterns of the descriptive language found in the reviews?
3. How many descriptive language were directed at the models of the fashion show?

1.4 Theoretical Framework

For the researchers' theoretical framework, they will be using the influence of media that was used in the study of Dimson, Laconico, and Rosales (1999), where they found that media affects body image satisfaction of males using its peripheral route of persuasion. Additionally, the researchers would also be using media exposure used in the study of Frias, Go, and Hong (2005), where they found and emphasized that media is a



big factor in influencing a woman's body image perception. Finally the researchers would also be using the media representations theory of Wykes and Gunter (2005), where it states that representations in the media affect an individual's perception on body image.

2 METHODOLOGY

2.1 Corpus of the Study

The corpus of this study was obtained from Twitter, Instagram, and articles or blogs. For Twitter, tweets were collected through searching the key words: "The Naked Truth Bench." The tweets collected were tweets posted since "The Naked Truth" fashion show was held, which was on September 20, 2014. The tweets came from random people as long as the tweets were about The Naked Truth. As for Instagram, all Instagram posts still related to The Naked Truth were collected. Instagram posts were searched through the hash tag search bar: "#thenakedtruthbench." Like the users from Twitter, the Instagram posts came from random people with Instagram accounts, as long as their posts were about The Naked Truth. Lastly, for the articles and blogs, the web was used as a resource. The researchers encoded "The Naked Truth" on the search bar of a particular search engine, and collected/archived all articles and blogs related to or about The Naked

Truth. All articles and blogs that were collected were written after The Naked Truth was held. The articles and blogs came from random authors as long as the topic of their works focused on The Naked Truth.

2.2 Procedure

2.2.1 Corpus of the Study

For the corpus of the study, the researchers made use of Twitter, Instagram, and articles or blogs that pertained to, referred to, or acknowledged The Naked Truth. For Twitter, the researchers typed the key words "the naked truth bench" in the Twitter search bar. All tweets about The Naked Truth after it was held were collected and were separated and categorized into two sections: tweets about The Naked Truth with descriptive language and tweets without descriptive language. For Instagram, the researchers used the mobile version of the application, and searched the hash tag "#thenakedtruthbench." It must be noted that Instagram is an application that utilizes photos. The Instagram posts found by the researchers were collected, but only the captions of the posts, meaning the photos were excluded. Like the tweets that were collected, Instagram posts were also separated and categorized into two sections (Instagram posts with and without descriptive language). For the articles and blogs, all those written after The Naked Truth was held were



collected and placed in a folder. The researchers evaluated if descriptive language were present in the articles and blogs, and analyzed the pattern of these descriptive language (whether it

was placed before the following words: male, female, boy, girl, man, woman; if it was placed before a particular person; or if it was placed anywhere in the sentence).

Table 2.2.1a. Number of tweets, Instagram posts, and blogs or articles

Tweets	2291 tweets
Instagram Posts	183 instagram posts
Blogs or Articles	12 (approx. 2000 words each)

The table represents the number of tweets, instagram posts, and blogs or articles that were archived and were collected for the corpus of the study. After gathering, results showed a total of 2291 tweets, 183 instagram posts, and 12 blogs or articles that approximately have 2000 words each. The low number of Instagram posts is quite staggering, given the fact that Instagram, together with Twitter, are

considered two of the most widely used social networking applications or sites (in the case of Twitter).

Relatively, the number of tweets, instagram posts, and blogs or articles indicates the number of people who are aware or who have watched The Naked Truth fashion show. This claim is to be proven later on in this chapter.

3 Results & Discussion

3.1 The reaction and feedback of the viewers about Bench's The Naked Truth.

Table 3.1a. Frequency table on the type or nature of tweets and of Instagram posts

A. Tweets	Number
Reactions about the fashion show	701
About the models	836
Just mentioning the fashion show	1422
Instructing to watch the fashion show	132
In another language	61
B. Instagram Posts	Number
Reactions about the fashion show	26
About the models	136
Just mentioning the fashion show	18
Instructing to watch the fashion show	2
In another language	1



The table shows the frequency table for the nature of the gathered tweets and Instagram posts. The nature of both data were divided into five (5) sections: whether the tweets or the Instagram posts were a.) reactions about the fashion show; b.) about the models; c.) just mentioning the fashion show; d.) instructing to watch the fashion show; e.) in another language. For the tweets the highest number of tweets were found to be under the category of “just mentioning the fashion show” (1422), and the lowest number being “in another language” (62). It is not astonishing that the category for “just mentioning the fashion show” had the highest amount of tweets, the same goes with the

“reactions about the fashion show” and “about the models” categories. Both of which had 701 and 836 tweets respectively. The researchers had already assumed that most tweets would be about the aforementioned categories.

For the Instagram posts, the highest number was found to be under the category of “about the models” (136), and the lowest number being “in another language” (1). Like the tweets, the posts found under the “reactions about the fashion show” and “about the models” categories are not astonishing since the researchers expected this outcome, as mentioned earlier.

Table 3.1b. Frequency table of the reactions of the masses about bench’s The Naked Truth (Tweets)
 English

Positive		Negative		Neutral	
big smile	1	obsessed	1	production	4
brand of all brands	2	mature audiences only	1	male underwear	1
hot/hawt	21	be a porn show	1	sleep	1
sexy	8	okay no	1	race	1
seductive	1	people are hating	1	done watching	9
sizzling hot	3	issue	2	endorser	4
fierce and sexy	1	feeler	2	showing	12
thank you	6	issues less apologetic new apology	1	underwear	14
idol	3	boycott	1	help	3
so proud	1	late post	4	move on	1
much confidence	3	no apologies	1	watching	235
beauty	1	nameless leashed	1	time to sleep	2



		female model			
rawks/rak	3	trap	2	now watching	190
lol	24	take on sexual politics	2	watching the show	41
wow/howow	10	benchmarking	9	right now	46
proud	2	think the woman on the leash	1	how to sleep	1
catch royal beauty	1	maybe unaware	1	wait to see	6
strikingly beautiful	1	sounds so sexist	1	see now	1
super hot	3	woman was on a leash	1	actually show	1
fabulous	1	woman didn't get apologies	1	present	4
world class	2	unbridled and evil capitalism	2	rewind	2
so nice	1	put on leash	1	wait	4
loyal	2	offensive	1	just uploaded a clip	1
real	2	article is unnecessarily elitist	1	now showing	3
Sunday's best	225	obliquely reinforces LGBT marginalization	1	denim and underwear show	7
apologizes	2	wife of a dictator	1	channel	4
incredible	1	hate fashion shows	1	denim and underwear fashion show	9
intense	1	don't watch fashion shows	1	saw on screen	1
dayum/deym/dang	7	upset	1	thesis	2
so amazing	1	ostentation	1	waiting for this show	1
now on Sunday's best	4	fuck	13	fashion show	91
something sensational	1	conquers	4	watch	96
as cirque de soleil	1	really very disappointed	1	now	47
full show please	1	don't buy anything	1	supposed to really study	1
opportunity to walk the show	1	don't need to be a woman	1	airing	1
new ant please	1	feel offended by way	1	on screen	6
please/puhlease	11	raw reality	2	watching right now	3

mature	1	all the noise	1	on air	3
yummy/yummeh/yum	8	talk about slow news day	1	guys please	6
finally	4	green side coming out	1	fashion	17
okay okay	1	shredded	1	tv	2
keep calm	1	raunchy fashion show	1	expecting	1
now it's trending	1	dehumanizing	1	quotes	1
support	1	crazy	1	fashion show on tv	1
respect	1	didn't commodify the models	1	show	20
good points	2	stripped	1	tell a story	1
individual freedom	1	late upload	56	again	1
understands and knows what she's doing	1	issue of sexism	1	been waiting	2
paid to do	1	did that derogatory element	1	spot nationwide	1
grand spectacles	2	crosses the line	1	run	1
should apologize to woman	1	brand destruction	1	idea or plan	1
very well said	1	protest against offensive	2	just modeled	1
time to give a chance	1	rape shirt sold	2	happened to the original apology	1
right on	1	half-naked men	1	posted photos	14
sweetest	3	judging from pictures	1	album	13
wonder what's aspirational	1	bares it all	3	gym	2
having same things	1	ew	2	photo	17
fashion beauty	1	down on my knees	1	criticism of the show	1
agree	4	serious black	1	here	3
good night	8	offensive elements in fashion show	1	commented	1
please please	1	so naked	1	Filipino-owned clothing line	1
love	14	netizens wage online war	1	highs and lows of the fashion show	3
magic at fashion show	5	following the backlash	1	read	2



solid	2	seriously wtf	1	shop	1
official statement	3	not official	1	idea	1
queen sizzles	1	fiasco pulls	2	personal message from chairman	1
husband's lover	1	too provocative and degrading	1	comment	2
more than variation of intimates	1	condemn master- and-pet tandem	1	fashion show on October	1
unexpected surprises	1	rape shirt	1	event organized	1
highlights	2	brag about social corporate responsibility	1	statement	1
flawless indeed	1	remind about rape shirt and show	1	personal message	1
queen	8	offensive portrayal of women	1	models	5
goddess	2	took it almost off	1	blog lets	2
dating	1	so sad	2	caption	2
fashion show highlights	2	live in sad times	1	abs	12
full show	2	primitive accumulation of wealth	1	zoom in on studying	1
so big	1	benchmark of success	1	made about the fashion show	1
made my day	1	miss	5	video	9
ready for next	1	getting busy	1	underwear show	6
how I wish	1	offensive show	4	male-up chair	1
aesthetics	1	so disgusting subject	1	finale	1
motivation	1	recent hullabaloo at show	1	tomorrow	54
power couple	1	controversial pet woman	1	twins	1
real couple	1	real problem in the country	1	dreamt	2
liked a video	17	wrong about the show	1	walked in fashion show	2
issues apology	2	spg	2	looked something	2
baby got a ticket	1	losing endorsements	4	subscribe online	1
apologizes for	7	due to controversy	4	added a video	17



