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Mobile Phone Ads as Teachers of Attitude and Aptitude
towards Telephony and Technology**

Mobile phone ads in the Philippines that seek to sell value-added and multi-media services such as games, ringtones, and graphics constantly feature instructions on how to subscribe to, download, and pay for them. I have argued in a textual analysis of these ads (Paragas, 2004) that they serve as mass media brochures that introduce and educate the public not only about the use of advanced mobile phone services but also about the price of information, two issues that are important in a country that seeks to harness its technology savvy as an ingredient for economic development even as it has to contend with copyright issues. This survey thus explores the educational impact of these ads on the attitude and aptitude of the public on mobile telephony in particular and technology in general.

Cited reference: Paragas, F. (2004). *Imaging the Mobile Phone: A Content Analysis of Mobile Phone Newspaper Advertisements in the Philippines*. Included in the Mobile Communication and Social Change conference, October 19-19, Seoul, Korea.

Profile: Fernando Paragas is an Assistant Professor at the College of Mass Communication of the University of the Philippines Diliman. He is currently a Fulbright fellow, pursuing his Ph.D. degree in Communication at Ohio University. His papers on communication technologies have been presented in Thailand, Korea, Spain, Norway, the US, Italy, and Hungary. He was also the recipient of a research grant from the Asian Federation of Advertising Associations and Newsweek Magazine.