offensive parts					
a lot of uproar	1	controversy	2	playlist	17
richest city on map	1	not so convinced with rage	1	runway photos	1
made both sexes delectable	1	complained segment of show	1	rehearsal	2
exclusive backstage photos and interviews	2	leashed female model	1	curtain call	2
hug sweet	1	should've learned from fashion show	1	LGBT	1
happy dashing day	1	never hire a foreigner director	1	scenes	6
hotness overload	2	hate dorm life	1	fashion event	2
says sorry for show	1	zombie tomorrow	1	wore	1
clothing giant	1	forget to watch	7	upper box	1
fun page	2	feeling nuts	1	appearance in the recent	1
fact	1	so late	1	walked	1
brand building	1	last	1	child	1
pure profit	1	not	3	backstage	11
want to know	1	messed	1	fitting	5
have it	1	serious	1	next fashion show	5
having fun backstage	1	get stuck later	1	backstage photos	10
clothes matter	2	no	1	thinking much	1
best guy ever	3	craziness	1	online	1
more photos	1	real talk bitch	1	remake	1
teen queen	2	feeling the pressure	1	friend asked my opinion	1
dear best friend	1	now I'm confused	1	attempt	1
more backstage photos	2	miss working	1	update from petition starter	2
peace	3	judging	1	copyright	6
more	1	rated spg	3	check-out	2
hottest male and female	1	sorry not sorry	2	might wanna spend	1
celebrities with loudest cheers	1	staying up late	1	some time reading this	1
vows to continue	1	no one is around	2	place	1
uphold the dignity	1	late night	1	went	1
truth in belly belly	1	a lot is missing	1	almost	3
sizzling artists	1	refuse to watch	1	video at fashion	2



				show	
best night ever	1	distracting	1	rehearsing	1
issued apology for offensive elements	1	feels so fucking weird	1	pet woman	1
want to see someday	1	scary	1	lesbian kiss at show	1
new baby ambassador	1	controversial	3	news	1
best night of my life	1	shit	2	booking fair	1
bold	1	bad trip	1	photo set	1
be the best party ever	1	satanic feel	1	body/bodeh	15
inspired event	1	very controversial	1	newscast	1
celebrities prepared	1	no filter	2	rehearsing at underwear show	2
hot girl	1	only half-naked	1	clothing brand	1
gathers hottest celebrities	1	no midnight snacks	1	defense	1
hot bods and abs	1	too many models	1	mud	2
top bulges	1	not fond of hunks	1	social media	1
extra scoop	2	creepy	1	social go	1
left a big impression	1	sinner	1	last week	1
thanks	4	bomb the body	1	look	1
please support	2	not the only one	1	body tattoo	1
morning rush	1	just too poor to prove	4	freelance model	1
new video	2	illuminati-ish	1	meeting backstage	1
apologizes to women	4	nobody understands	1	baby	3
apologized again	1	alarming	1	pose	1
love the smiles	1	all that shit	1	black and white challenge	1
coming to the defense	1	cheap underwear	1	remember the day	1
moral	1	refuse the offer	1	saw	5
many	1	too provoking	1	fashion show backstage	1
most daring celebrities	1	so not to watch	1	officially announce the go see	1
royal beauty	1	kinda boring	1	denim and underwear	1
yum yum	1	eroticism	2	wearing this headpiece	1
best bulges at the show	1	get over	1	guess	1
artistic manner	1	busy	1	wait to finalize	1



great day	1	life is unfair	3	shorts	1
super exciting video	1	just raunchy	1	client told	1
sizzle in show	1	in-your-face sexual	1	send me a gift	1
sake of art	2	complete snoozefest	1	even gave the magazine	1
finally breaks silence	4	almost bored	1	need	1
way hot	1	fuck my life	1	backstage selfie	1
precisely	1	illuminati-themed	1	throwback	2
apology is more genuine	2	seriously	1	find out how	1
no intent to offend women	1	get horny-fied	3	part	2
sorry for walking	1	not hot	1	paper dolls	1
apologizes and issues statement	1	confidence level drops	1	taught us how	1
nice one	1	bloated	1	middle	7
updated	1	crappy work	1	exactly one month	1
statement and apology on controversy	1	conquer the runway	1	hug	4
hoops for hope	14	including the controversial scenes	1	shot	1
feeling hyper	1	missing the airing	1	banana split	2
get well soon	1	distraction	1	last month	1
happy memorable	1	doubted minds	1	guys	5
good vibes	1	astonished	1	grab a copy now	1
air in Sunday's best	19	pissed with again	1	throwback Thursday	2
play on Sunday's best	40	missed	1	upcoming underwear fashion show	2
Sunday's best tomorrow	12	no	2	after	67
replay on Sunday's best	6	weirdos	1	moments	1
power hug	2	aftershock	1	styles	1
be shown on Sunday's best	1	missed the fun	1	pics	3
starstruck	1	too late	1	make-up tutorial	13
nice guy	1	address derogatory	2	days in a week	1
hope you can catch	1			preparing	2
humble	1			workout	1
overload	4			sweat	1
tonight on Sunday's	73			note the quote	1



best				
excited	10		made to do	1
entertainment	4		shirt	1
enjoy the show	1		organized by clothing brand	1
later at Sunday's best	18		behind the scenes	2
love teams galore	1		expected from the original	1
liked	3		really moved	1
video from Sunday's best	1		centerfold	1
just so excited	1		opinion on the truth	1
Sunday's best presents	1		language in media class	1
next big thing	2		topic	1
for the win	2		portray	1
wanna watch	1		clarifies most	1
so excited to catch	1		stunts at show	2
overload tonight	1		backstage and runway moments	1
catch queen	3		fashion show full statement	3
so excited	2		earlier	2
one more	1		role	1
exciting	1		owner	3
should be a good laugh	1		peel	1
good amount	1		just a show	1
really want to watch	1		camp	2
gonna cum	1		issues statement on issue	2
feast in our eyes	1		blogged	1
lmao	2		blog	1
clap for the people	1		update	71
okay	6		part in the fashion show	1
abs all over	1		thoughts on the controversy	1
getting hot	2		tell by commenting	1
so hot	7		story page	1
sleep whilst hard	1		official statement of party	1



just in time	1			photo from fashion show	1
glad	34			read my article	1
want on tv	1			forever	1
more prettier	1			credits	1
want	8			lesson	1
just say wow	1			puppy	10
satisfy my curiosity	1			events for today	8
babe	2			guys watch	2
wide awake	1			tomorrow night	2
true	1			be telecast	1
good nut	1			be air	16
love your perfume	1			will air	1
so fabulous	1			whisper event	10
vulnerability into strength	1			day	1
feeling amazed	1			air tomorrow night	3
showed her confidence	1			red velvet	1
pretty	4			be a model	2
wholesome	1			really	1
nom nom	2			catch	11
high fashion	1			rest of the endorsers	1
artist of the year	1			teaser	1
favies	1			ready	2
too much hotness	1			tv special	2
hunky-type guy	1			air this Sunday	1
seducing part	2			fashion show will be aired	1
so love	1			live	3
loviev	2			look whate's the difference	1
know	4			game	1
fashion passion	1			see	4
star	2			library	1
hotness	3			same paps	1
more more	1			tonight	53
real you	1			after tonight	2
inspired	1			move on move on	1
drooling over	1			time	2
so massive indeed	1			use the hashtag	5
stars conquer	1			watch it on tv	1



wow sexy	1			cut	1
wow abs	1			off to after	1
top models	1			proved	1
booming sex appeal	1			later/latur	9
innocently seductive	1			be televised	1
makes me want	1			be aired on tv	1
gym motivation	1			later tonight	4
pump it up	1			hot or not	2
like VS fashion show + cirque de soleil + creative theatre	3			chance now	2
best taste in clothes	4			watch it tonight	2
steamy nights	1			only	2
demigod models	1			fashion show later	1
so effin hot	1			must watch	3
so gorgeous	2			please watch	1
feeling wow	1			see strut the runway	5
pro	1			pictorial	6
fascinating	1			trying to review	1
guy is hot	1			shaking my head	1
being true	1			later after	1
gives you confidence	1			next	3
idols tonight	1			theme song	1
sexy overload	1			used for the new commercial	1
most awaited	2			watch the airing	1
good eve	1			waiting	25
wanted to be a model	1			just to watch	3
so hot and gorg	1			try to watch	1
love you sir	1			right after	1
craving for presence	1			be aired later	1
have a good Monday	1			be shown	1
so cute together	1			throwback later	1
smoking hot	1			be aired tonight	1
hot and sexiness overload	1			opening	1
just made it clear	2			should be sleeping	1
girl crush	4			work starts tomorrow	1
innocent eyes	1			heading	1
fashion show of hotties	2			gut zone	1



perfect combination	1			one of the models	1
classy	1			remembered	1
creative	1			after reading	1
hotdog galore	1			inhale exhale	1
stars sizzle	1			local tv	1
big clap	1			how to study	1
best fashion show	1			already seen	1
forever	1			footage from the office	1
masculine	1			starts now	1
spice-up the runway	1			needs to sleep early	1
super sexy and gorg	1			waiting for underwear	1
most awaited event	1			on tv	4
really drooling	2			tune in now	1
just being true	1			go	2
nothing dirty	1			be broadcast today	1
good job	1			hear my gay friends	1
sexiest	1			screaming	1
very artistic	1			behind the event	1
hands down	2			concept	1
freaking hot	1			opening prod	1
testicles explode	1			midnight snack/midnyt snack	8
best	4			handle the truth	11
super sexy	1			handle the naked truth	11
amazing production	1			home	1
bravo	2			just saw in the tv	1
so glad	1			should I say	1
so much emotions	1			sleep now	1
teen king	2			logo	1
front liners	2			start	1
awesome	1			nachos and root beer float while watching	1
well done	1			class	1
lovers on the sun	1			catch now	1
one of a kind	1			hope you upload	1
eat your bulges	1			due to work	1
amazing	1			students	1
highest paid	1			pizza while watching	1
well-deserved	2			wish to go	1



highlight of the day	1			just saw	1
so much confidence	8			even without make-up	1
excited to say	1			prod purposes	1
getting hot in here	1			happening now	2
wait for my love	1			about	1
hunks and hotties	1			aired on tv	1
kudos	1			extra push	1
awesome show	1			Sunday night	2
appreciate the art	1			so while watching	1
real queen	1			made santa's head	1
great production	1			waiting for finale	1
never forget	1			already	1
super nice	1			still watching	2
intense production	1			tune in to fashion show	1
super successful	1			photo grid	1
brand that inspires	1			put into clothes	1
brand that excites	1			going to read/watch	1
brand that evolves	1			news instead	1
happy	1			my eyes	4
fun	1			smile	1
good morning	2			turn	1
cool	1			black and white	1
very psychological	1			fangirlin	1
top	1			watching on tv	1
models of the year	1			wearing granny panties	1
enjoy	1			during the show	1
highest paid endorser	1			naked studies	1
sizzling highlights	1			right here	1
feel seduced	1			bulge	3
laugh hard	1			mandatory tweet	1
benchkaholic	1			act	1
new shirts and shoes	1			kind of shows	1
unbreakable	1			fare	1
thank you for supporting	2			watched a part	1
trending	2			happens	1
nice show	1			currently wearing a shirt	1
clap clap	1			tvc	1



very sexy	1			go to sleep	1
yet classy	1			without watching	1
so wonderful	22			fire	1
				boys	29
				Sunday airing show	1
				just curious	1
				feeling	3
				airing tonight	1
				audience	1
				got	3
				waiting for on-call shift	1
				end	1
				men	5
				house	1
				view photos	1
				see Lady Gaga- themed clothes	1
				applause	1
				impact	1
				someday	2
				imagine	2
				walking down that runway	1
				wearing briefs	1
				pinpoint the virgins and non-virgins	1
				kind of party	1
				rolled in one	1
				watch now	1
				reaction	1
				have	4
				screams	1
				hit the gym tomorrow	1
				should be here	1
				say	3
				feeling feeling	1
				eating my television	1
				up next	1
				temptation segment	1
				entrance	1



				stage	2
				group	1
				just say	4
				balls	4
				undergarments	1
				courtesy	
				universe	1
				happened to my eyes	1
				self	1
				want ham and cheese with bacon	2
				feel sleepy	1
				commercial	1
				just kidding	3
				regret	1
				theme	1
				having watched	1
				ass	1
				account	1
				breathe	2
				realizing	1
				some point	1
				sleepy head	1
				think	1
				boys bulges	1
				mouth	2
				team	2
				team saga	1
				long legs	1
				should join	2
				all these models	2
				sisters are screaming/squealing	1
				stay-up late	2
				see the truth	1
				signature pose	1
				bow	1
				threesome with twins	1
				previous fashion shows	1
				animal within	2



				first ever transgender	1
				still up	1
				brief	5
				still awake	1
				self-esteem went	1
				real quick	1
				swear	1
				celebs and models	1
				no wonder	1
				being the founder	1
				whatsoever	1
				patiently waiting	1
				hit the stage	1
				hyperventilate	1
				boxing	1
				wonder	1
				cry	1
				coming	1
				watch it closely	1
				one word	1
				black cookies	1
				soon	1
				screen	2
				storm theme	1
				animals	1
				stayed up	1
				over	1
				giving	1
				underwear fashion show	9
				burp	1
				raining	1
				pussycats and hotdogs	1
				own version	2
				sound tripping	1
				almost done	1
				next event	1
				next year	1
				right now with cousins	1



				ending my weekend off	1
				fashion runway	1
				person	1
				wonder if they will show	1
				today for sure	1
				seem to know	1
				always the truth	1
				witness on your screen	1
				watch out	1
				relax	1
				believe	1
				look for my fellow	1
				hyperthermia	1
				theme of the show	1
				one	1
				wrapped the show	1
				puts	1
				period	1
				slow clap	1
				mix of fashion show	1
				circus	1
				just finished	1
				noticed	1
				quite similar	1
				tour stage	1
				just done	1
				wrap	1
				sometimes	1
				wish	1
				tummy	1
				girl who directed	1
				jubilee	1
				discovering	1
				mask	1
				last night	6
				full episode	1
				fact	9
				goes down	1
				eats	1

				pizza	1
				picture	1
				publicity photos	1
				hashtags	1
				wheelchair	1
				cesarean	1
				c-section	1
				bikini cut	1
				octomom	1
				posted	1
				line	2
				tv exposure	2
				final run-through	1
				newsfeed	1
				now looking	1
				denim and underwear	3
				fashion show is now	22
				happened	22
				aired	1
				just search	1
				feedbacks	1
				tells	2
				submit report	2
				action taken	2
				portrayal of women	2
TOTAL:	1100	TOTAL:	310	TOTAL:	2156

The table represents the number of English one-word comments and the number of English phrases found in the tweets about Bench's The Naked Truth. A total of 1100 one-word comments and phrases were found under the positive category, 310 under the negative category, and 2156 under the neutral category.

The number of negative one-word comments and phrases is quite staggering since the researchers assumed that most people felt indifference toward the fashion show because of its elements. As it turns out, a greater number of people felt positive or neutral about the show rather than negative based on the one-word comments and phrases that were found.

Table 3.1c. Tagalog

Positive		Negative		Neutral	
mamotivate	1	medyo spg	1	mapapanuod	2
magpapuyat				nanaman sarili	



wag manuod ng porn	1	di ko na mapapanuod	9	manuod	7
pa-abs	3	layo-layo ng bahay	1	palabas	4
pasantol	3	napakawalang kwenta	2	butas	1
pakilikili and more	3	kalabo ng tv	1	kuha sa taas	1
bongga	3	di natulog ng maaga	2	pinangvividio	1
matutulog sana maaga	1	tama na	1	abs aabangan	1
madaming talong nanaman	1	kawawa	1	tapos	5
maaga punta	1	pinalaki masyado yang issue	1	katawan	2
buti	1	di product pinopromote	1	pahabol	2
nag-apologize	1	di napost sa billboard	1	pwede bang kagaya	1
pinalalaki	1	tunay na chonggo	1	hahabol lang	1
naloka ako kay papa idol kayo na talaga	1	magsex	1	kasama yung part	1
simple ng routine	3	pagsugod sa backstage	2	event nung nakaraan	1
nagtutulungan	2	naspoil ng ate	1	nagrererehearse	1
pinakamaganda	1	di nagpapansinan	1	ibang interviews	1
muling pinatunayan ang popularidad	1	baka topless	1	pinuna	2
matapang na pagrampa	1	di nag-iisip	1	nagset-up	1
sinuportahan ng fans	1	binatikos ng mga kababaihan	1	rehearsal andun	1
pasinag sa nangyari	1	binatikos sa kalaswaan	1	akala	4
nagustuhan ang video	1	malungkot	3	aksyon tonite	1
okay na shot	2	matapos batikusin	1	ilang bahagi ng fashion show	2
humingi ng paumanhin	1	ni-reveal	1	comment nung babae	1
malaking stars	1	statement sa kontrobersyal	1	mukha lang	1
buti pa tita	1	di talaga makagawa ng article	1	aksyon	1
magpapayaman ka muna	1	nakatali parang aso	1	ulat	1
nagsorry sa mga nainsulto	1	hindi ko naisubo	1	iba na talaga	1
buti pa	3	not yami	1	nagdagdag ng video	1
		maraming close-	1	driver lang	1



		minded			
together sa backstage	1	sayang wala	3	pagbigyan please	1
okay lang yung issue	1	topless pa more	1	tapos may bitbit pang payong	1
di tinatratong hayop	1	wala	6	version ng cast	2
agad humingi ng paumanhin	1	ngayon yung kontrobersyal	1	pahabol edition	1
maaga bukas	1	tagal tagal	1	pasok sa Monday	1
keri lang	1	shet/shez/sheyt	12	ginawa	2
walang bibitiw	1	magpupuyat	3	hinahanap ko na anggulo	1
super duper happy lang	1	tagal	6	tingin	1
hottie papa	4	baka makalimutan	1	rarampa	2
abot	1	talo team	1	grupo ng kababaihan	1
grabe	18	puyat na naman	1	kaugnay sa eksena	1
fresh ko dito	1	pagbagsak ng mata	1	kasimple	1
nagtrend worldwide	1	di ako nakasali	1	buhay fangirl	1
nagbabalik raw icon	1	di keribels ng eyes	1	sali	4
kinilig	2	potek	1	model na mahilig sa halaan	1
perks of being maharot	1	putah	2	hawak siyang babae	1
bebenta	1	cut na siguro	1	kinumpara	1
pinoy cuteness	9	feeling madaming cut	1	official statement ng kampo	1
personal na humingi ng tawad	1	iba pag live	1	kutsara na may kanin at ulam	1
lakas body	1	di pa rin simula	1	pinapanuod	4
bukas sa Sunday's best	1	nagagalit na lahat	1	magpose	1
insights na makukuha	1	25aggin kompleto	1	inilabas na ng kampo	1
pwedeng pinalakad at pinasmile na lang	1	di makaligo	1	bukas	2
after gandang gabi	1	tinatamad bumangon	1	ipapalabas pala bukas	3
ganda/gagands	2	tagal hinintay	1	movie and teleserye soon	31
wow lang	1	biglang shock	1	panuodin rumampa	1
saya	1	magnaked	1	airing bukas	1
mamaya sa Sunday's best	8	malilibog	1	naalala	3
gandang gabi	2	palusot	1	mapapanuod sa	28

				Sunday	
aabangan sa Sunday's best	1	nakarated spg	1	caroling ng team	1
excited nako malate	1	26aggi nakafocus	2	pinakita yung teaser	1
rice pa more	1	team puyat	3	nandun	3
busog	1	sayang	3	kasama ibang celebrity model	1
alam	4	hindi nakuha	2	ipapalabas	5
aabang ako pramis	1	antok na antok	1	akala ko kung anong commercial	1
meron	2	walang gagawin bukas	1	nadagdag lang actually	1
tiwala lang	1	leche	1	items na sinubo	1
fleshfest nanaman	1	bawal manuod	1	pares	1
iintayin sa Sunday's best	1	malalate bukas	1	mamaya	10
aabangan ang pasabog	1	guluhin yung buhok	1	inaantok	1
totoo	1	sana magkasex scandal	1	manonood mamaya	2
gusto sanang manuod	4	di ko kerri	2	pagtapos	2
okay lang	1	ayaw tumingin sa abs	1	episode pa later	1
sana ipakita lahat	1	putangina	1	uupo	1
walang cut	1	medyo illuminati-themed	1	sa harap ng tv	1
mukhang di aantukin	1	nag-hang ang tv	1	mamaya na ipapalabas	2
ayos	1	fhack	1	makikita mamaya	1
dami ng reviews	1	medyo boring	1	gabi na man	1
tigas etits	1	nagsex na lang	1	nuod tayo guys	1
basa ekups	1	hindi pa naghahapunan	1	ngayon	10
mabubusog mata	1	madami nanamang cut	1	share lang	1
madami tuwalya	1	sakit na ng puson	1	makakanuod	2
sobrang ganda	1	di talaga ako convinced	1	inaabangan	5
pampagising	1	nakakagutom	2	wag muna matulog	2
super galing ng idea	1	walang fashion show	1	sana matapos	1
kaloka	3	di tulad	1	telecast mamaya	1
sakto	2	hindi ako makasigaw at makaharot	2	mamaya after	1

quality time	1	mababaw ang kaligayahan	1	sana sabay rumampa	4
pede	1	di ko matapos	3	pang-ilan	1
gusto abangan	1	wala namang ganung brief	4	nag-abang	1
rapso/masarap	6	27aggin na balot	1	silip sa part	1
lakas	1	magmumukhang zombie na naman	1	tapos tutok	1
pinagpiyestahan	1	ayaw talaga patulugin	1	mamaya pero nakakaramdam	1
galing ng organizer	1	syemay	4	papanuorin	2
gising na gising	1	puyat pa more	2	guys panuorin	2
super ganda niya talaga	1	wala na dapat speech speech	1	paggawa ng video	1
lakas ng dating	1	masyadong sagabal	1	sleep na talaga	1
santolan festival	1	di ko alam	1	bukas manonuod	1
saludo sa concept	1	shrimp fest	1	parecord and upload	5
pampatangal antok	1	nagulat	1	aral	1
madami	1	hashtag bakat	2	mawatch	1
hohot/hahawt	3	di makatotohanan	1	palabas ngayon	2
busog na busog ang mata	1	nagpupuyat ako ngayon	1	talaga hinihintay ko ipalabas	2
kindat na nakakabuntis	1	hindi pa inaantok	1	lalabas	1
daming abs	1	hindi	3	makikita	3
nakakabusog	3	creepy ng start	1	nasaan	4
busog na busog	2	parang illuminati	1	fashion show ngayon	1
view ang bet	2	damit hindi	1	eating saging	1
daming ulam	1	panget	1	ihanda ang tissue	1
pasabog	2	di niyo ko nakita	1	manonood talaga	1
umayos	1	pinatayan ng ilaw	1	ipakita	1
27agging tapusin	2	labo	1	magsleep or magwatch	1
busog nanaman mata sa mga bukol	1	hindi ko man lang napanuod	4	matulog	7
natawa sa binasa	1	sayang kagabi	1	underwear na bibilhin	1
puro abs at kasexihan	1	hawaan	1	abangan	3
naglalaway sa models	1	ikakalat	1	buksan tv	1
grabe ang synchronized	1	mahirap	1	ngayon lang pinalabas	1
daming ulam sa tv	1	di ko masend	1	nag-aaral ng tax	1
nakita ang idol	1	hirap magmove-on	1	biglang pagtingin sa	1



				tv	
hindi maiwasang tigasan	1	hindi makamove-on	1	ulalam/ohlalam	2
lalong-lalo si idol	1	nagpakamatay sa workout	1	sana makita	1
shemay ang hawt tinde	1	di nako nakapagtweet	1	ayan na naman napanuod	2 1
daming fafa	3			nood muna	1
afam pa more	1			puntahan sa bahay	1
katawan pa more	1			bakod	1
mukhang mapapasubo	1			tanging makakasali	2
winner talaga	1			itulog mo bro	1
tamang tama	1			lahat ng bi at gay	1
salamat sa ulam	1			inaabangan si kurba	1
naiinlove	1			baka makita	1
infairness talaga	1			ilabas ang mga titi	1
bongga ng fashion show	1			pasok ako tomorrow	1
napapalunok na lang	1			gising	4
for sure maraming mawewet	1			sabay-sabay panuorin	1
bida	1			next na balik	1
galing mag-organize	1			suot	1
daming ng paandar	1			28aggin araw	1
daming hotdog at itlog	1			magiging model	2
mas maganda	1			antok	3
simpleng cute	1			ngayong gabi	2
IMBA talaga	1			maaga pa bukas	1
natawa	1			magtissue ka mamaya	1
kita na lahat	1			sana makarampa sa catwalk	1
bodies ang hot	1			libre mangarap	1
daming awaw	1			kabahagi ng show	1
nababakla	1			nakita	5
tinayuan ako ng balahibo	2			puro pinoy naman	1
28agging-gusto kahiit mali	1			daming purenger	1
grabe all the abs	1			rampahan	1
gondo nung mga headdress	2			sana sa next fashion show	1

mahiwigang brief	1		nanonood	2
daming pandesal	1		halos madaling araw	1
lupet	1		nagugutom nanaman	1
shesherep ng model	1		pengeng kanin	1
nakakagigil	1		sana next	1
nawala antok	1		ibang planeta	1
grabe ang init	1		tattoo lang	1
masaya	1		kanin na lang kailangan	1
ganda talaga	3		bukas sa gym	1
abs pa more	1		pinapanood ngayon	1
di nako sleepy	1		naka-white	1
binusog at kinumpleto	1		ilabas ang tissue	1
nagniningning ang mga mata	1		pabiling santol	1
busog na naman	1		promiz	2
ganda ng pinapanuod	1		hinihintay	1
daming sexy	1		labas	1
dami kong tawa	1		katabi ko ate	2
29agging magpuyat	2		now pwede na akong matulog	1
tagsantol na ngayon	1		makabili	1
makakapagfocus	1		suot na brief	1
kagaling ng model	1		ipapakita sa tv	1
perf nung production	1		waiting lumabas	1
galing	1		tulog	2
galing galing	1		nagtanong	8
tunay na kabogera	1		abang-abang	2
tama na kakapanuod	1		eksena	1
gusto	3		indi film	1
reyna	3		pasok ako bukas	2
galing nitong nag- aacrobat	1		isang bagay	1
halos lahat nanonood	1		bibigay	1
29agging29 hot	1		suot ng models	1
baka makatulong	1		binebenta	3
sa wakas	1		lahat	1
bongga ng production	2		kinakaing kitkat	1
hinihintay ng lahat	1		pengeng tubig na malamig	1
gusto makita	1		lumapit	1
gud evening	1		screen ng tv	1



labs	1		kambal	1
hindi over sexualized ang fashion show	1		santol	1
very hot na malupet	1		bayabas	1
dami nanood	1		talong	1
sulit mga mata	1		nawala na pagkita	1
ganda ng concept	1		awake na awake	1
grabe galing	1		araw	1
hanep	1		mata	1
nagflying kiss	1		parating	1
yummy talaga	1		being malandi	1
gamit na gamit	1		magmomodel	1
daming naghiyawan	10		pantasya	1
mamacho at sesexy	1		susunod kasali	1
ganda at sexy	4		agad	1
daming nakanganga	4		puro padding	1
biglang gusto	1		rumampa ng nakaunderwear	1
sarap ng tulog	1		liligo na talaga	1
sobrang hot	1		suso lang	1
napanganga	1		may padding	1
angat na angkat	1		dapat kasali	1
sobrang astig	1		dagdag	1
love kong artista	1		ramdam na ramdam	3
ganda lang talaga	1		tinawag	1
30agging pasabog	1		finals bukas	1
			damit na suot	1
			nagmukhang marshmallow	1
			edition ngayon	1
			nakasilip	1
			umuulan ng birdie sa tv	1
			gising na gising ang sangkabaklaan	1
			pavideo	1
			makakatulog agad	1
			nandito	1
			present kahit bukas	1
			manonood o manonood	1
			ilabas ang mga babae	1



				pipiliin manuod	1
				matulog ng maaga	1
				gusto ng matulog	1
				dapat sumama	1
				andyan si tape measure	1
				pwet kung pwet	1
				kasabay ng pinagdaanan	1
				pabango	1
				binibili	1
				pasyon	1
				susunod	1
				mapanaginipan	1
				lalaki	1
				barkada night	1
				bata	1
				title ng finale song nagfinale sa fashion show	1
				kagabi	5
				sinalo	1
				minsang	1
				mangarap	1
				pagkakita	1
				lumabas	9
				nag-hug	8
				babae at lalake	1
				balikan	1
				pinalabas kagabi	2
				mapupunta	1
				ramdam	1
				kasama	1
				buntis	1
				madiscover	1
				baka	1
				pinag-uusapan sa room	1
				kanina	2
				tinapos	1
				napanood	2
				pagrampa	1



				maging model	1
				pinasukan	1
				stock ng underwear	1
				nakita ko nanaman	1
TOTAL:	313	TOTAL:	184	TOTAL:	350

The table represents the number of Tagalog one-word comments and Tagalog phrases found in the tweets about Bench's The Naked Truth. For the Tagalog tweets, a total of 313 one-word comments and phrases were found under the positive category, 184 under the negative category, and 350 under the neutral category.

Once again, it is quite astonishing that the number of positive and neutral tweets surpass the number of negative tweets, since as mentioned, the researchers assumed that most of the tweets about the fashion show would be negative.

Table 3.1d. Frequency table of the reactions of the masses about Bench's The Naked Truth (Instagram Posts)

English		
Positive	Negative	Neutral
<ul style="list-style-type: none"> • cute shirt • god of the dancefloor • helped • noticed • moment of silence • Greek god-like handsomeness and hunkyness • abs of steel • die • yummy • can't get over • high definition (HD) • dream boyfie • king • queen • reunion • goddess • favorite • moment • respect • admiration • cheers • scream 	<ul style="list-style-type: none"> • absolutely ridiculous • absolutely tiring • silent • degrading • insult • commodifying men and women • boycott • disgusting • not pets • crass • distasteful • not pleased • controversial • immoral • dehumanizing women • big fat butt • rape • male domination • male superiority • control over women • confused <p>TOTAL: 21</p>	<ul style="list-style-type: none"> • skirt • appearance • experience • photo • teen • Philippines • bromance • art • fashion <p>TOTAL: 9</p>



<ul style="list-style-type: none"> • chilling • tore the arena down • magical • cutie • hunk • Pinoy • hot • tall • white • twin's hotness • idol • handsome • montage • model • arrest • young actor • hotness overload • heart attack • hug • sweet • stunning • temperature rising • fan • cry • smile • good • love • babe • royal beauty • abs • awe • hot body • hot smile • hot tats • hot moves • almost melted • almost fainted • almost died • beautiful • sexy • juice-colored • quick 		
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<ul style="list-style-type: none"> • shine bright • diamond • friends • sisters • acrobatic skills • curves • edges • dinner time • demigod • resist • magic that never fades • eye to eye • hangover • awesome night • royal hotness • elegance • entertaining • equality • respect women • gender equality • public apology • gorgeous • new • oozing with hotness • sex appeal • teasing • dope • young blood • forget • hard bodies • intense stares • perfect • beauty • dead stare • certified cutie • hot daddy • sacred • kiss • ovaries • exploding • awesome 		
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<ul style="list-style-type: none"> • epic • hotness • crowd’s favorite • real • love to dance • dance hottie • star • stunners • finale • sexiest • good vibes • most loved actress • special performance • class • women’s right • extravagant • classy • unbelievably gorgeous • crush • leading man • best • jaw dropped • happy • rose • on fire • celebrity crush • appreciate • temptation • True Filipina • Style • Feminism <p>TOTAL: 138</p>		
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The table represents the number of English one-word comments and phrases found in the Instagram posts pertaining to Bench’s The Naked

Truth. A total of 138 English one-word comments and phrases were found under the positive category, 21 under the negative category and 9 under the neutral category.

Table 3.1e. Tagalog

Positive	Negative	Neutral
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<ul style="list-style-type: none"> • muling buksan • sana mapansin • sana mameet • kilig • pogi • pakabusog • binuhay • katawang lupa • kagwapuhan • ganda ng kutis • gwapo • lamig • sarap • gimik • nakakawala ng stress <p>TOTAL: 15</p>		
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The table represents the number of Tagalog one word-comments and Tagalog phrases found in the Instagram posts about The naked Truth. A total of 15 Tagalog one-word comments and phrases were found under the positive category. No one-

word comments and phrases were found under the negative and neutral categories.

Table 3.1f. Frequency table of the reactions of the masses about Bench's The Naked

Truth (Blogs or Articles)

Positive		Negative		Neutral	
English	Tagalog	English	Tagalog	English	Tagalog
606	26	334	14	307	11

The table represents the number of sentences found in the blogs and articles that were about Bench's The Naked Truth. A total of 606 English and 26 Tagalog sentences were found under the positive category, 334 English and 14 Tagalog sentences under the negative category, and 307 English and 11 Tagalog sentences were found under neutral.

given the fact that the researchers assumed that most of the blogs and articles about the fashion show talked about the negative aspects of the show.

The number of positive and neutral tweets is quite staggering,

In general, the number of English one-word comments and English phrases is far greater than the number of Tagalog one-word comments and Tagalog phrases. Also, the number of positive and neutral one-word comments and phrases is



greater than the number of negative one-word comments and phrases.

3.2 The patterns of the descriptive language found in the reviews.

Legend: N – Noun, Adj – Adjective, V – Verb, Adv - Adverb

Table 3.2a. Patterns of the descriptive language found in the tweets
English Positive

One-Word Comments		Phrases	
N TOTAL: 21 idol beauty love highlights queen goddess aesthetics motivation interviews fact peace thanks overload entertainment babe favies star hotness pro frontliners kudos		N + N TOTAL: 31 brand of all brands thank you world class fashion beauty magic at fashion show husband’s lover fashion show highlights power couple hotness overload clothing giant truth in belly sake of art statement and apology on controversy hoops for hope power hug video from Sunday’s best for the win vulnerability into strength artist of the year fashion passion wow abs gym motivation demigod models girl crush fashion show of hotties lovers on the sun highlight of the day hunks and hotties	
Adj TOTAL: 38 hot sexy seductive rocks proud inspired fabulous loyal		N + Adj TOTAL: 58 big smile good points individual freedom grand spectacles good night official statement unexpected surprises full show	



	<p>real incredible intense mature yummy right sweetest solid happy bold moral many updated starstruck humble excited exciting glad true pretty wholesome fascinating classy creative masculine sexiest best awesome amazing well-deserved</p>		<p>real couple hug sweet happy dashing day fun page pure profit clothes matter teen queen dear best friend hottest males and females sizzling artists inspired event hot girls hot bods and abs top bulges extra scoop new video royal beauty artistic manner great day Sunday's best holy shit good vibes nice guy later on Sunday's best love teams galore good amount wide awake good nut love your perfume high fashion hunky-type guy seducing part top models steamy nights guy is hot sexy overload good eve innocent eyes perfect combination hotdog galore big clap best fashion show good job</p>
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			<p>amazing production teen king awesome show real queen great production intense production</p>
<p>V TOTAL: 7</p>	<p>apologizes support agree dating liked want know</p>	<p>N + V TOTAL: 40</p>	<p>should apologize to woman queen sizzles made my day liked a video issues apology brand building have it uphold the dignity celebrities prepared morning rush apologizes to woman love the smiles coming to the defense sizzle in show apologizes and issues statement air in Sunday's best play on Sunday's best replay on Sunday's best enjoy the show Sunday's best presents catch queen clap for the people want on tv satisfy my curiosity showed her confidence stars conquer gives you confidence love you sir craving for presence stars sizzle spice-up the runway testicles explode eat your bulges wait for my love appreciate the art brand that inspires</p>

			brand that excites brand that evolves
Adv TOTAL: 6	now please finally more precisely forever	N + Adv TOTAL: 11	much confidence as cirque de soleil a lot of uproar more photos Sunday's best tomorrow tonight on Sunday's best overload tonight guys please just in time idols tonight hands down
Others TOTAL: 7	lol wow damn lmao okay nom bravo	Adj + Adj TOTAL: 13	sizzling hot fierce and sexy ready for next yum yum nice one feeling hyper happy memorable feeling amazed real you wow sexy feeling wow nothing dirty one of a kind
		Adj + Adv TOTAL: 26	so proud strikingly beautiful super hot so nice so amazing something sensational now it's trending flawless indeed so big way hot so excited so hot more prettier so fabulous innocently seductive so gorgeous most awaited



			so hot and gorg smoking hot super sexy and gorg very artistic freaking hot super sexy so glad super nice super succesful
		Adj + V TOTAL: 8	keep calm wonder what's aspirational how I wish sorry for walking being true highest paid excited to say
		V + V TOTAL: 10	understand and knows what she's doing paid to do want to know vows to continue hope you can catch want to watch gonna cum feast in our eyes makes me want
		Adv + Adv TOTAL: 3	please please one more more more
		V + Adv TOTAL: 9	please support apologized again getting hot just say wow so love drooling over really drooling well done never forget
		N + Adj + V TOTAL: 9	catch royal beauty having same things apologizes for offensive parts made both sexes delectable says sorry for show

			gathers hottest celebrities left a big impression should be a good laugh have a good Monday
		N + Adj + Adv TOTAL: 9	now on Sunday's best full show please new ant please best guy ever best night ever most daring celebrities super exciting video apology is more genuine most awaited event
		N + N + V TOTAL: 5	opportunity to walk the show time to give a chance baby got a ticket having fun backstage no intent to offend women
		Adj + V + Adv TOTAL: 6	very well said get well soon so excited to watch sleep whilst hard just being true getting hot in here
		N + N + Adv TOTAL: 2	more than variation of intimates more backstage photos
		N + N + Adj TOTAL: 9	richest city on map exclusive backstage photos celebrities with loudest cheers new baby ambassador best night of my life best bulges at the show booming sex appeal best taste in clothes hot and sexiness overload
		V + V + Adv TOTAL: 2	want to see someday really want to watch
		N + V + Adv TOTAL: 2	finally breaks silence pump it up
		N + V + V TOTAL: 2	be shown on Sunday's best wanted to be a model

		Adj + Adv + Adv TOTAL: 4	just so excited so massive indeed so effin hot so cute together
		N + Adj + Adj TOTAL: 1	next big thing
		N + Adv + Adv TOTAL: 4	abs all over too much hotness so much emotions so much confidence
		N + N + N TOTAL: 1	like VS fashion show + cirque de soleil + creative theatre
		N + N + Adj + V TOTAL: 1	issued apology for offensive elements
		N + Adj + V + Adv TOTAL: 2	be the best party ever just made it clear

The table represents the patterns of English positive one-word comments and English phrases found in the tweets about The Naked Truth. For one-word comments, a total of 41 words were found under nouns, 30 under adjectives, 7 under verbs, 6 under adverbs, and 7 under others. For the phrases, the following patterns were found with the respective number of phrases: N + N (31); N +

Adj (58); N + V (40); N + Adv (11); Adj + Adj (13); Adj + Adv (26); V + V (10); Adv + Adv (3); V + Adv (9); N + Adj + V (9); N + Adj + Adv (9); N + N + V (5); Adj + V + Adv (6); N + N + Adv (2); N + N + Adj (9); V + V + Adv (2); N + V + Adv (2); N + V + V (2); Adj + Adv + Adv (4); N + Adj + Adj (1); N + Adv + Adv (4); N + N + N (1); N + N + Adj + V (1); N + Adj + V + Adv (2).

Table 3.2b. English Negative

One-Word Comments		Phrases	
N TOTAL: 10	issue feeler apologies trap ostentation controversy craziness sinner eroticism	N + N TOTAL: 10	woman was on a leash wife of a dictator all the noise issue of sexism brand destruction benchmark of success no filter no midnight snacks all that shit



	distraction		opinion on the truth
Adj TOTAL: 19	obsessed offensive upset shredded dehumanizing crazy spg last serious distracting scary controversial creepy illuminati-ish alarming busy illuminati-themed bloated astonished	N + Adj TOTAL: 19	late post nameless leashed female model unbridled and evil capitalism raw reality raunchy fashion show late upload half-naked men serious black offensive show wrong about the show due to controversy feeling the pressure late night bad trip cheap underwear life is unfair complete snoozefest crappy work missing the airing
V TOTAL: 7	boycott benchmarking conquers stripped miss messed judging	N + V TOTAL: 22	people are hating think the woman on the leash put on leash hate fashion shows don't watch fashion shows don't need to be a woman didn't commodify the models crosses the line rape shirt sold judging from pictures bares it all following the backlash fiasco pulls rape shirt remind about rape shirt and show losing endorsements should've learned from fashion show bomb the body refuse the offer

			fuck my life conquer the runway doubted minds
Adv TOTAL: 2	not seriously	N + Adv TOTAL: 2	down on my knees zombie tomorrow
Others TOTAL: 5	okay no fuck ew shit	Adj + Adj TOTAL: 2	feeling nuts in-your-face sexual
		Adj + Adv TOTAL: 17	maybe unaware really very disappointed so naked not official too provocative and degrading so sad so late now I'm confused a lot is missing very controversial only half-naked too provoking kinda boring just raunchy almost bored not hot pissed with again
		Adj + V TOTAL: 6	sounds so sexist protest against offensive getting busy rated spg satanic feel get horny-fied
		V + V TOTAL: 5	don't buy anything forget to watch miss working refuse to watch nobody understands
		Adv + Adv TOTAL: 3	seriously wtf no one is around not the only one

		V + Adv TOTAL: 2	took it almost off get over
		N + Adj + V TOTAL: 8	be a porn show issues less apologetic new apology feel offended by the way did that derogatory element brag about social corporate responsibility live in sad times leashed female model including the controversial scenes
		N + Adj + Adv TOTAL: 6	mature audiences only article is unnecessarily elitist so disgusting subject not so convinced with rage too many models not fund of hunks
		N + N + V TOTAL: 5	woman didn't get apology condemn master-and-pet tandem complained segment of show hate dorm life confidence level drops
		Adj + V + Adv TOTAL: 2	staying up late just too poor to prove
		N + N + Adj TOTAL: 8	take on sexual politics offensive elements in fashion show offensive portrayal of women primitive accumulation of wealth recent hullabaloo at show controversial pet woman real problem in the country real talk bitch
		N + V + Adv TOTAL: 2	obliquely reinforces LGBT marginalization never hire a foreigner director
		Adj + V + V	get stuck later

		TOTAL: 2	feels so fucking weird
		Adj + Adv + Adv TOTAL: 1	sorry not sorry
		V + Adv + Adv TOTAL: 1	so not to watch
		N + N + Adj + V TOTAL: 1	netizens wage online war
		N + Adj + V + Adv TOTAL: 2	talk about slow news day green side is coming out

The table represents the patterns of English negative one-word comments and English phrases found in the tweets about The Naked Truth. For one-word comments, a total of 10 words were found under nouns, 19 under adjectives, 7 under verbs, 2 under adverbs, and 5 under others. For the phrases, the following patterns were found with the respective number of phrases: N + N (10); N + Adj (19); N + V (22); N + Adv (2); Adj + Adj (2); Adj + Adv (17); Adj + V (6); V + V (5); Adv + Adv (3); V + Adv (2); N + Adj + V (8); N + Adj + Adv (6); N + N + V (5); Adj + V + Adv (2); N + N + Adj (8); N + V + Adv (2); Adj + V + V (2); Adj + Adv + Adv (1); V + Adv + Adv (1); N + N + Adj + V (1); N + Adj + V + Adv (2).

Table 3.2c. English Neutral

One-Word Comments		Phrases	
N TOTAL: 101	production sleep race endorser channel thesis underwear quotes fashion tv album gym photo child idea comment statement	N + N TOTAL: 65	denim and underwear show denim and underwear fashion show fashion show on screen on air fashion show on tv idea or plan criticism of show highs and lows of fashion show fashion show on October underwear show make-up chair runway photos fashion event backstage photos



	<p>models caption abs video finale twins playlist rehearsal lgbt scenes backstage fitting attempt copyright place news body newscast defense mud baby throwback part shot guys moments styles workout sweat shirt centerfold topic role owner camp blog update credits lesson puppy day teaser game library</p>	<p>some time reading this video at fashion show pet woman booking fair photo set clothing brand meeting backstage black and white challenge fashion show backstage denim and underwear backstage selfie throwback Thursday make-up tutorial days in a week behind the scenes stunts at show backstage and runway moments part in the fashion show thoughts on the controversy story page photo from fashion show rest of the endorsers theme song gut zone one of the models footage from the office on tv behind the event opening production midnight snacks prod purposes Sunday night photo grid my eyes black and white during the show kind of party temptation segment undergarments courtesy boys bulges team saga all these models</p>
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	time pictorial opening heading concept home logo class students bulge fare tvc fire boys audience end men impact reaction screams entrance stage group balls universe self commercial theme ass account mouth team brief boxing screen animals person hyperthermia period circus tummy		threesome with twins celebs and models one word storm theme underwear fashion show pussycats and hotdogs fashion runway theme of the show tour stage
Adj TOTAL: 10	online middle	N + Adj TOTAL: 30	male underwear personal message



	<p>earlier ready live later next feeling usual full</p>		<p>upper box appearance in the recent next fashion show social media last week freelance model paper dolls last month red velvet tv special same paps fashion show later throwback later local tv due to work naked studies mandatory tweet kind of shows sleepy head long legs signature pose previous fashion shows black cookies own version next event next year today for sure slow clap</p>
<p>V TOTAL: 71</p>	<p>showing help move watching present rewind wait watch now airing expecting show run commented read</p>	<p>N + V TOTAL: 56</p>	<p>time to sleep watching the show saw on screen waiting for this show tell a story posted photos event organized blog lets made about the fashion show walked in fashion show added a video curtain call remember the day wearing this headpiece client told</p>



	<p>shop dreamt wore walked remake check-out went rehearsing look pose saw guess shorts need hug preparing portray peel blogged catch see cut proved waiting remembered go screaming start smile turn fangirlin act happens applause imagine have say regret breathe realizing think bow swear</p>		<p>send me a gift banana split note the quote expected from the original read my article guys watch whisper event be a model air this Sunday look what's the difference use the hashtag shaking my head try to watch waiting from underwear handle the truth nachos and root beer float while watching pizza while watching aired on tv waiting for finale tune in to fashion show put into clothes watching on tv watched a part go to sleep view photos wearing briefs pinpoint the virgins and non- virgins eating my television happened to my eyes sisters are squealing/screaming stay-up late see the truth self-esteem went being the founder hit the stage sound tripping witness on your screen look for my fellow wrapped the show mix of fashion show</p>
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	hyperventilate wonder cry coming giving burp raining relax believe puts noticed wrap wish		girl who directed
Adv TOTAL: 15	again here tomorrow almost forever really tonight only about already someday whatsoever soon over sometimes	N + Adv TOTAL: 13	actually show guys please spot nationwide exactly one month just a show events for today tomorrow night chance now even without make-up news instead some point animal within always the truth
Others TOTAL: 2	after one	Adj + Adj TOTAL: 5	scripted scripted later after right after feeling feeling real quick
		Adj + Adv TOTAL: 8	right now later tonight hot or not right here just curious up next still awake quite similar
		Adj + V TOTAL: 5	done watching social go



			be televised extra push feel sleepy
		V + V TOTAL: 27	wait to see been waiting zoom in on studying might wanna spend wait to finalize made to do tell by commenting be telecast be air will air move on move on must watch trying to review watch the airing be shown after reading inhale exhale should I say hope you upload wish to go going to read/watch without watching rolled in one having watched should join no wonder seem to know
		Adv + Adv TOTAL: 3	after tonight off to after still up
		V + Adv TOTAL: 34	now watching how to sleep see now now showing watching right now just modeled looked something subscribe online thinking much



			<p>taught us how really moved clarifies most please watch just to watch how to study already seen starts now tune in now sleep now catch now just saw happening now so while watching still watching airing tonight watch now just say just kidding patiently waiting stayed up almost done watch out just finished just done</p>
		<p>N + Adj + V TOTAL: 4</p>	<p>happened to the original apology used for the new commercial handle the naked truth see Lady Gaga-themed clothes</p>
		<p>N + Adj + Adv TOTAL: 2</p>	<p>first ever transgender right now with cousins</p>
		<p>N + N + V TOTAL: 12</p>	<p>Filipino-owned clothing line friend asked my opinion rehearsing at underwear show organized by clothing brand issues statement on issue watch it on tv hear my gay friends made Santa's head</p>

			wearing granny panty Sunday airing show waiting for on-call shift want ham and cheese with bacon
		Adj + V + Adv TOTAL: 1	supposed to really study
		N + N + Adj TOTAL: 5	personal message from chairman lesbian kiss at show upcoming underwear fashion show fashion show full statement official statement of party
		V + V + Adv TOTAL: 3	be aired tonight be broadcast today should be here
		N + V + Adv TOTAL: 12	just uploaded a clip even gave the magazine grab a copy now air tomorrow night watch it tonight work starts tomorrow just saw in the vtr currently wearing a shirt walking down that runway hit the gym tomorrow watch it closely ending my weekend off
		N + V + V TOTAL: 3	fashion show will be aired be aired on tv se strut the runway
		N + N + N TOTAL: 2	update from petition starter language in media class
		V + Adv + Adv TOTAL: 1	find out how
		Adj + V + V TOTAL: 1	be aired later
		V + V + V TOTAL: 2	should be sleeping wonder if they will show
		V + V + Adj	needs to sleep early

		TOTAL: 1	
		V + V + V + Adv	officially announce to go see
		TOTAL: 1	

The table represents the patterns of English neutral one-word comments and English phrases found in the tweets about The Naked Truth. For one-word comments, a total of 101 words were found under nouns, 10 under adjectives, 71 under verbs, 15 under adverbs, and 2 under others. For the phrases, the following patterns were found with the respective number of phrases: N + N (65); N + Adj (30); N + V (56); N + Adv (13); Adj + Adj (5); Adj + Adv (8); Adj + V (5); V + V (27); Adv + Adv (3); V + Adv (34); N + Adj + V (4); N + Adj + Adv (2); N + N + V (12); Adj + V + Adv (1); N + N + Adj (5); V + V + Adv (3); N + V + Adv (12); N + V + V (3); N + N + N (2); V + Adv + Adv (1); Adj + V + V (1); V + V + V (2); V + V + Adj (1); V + V + V + Adv (1).

Table 3.2d. Tagalog Positive

One-Word Comments		Phrases	
N TOTAL: 4	pasabog bida reyna labs	N + N TOTAL: 7	pasinag sa nangyari okay na shot hottie papa walang cut santolan festival view ang bet salamat sa ulam
Adj TOTAL: 27	pa-abs pasantol bongga pinakamaganda grabe kinilig ganda saya busog meron totoo ayos pampagising kaloka sakto pede rapa lakas	N + Adj TOTAL: 29	naloka ako kay papa simple ng routine malaking stars buti pa tita pinoy cuteness lakas body after gandang gabi gandang gabi tigas etits basa ekups quality time galing ng organizer lakas ng dating pampatanggal antok kindat na nakakabuntis bongga ng fashion show bodies ang hot gondo ng mga headdress

	<p>hohot nakakabusog umayos tinde lupet nakakagigil Masaya galling hanep</p>		<p>mahiwigang brief shesherep ng model ganda ng pinapanuod kagaling ng models perf nung production tunay na kabogera shet ang hot bongga ng production gud evening sulit mga mata ganda ng concept</p>
<p>V TOTAL: 12</p>	<p>nag-apologize pinalalaki nagtutulungan abot bebenta alam pinagpiyestahan naiinlove natawa nababakla makakapagfocus gusto</p>	<p>N + V TOTAL: 22</p>	<p>mamotivate magpuyat wag manuod ng porn muling pinatunayan ag popularidad sinuportahan ng fans nagustuhan ang video humingi ng paumanhin nagsorry sa mga nainsulto di tinatratong hayop nagbabalik raw icon insights na makukuha inaabangan ang pasabog mabubusog mata saludo sa concept natawa sa binasa naglalaway sa models nakita ang idol kita na lahat tinayuan ako ng balahibo nawala antok nagniningning ang mga mata hinihintay ng lahat</p>
<p>Adv TOTAL: 1</p>	<p>madami</p>	<p>N + Adv TOTAL: 22</p>	<p>madaming talong nanaman idol kayo na talaga together sa backstage okay lang yung issue rice pa more fleshfest nanaman dami ng reviews madami tuwalya daming abs daming ulam</p>

			<p>puro abs at kasexihan lalong-lalo si idol daming fafa afam pa more katawan pa more winner talaga daming na paandar daming hotdog at itlog daming awaw daming pandesal abs pa more dami kong tawa</p>
Others		Adj + Adj TOTAL: 8	<p>buti pa gising na gising busog na busog syemay ang hot simpleng cute grabe ang init galing galing grabe galing</p>
		Adj + Adv TOTAL: 15	<p>pakilikili and more maaga bukas kerilang fresh ko dito sobrang ganda grabe ang synchronized daming tama infairness talaga busog na naman mas maganda IMBA talaga ganda talaga di nako sleepy daming sexy tagsantol na ngayon</p>
		Adj + V TOTAL: 9	<p>maaga punta matapang na pagrampa nagtrend worldwide excited nako malate hindi maiwasang tigas galing mag-organize gustong-gusto kahit mali handang magpuyat</p>

			galing nitong nagaacrobat
		V + V TOTAL: 6	magpayaman ka muna aabang ako promise gusto abangan gustong tapusin mukhang mapapasubo binusog at kinumpleto gusto makita
		Adv + Adv TOTAL: 3	now lang okay lang sa wakas
		V + Adv TOTAL: 6	walang bibitiw tiwala lang napapalunok na lang tama na kakapanuod baka makatulong dami nanood
		N + Adj + V TOTAL: 4	perks of being maharot personal na humingi ng tawad aabangan sa Sunday's best iintayin sa Sunday's best
		N + Adj + Adv TOTAL: 4	bukas sa Sudnay's best super galing ng idea busog nanaman sa mga bukol hindi over sexualized ang fashion show
		N + N + Adv TOTAL: 1	daming ulam sa tv
		N + N + Adj TOTAL: 1	grabe all the abs
		V + V + Adv TOTAL: 1	mukhang hindi aantukin
		N + V + Adv TOTAL: 2	agad humingi ng tawad halos lahat nanunuod
		N + V + V TOTAL: 1	sana ipakita lahat
		V + V + V TOTAL: 1	gusto sanang manuod
		Adj + Adv + Adv	super duper happy lang pwedeng pinalakad at

		TOTAL: 3	pinasmile na lang super ganda niya talaga
		N + Adj + Adj TOTAL: 2	mamaya sa Sudnay's best busog na busog mga mata
		Adj + V + V TOTAL: 1	matutulog sana maaga
		V + Adv + Adv TOTAL: 1	for sure madaming mawewet
		Adj + Adv + Adv TOTAL: 1	very hot na malupet

The table represents the patterns of Tagalog positive one-word comments and Tagalog phrases found in the tweets about The Naked Truth. For one-word comments, a total of 4 words were found under nouns, 27 under adjectives, 12 under verbs, 1 under adverbs, and 0 under others. For the phrases, the following patterns were found with the respective number of phrases: N + N (7); N + Adj (29); N + V (22); N + Adv (22); Adj + Adj (8); Adj + Adv (15); Adj + V (9); V + V (6); Adv + Adv (3); V + Adv (6); N + Adj + V (4); N + Adj + Adv (4); N + N + Adv (1); N + N + Adj (1); V + V + Adv (1); N + V + Adv (2); N + V + V (1); Adj + Adv + Adv (3); N + Adj + Adj (2); Adj + V + V (1); V + V + V (1); V + Adv + Adv (1); Adj + Adv + Adv (1).

Table 3.2e. Tagalog Negative

One-Word Comments		Phrases	
N TOTAL: 2	palusot putangina	N + N TOTAL: 5	napakawalang kwenta walang fashion show wala namang ganung brief shrimp fest parang illuminati
Adj TOTAL: 7	kawawa malungkot tagal malilibog sayang nakakagutom panget	N + Adj TOTAL: 13	layo-layo ng bahay kalabo ng tv tunay na chonggo statement sa kontrobersyal nakatali parang aso talo team di keribels ng eyes team puyat sakit na ng puson mababaw ang kaligayahan hashtag bakat creepy ng start

			kaugnay sa eksena
V TOTAL: 5	magsex ni-reveal magpupuyat magnaked nagulat	N + V TOTAL: 11	di napost sa billboard pagsugod sa backstage naspoil ng ate binatikos ng mga kababaihan binatikos sa kalaswaan pagbagsak ng mata nagagalit na lahat guluhin yung buhok naghang ang tv wala na dapat speech speech pinatayan ng ilaw
Adv		N + Adv TOTAL: 2	biglang shock damit hindi
Others TOTAL: 8	wala shet potek putah leche fhack syemay hindi	Adj + Adj TOTAL: 6	sayang wala tagal tagal iba pag live antok na antok di ko kerri balot na balot
		Adj + Adv TOTAL: 13	medyo spg baka topless not yami maraming close-minded topless pa more ngayon yung kontrobersyal puyat na naman did aw kumpleto medyo illuminati-themed medyo boring masyadong sagabal di makatotohanan hindi pa inaantok
		Adj + V TOTAL: 5	di natulog ng maaga tinatamad bumangon tagal hinintay nakarated spg bawal manuod
		V + V	matapos batikusin

		TOTAL: 10	hindi ko naisubo di ako nakasali di makaligo di na nakafocus hindi nakuha hindi ako makasigaw at makaharot di ko matapos di ko alam di niyo ko nakita
		Adv + Adv TOTAL: 2	tama na di tulad
		V + Adv TOTAL: 12	di ko na mapapnuod di nagpapansinan di nag-iisip baka makalimutan cut na siguro walang gagawin bukas malalate bukas nagsex na lang hindi pa naghahapunan ayaw talaga patulugin puyat pa more nagpupuyat ako ngayon
		N + Adj + V TOTAL: 1	ayaw tumingin sa abs
		N + Adj + Adv TOTAL: 1	feeling madaming cut
		N + N + V TOTAL: 1	sana magkalsex scandal
		N + V + Adv TOTAL: 4	pinalaki masyado yung issue di product pinopromote di talaga makagawa ng article magmumukhang zombie nanaman
		Adj + Adv + Adv TOTAL: 1	di talaga ako convinced
		N + Adv + Adv TOTAL: 1	madami nanamang cut

		V + Adv + Adv TOTAL: 1	di pa rin simula
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The table represents the patterns of Tagalog negative one-word comments and Tagalog phrases found in the tweets about The Naked Truth. For one-word comments, a total of 2 words were found under nouns, 7 under adjectives, 5 under verbs, 0 under adverbs, and 8 under others. For the phrases, the following patterns were found with the respective number of phrases: N + N (5); N + Adj (13); N + V (11); N + Adv (2); Adj + Adj (6); Adj + Adv (13); Adj + V (5); V + V (10); Adv + Adv (2); V + Adv (12); N + Adj + V (1); N + Adj + Adv (1); N + N + V (1); N + V + Adv (4); Adj + Adv + Adv (1); V + Adv + Adv (1); N + Adv + Adv (1).

Table 3.2f. Tagalog Neutral

One-Word Comments		Phrases	
N TOTAL: 27	palabas pinangvivideo katawan pahabol akala aksyon ulat pang-ilan ulalam bakod suot antok rampahan tulog eksena lahat kambal santol bayabas talong araw mata pantasya dagdag pasyon lalaki bata	N + N TOTAL: 17	comment nung babae version ng cast pahabol edition pasok sa Monday grupo ng kababaihan buhay fangirl lahat ng bi at gay kabahagi ng shpw suot na brief indi film isang bagay suot ng models screen ng tv may padding damit na suot pwet kung pwet barkada night

<p>Adj TOTAL: 8</p>	<p>butas kasimple gising nakita nakawhite parating agad susunod</p>	<p>N + Adj TOTAL: 9</p>	<p>kasama yung part event nung nakaraan ibang interviews kaugnay sa eksena ibang planeta katabe ko ate gising na gising ang sangkabaklaan kasabay ng pinagdadaan</p>
<p>V TOTAL: 36</p>	<p>manuod nagrehearse pinuna nagset-up ginawa tingin rarampa sali kinumpara pinapanuod magpose nag-abang papanuorin aral mawatch lalabas makikita napanood ipakita matulog abangan nanonood promiz hinhintay labas makabili nagtanong abang-abang bibigay binebenta lumapit magmomodel tinawag nakasilip pavideo</p>	<p>N + V TOTAL: 28</p>	<p>abs aabangan nagdagdag ng video tapos may bitbit pang payang hinahanap ko na anggulo hawak siyang babae inilabas na ng kampo silip sa part guys panuorin paggawa ng video eating saging ihanda ang tissue underwear na bibilhin buksan tv nag-aaral ng tax puntahan sa bahay itulog mo bro inaabangan si kurba ilabas ang mga titi magiging model pengeng kanin ilabas ang tissue pabiling santol ipapakita sa tv kinakaing kitkat nagmukhang marshmallow ilabas ang mga babae nagfinale sa fashion show</p>

	binibili mapanaginipan		
Adv TOTAL: 2	bukas nandito	N + Adv TOTAL: 17	rehearsal andun askyon tonite driver lang movie and teleserye soon airing bukas fashion show ngayon pasok ako tomorrow ngayong gabi daming purenger tattoo lang bukas sa gym pasok ako bukas puro padding suso lang finals bukas edition ngayon andyan si tape measure
Others TOTAL: 2	tapos nasaan	Adj + Adj TOTAL: 2	awake na awake susunod kasali
		Adj + Adv TOTAL: 4	pwede bang kagaya iba na talaga maaga pa bukas nagugutom nanaman
		Adj + V TOTAL: 13	mamaya pero nakakaramdam sabay-sabay panuorin next na balik magtissue ka mamaya libre mangarap sana next being malandi rumampa ng nakaunderwear dapat kasali makakatulog agad matulog ng maaga
		V + V TOTAL: 13	panoodin rumampa tapos tutok parecord and upload magsleep or magwatch sana nakita nood muna

			waiting lumabas nawala na pagkita ramdam na ramdam manonood o manonood pipiliin manuod gusto nang matulog dapat sumama
		Adv + Adv TOTAL: 3	mukha lang ayan na naman balang araw
		V + Adv TOTAL: 13	kuha sa taas hahabol lang pagbigyan please ipapalabas pala bukas sleep na talaga bukas manunuod palabas ngayon manunuod talaga ngayon lang pinalabas tanging makakasali baka Makita pinapanuod ngayon liligo na talaga
		N + Adj + V TOTAL: 2	sana sa next fashion show pengeng tubig na malamig
		N + Adj + Adv TOTAL: 1	halos madaling araw
		N + N + V TOTAL 1	umuulan ng birdie sa tv
		N + N + Adv TOTAL: 2	ibang bahagi ng fashion show kanin na lang kailangan
		N + N + Adj TOTAL: 2	model na mahilig sa halaan official statement ng kampo
		V + V + Adv TOTAL: 2	sana sabay rumampa talaga hinihintay ko lumabas
		N + V + Adv TOTAL: 3	mapapanuod nanaman sarili biglang pagtingin sa tv puro pinoy naman
		N + V + V TOTAL: 1	sana makarampa sa catwalk
		Adj + Adv +	present kahit bukas

		Adv TOTAL: 1	
		N + N + N TOTAL: 2	kutsara na may kanin at ulam title ng finale song
		V + Adv + Adv TOTAL: 1	now pwede na akong matulog

The table represents the patterns of Tagalog neutral one-word comments and Tagalog phrases found in the tweets about The Naked Truth. For one-word comments, a total of 27 words were found under nouns, 8 under adjectives, 36 under verbs, 2 under adverbs, and 2 under others. For the phrases, the following patterns were found with the respective number of phrases: N + N (17); N + Adj (9); N + V (28); N + Adv (17); Adj + Adj (2); Adj + Adv (4); Adj + V (13); V + V (13); Adv + Adv (3); V + Adv (13); N + Adj + V (2); N + Adj + Adv (1); N + N + V (1); N + N + Adv (2); N + N + Adj (2); V + V + Adv (3); N + V + V (1); Adj + Adv + Adv (1); N + N + N (2); V + Adv + Adv (1).

Table 3.2g. Patterns of the descriptive language found in the Instagram posts
English Positive

One-Word Comments		
Nouns	Adjectives	Verbs
king	yummy	Helped
queen	high definition (HD)	Noticed
goddess	Chilling	Scream
moment	magical	Hug
respect	Cutie	Cry
admiration	Hunk	Smile
cheers	Hot	Awe
Pinoy	Tall	Resist
idol	White	Forget
montage	Hunk	Exploding
model	Handsome	Appreciate
heart attack	Sweet	Die
fan	Stunning	arrest
love	Good	
babe	Beautiful	
abs	Sexy	
diamond	Quick	
friends	Entertaining	
sisters	Gorgeous	

curves	New	
edges	Teasing	
demigod	Perfect	
hangover	Sacred	
elegance	Awesome	
equality	Epic	
dope	Real	
beauty	Sexiest	
kiss	Class	
ovaries	Extravagant	
hotness	Best	
stunners	Happy	
finale	Juice-colored	
crush	On fire	
rose	classy	
temptation		
style		
feminism		
star		
reunion		
TOTAL: 39	TOTAL: 34	TOTAL: 13

Phrases						
Noun + Noun	Adjective + Noun	Verb + Verb	Verb + Noun	Adverb + Verb	Verb + Adjective	Adverb + Adjective
God of the dancefloor	Cute shirt	Can't get over	Tore the arena down	Almost melted	Shine bright	Unbelievably gorgeous
Moment of silence	Greek god-like handsomeness and hunkyness	Love to dance	Temperature rising	Almost fainted		
Abs of steel	Twin's hotness		Magic that never fades	Almost died		
Dream boyfie	Young actor		Respect women			
Dinner time	Hotness overload		Oozing with hotness			



Eye to eye	Royal beauty		Jaw dropped			
Gender equality	Hot body					
Public apology	Hot smile					
Sex appeal	Hot tats					
Women's right	Hot moves					
Celebrity crush	Acrobatic skills					
	Awesome night					
	Royal hotness					
	Young blood					
	Hard bodies					
	Intense stares					
	Dead stare					
	Certified cutie					
	Hot daddy					
	Crowd's favorite					
	Dance hottie					
	Good vibes					
	Most loved actress					
	Special performance					
	Leading man					
	True Filipina					
TOTAL: 11	TOTAL: 26	TOTAL: 2	TOTAL: 6	TOTAL: 3	TOTAL: 1	TOTAL: 1

The table represents the patterns of English positive one-word comments and English phrases found in Instagram posts about The Naked Truth. For one-word comments, a total of 39 words were found under nouns, 34 under adjectives, and 13 under verbs. For the phrases, the following patterns were found with the respective number of phrases: N + N (11); N + Adj (26); V + V (2); N + V (6); Adv + V (3); Adj + V (3); V + Adj (1); Adv + Adj (1).

Table 3.2h. English Negative

One-Word Comments		
Nouns	Adjectives	Verbs
rape	Silent	Degrading
	Disgusting	Insult
	Crass	Boycott
	Distasteful	confused
	Controversial	
	immoral	
TOTAL: 1	TOTAL: 6	TOTAL: 4

Phrases					
Noun + Noun	Adjective + Noun	Verb + Noun	Adverb + Verb	Adverb + Noun	Adverb + Adjective
Male domination	Big fat butt	Commodifying men and women	Absolutely tiring	Not pets	Absolutely ridiculous
Male superiority		Dehumanizing women	Not pleased		
		Control over women			
TOTAL: 2	TOTAL: 1	TOTAL: 3	TOTAL: 2	TOTAL: 1	TOTAL: 1

The table represents the patterns of negative English one-word comments and English phrases found in Instagram posts about The Naked Truth. For one-word comments, a total of 1 word was found under nouns, 6 under adjectives, and 4 under verbs. For the phrases, the following patterns were found with the respective number of phrases: N + N (2); N + Adj (1); N + V (3); Adv + V (2); N + Adv (1); Adv + Adj (1).

Table 3.2i. English Neutral

One-Word Comments		
Nouns	Adjectives	Verbs
Skirt		
Appearance		
experience		
Photo		
Teen		
Philippines		
Bromance		
Art		
fashion		
TOTAL: 9	TOTAL: 0	TOTAL: 0

The table represents the patterns of English neutral one-word comments found in Instagram posts about The Naked Truth. For one-word comments, a total of 9 words were found under nouns, 0 under adjectives, and 0 under verbs. There were no phrases found for English neutral Instagram posts.

Table 3.2j. Tagalog Positive

Word Comments		
Nouns	Adjectives	Verbs
Katawang lupa	Pogi	Kilig
Kagwapuhan	Gwapo	Pakabusog
gimik	Lamig	binuhay
	sarap	
TOTAL: 3	TOTAL: 4	TOTAL: 3

Phrases		
Adjective + Noun	Verb + Noun	Adverb + Verb
Ganda ng kutis	Nakaka-wala ng stress	Muling buksan
		Sana mapan- sin
		Sana ma- meet
TOTAL: 1	TOTAL: 1	TOTAL: 3

The table represents the patterns of Tagalog positive one-word comments found in Instagram posts about The Naked Truth. For one-word comments, a total of 3 words were found under nouns, 4 under adjectives, and 3 under verbs. For the phrases, the following patterns were found with the respective number of phrases: N + Adj (1); N + V (1); Adv + V (3).

3.3 The descriptive language aimed at the models found in the reviews of Bench's The Naked Truth.

Table 3.3a. Descriptive language aimed at the females

English				Tagalog			
Positive		Negative		Positive		Negative	
beautiful	2	derogatory portrayal	1	ganda	5	tagal	3
pretty	4			reyna	2		
queen of bench	3			"kajombits"	1		
sexy	3			"gagands"	1		
teen queen	2			bida	1		

hot	3			super ganda	2		
proud	1			lakas ng dating	1		
so much confidence	11			pinakamaganda	1		
wow	1						
real queen	1						
highest paid endorser	1						
well-deserved	1						
queen	7						
forever girl crush	1						
so hot	1						
best	1						
wholesome	1						
sizzling hot	1						
bomb	1						
booming sex appeal	1						
innocently seductive	1						
in black and white	1						
more prettier	1						
so gorg	1						
for the win	1						
sizzles	1						
flawless indeed	1						
royal beauty	1						
goddess	1						
strikingly beautiful	1						
TOTAL	57	TOTAL	1	TOTAL	14	TOTAL	3

The table represents the number of descriptive language pertaining to the female models of Bench's The Naked Truth. A total of 57 positive and 1 negative were found under English while a total of 14 positive and 3 negative were found under Tagalog.

Table 3.3b. Descriptive language aimed at the males

English				Tagalog			
Positive		Negative		Positive		Negative	
yummy	2	OA	1	grabe	3	di makatotohanan	1
humble	1	craziness	1	IMBA	1	balot na balot	1
nice guy	1	feeling nuts	1	kita na lahat	1	not yami	1
baby	1	half-naked	1	hoti	1	kawawa	1
happy	1						
super hot/hawt	2						
hot	7			lakas ng dating	1		
pinoy cuteness	9			pinakamaganda	1		
freaking hot	1						
original	1						
sizzle	1						
sweetest	1						
way hot	1						
best	1						
first ever transgender	1						
fave	1						
yum	1						
very manly	1						
hot or not	2						
starstruck	1						
TOTAL	37	TOTAL	4	TOTAL	8	TOTAL	4

The table represents the number of descriptive language pertaining to the male models of Bench's The Naked Truth. A total of 37 positive and 4 negative were found under English while a total of 8 positive and 4 negative were found under Tagalog.

Table 3.3c. Descriptive language aimed at the models

English				Tagalog			
Positive		Negative		Positive		Negative	
models of the year	1			gora	1	tagal	2
sexy	4			mamacho at ang sesexy	1	wala	1
unbreakable	1			sarap/tsalap	2	not yami	1
demigod	1			shesherep	1	kawawa	1
super hot	1			kagagaling	2		

hunks and hotties	1			hottie party	4		
fabulous	1			daming sexy	1		
hot	2			pinakamaganda	1		
most daring	1			hahawt/hahot	2		
royal beauty	1			nakakagigil	1		
sweet	1						
awesome	1						
hottest	1						
wow	1						
sizzling	1						
fantastic	1						
world class	1						
masculine	1						
baby	1						
cute together	1						
seducing	1						
TOTAL	25	TOTAL	0	TOTAL	16	TOTAL	4

The table represents the number of descriptive language pertaining to both the female and male models of Bench's The Naked Truth. A total of 25 positive and 0 negative were found under English while a total of 16 positive and 4 negative were found under Tagalog.

All in all, females had more positive reviews than the males and both received more positive reviews than negative ones.

4 Conclusion

This study aimed to know the general feedback of the masses regarding Bench's The Naked Truth fashion show.

Following the previous statement, the researchers would like to point out that the findings of this study are in opposition with the theory

introduced by Wkyes and Gunter (2005) – that is the media representations theory. The theory states that the different representations in the media affect the perceptions of an individual when it comes to body image. However, the findings of this study suggest that these representations clearly do not affect an individual's perceptions, in the context of The Naked Truth that is. It should be noted that the tweets and Instagram posts that were used in this study were from users who watched the airing of the fashion show on a particular tv station, and analysis of the tweets and posts suggest that these users knew about the controversy behind the aforementioned fashion show.



After further analysis and categorization of the tweets, Instagram posts and the blogs or articles, the researchers found that there are more positive and more neutral tweets, Instagram posts and blogs or articles than the negative ones. Relatively, there are more English tweets, Instagram posts and blogs or articles than Tagalog ones.

In conclusion, the representations brought about by the media regarding The Naked Truth clearly did not affect the perception of the masses regarding the show.

Lastly, the researchers also aimed to find the descriptive language that were aimed or were pertaining to the models of The Naked Truth. The findings suggest that more positive tweets, Instagram posts and blogs or articles were aimed at the models rather than the negative ones. Also, the female models received more positive tweets than the males – in other words, the female models were represented more positively than the males. This is in opposition with Shaller's (2006) study on the under representation of female athletes in Sports Illustrated, where she found that male athletes were represented more than the female athletes.

All in all, the findings suggest that the general public have a positive disposition regarding Bench's The Naked Truth fashion show, as opposed to the negative responses it has received ever since the show was held.

However, this study focused more on the feedback of the people who only watched the airing of the show on television – meaning it was already altered to fit the standards of Filipino television. The researchers suggest that if future investigation is to be done regarding the feedback of the general public about The Naked Truth, the study should focus on the people who were actually present at the event.

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