



CULTURAL ORIENTATION

CEBUANO



*Sinulog Festival 2012
Flickr / mendhak*

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CULTURAL ORIENTATION | Cebuano



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*Chocolate Hills, Bohol
Flickr / Paolo Martini*

Chapter 1 | Cebuano Cultural Orientation

Profile

Introduction

The Philippines is an archipelago of over 7,100 islands, divided into three island groups. The first group, Luzon, is named after the largest island in the archipelago and encompasses the northern and western islands. The Visayas island group contains the central islands, including Cebu; the Visayan people are the inhabitants of the Visayas. The final island group, Mindanao, contains the southern islands.^{1, 2}

Cebu is the name of an island and a province of the Philippines. Cebu City is the largest city on the island and the largest in the Visayan Island group. Approximately 18.5

million people speak the Cebuano language and its dialects throughout the Visayas and Mindanao island groups.^{3, 4}

Geography and Climate



Osmenas Peak
Flickr / joemeth robes

Cebu Island is located at the center of the Visayas. The island is 122 miles long, less than 20 miles wide, and has a total area of 4,422 sq kilometers (1,707 square miles), making it slightly bigger than the state of Rhode Island.⁵ The narrow coastal region quickly rises in elevation to form foothills, limestone plateaus, and mountains over 1,000 meters (3,280 feet) in height; the highest peak on the island is Osmena Peak, with an elevation of 1,013 meters (3,323 feet).^{6, 7} The northern tip of the island is

relatively flat. The mountains are in the center of the island, stretching from north to south.⁸

Cebu has a tropical climate and experiences two seasons: wet from June to November and dry from December to May. The islands east of Cebu, Leyte and Bohol, shield Cebu from tsunamis and the harshest typhoon conditions. However, typhoons remain a major natural disaster threat.^{9, 10} The average temperature is about 28°C (82°F) in Cebu City; the average temperature does not fluctuate much throughout the year.¹¹

Major Cities

Cebu City

Cebu City is located on the east coast of central Cebu. The city traces its roots to Magellan's arrival on the island in 1521, but Spanish colonization did not begin until 1565.¹² Before the arrival of the Spanish, Cebu was a regional trade center; today, the Port of Cebu is the second biggest port in the Philippines. Cebu City has a population of about 951,000, making it the



Cebu City
Wikimedia / P199

most populated city in the Visayas island group and the fifth most populated city in the Philippines.¹³ Cebu City is the centerpiece of the Cebu metropolitan area, the second largest metropolitan area in the Philippines, with a population of 2.8 million. Cebu City is the oldest city in the Philippines and was the country's first capital.^{14, 15, 16} The city has a robust industrial sector and a growing tourism industry.^{17, 18, 19}

Lapu-Lapu City



*Magellan and Lapu-Lapu Shrines, Lapu-Lapu
Flickr / yuichi hayakawa*

Lapu-Lapu City was founded by Augustinian friars in 1730. Originally called Opon, in 1961, the city was re-named after Chief Lapu-Lapu, who defeated and killed Magellan on Mactan Island in 1521.²⁰ Lapu-Lapu City is located on Mactan Island. The city is connected to the Cebu City suburb of Mandaue via two bridges. The second busiest airport in the country, the Mactan-Cebu International Airport, is located in Lapu-Lapu City.²¹ One of the city's most famous exports is the guitar.^{22,}

²³ Tourism is a key part of the local economy. Snorkeling and diving at the nearby coral reefs are popular activities.²⁴

Toledo City

Toledo City is located about 30 miles to the east of Cebu City. The city has a population of about 170,000.²⁵ The city is economically tied to the Atlas Mining Corporation, which operates an open pit copper mine in the mountains to the west of the city. The mine flooded and closed in 1994 and re-opened in 2008. Agricultural products such as coconut and corn are also important to the local economy. Toledo City is the largest city on Cebu's west coast.²⁶ In 2017, the Philippines-based telecommunications company PLTD announced the creation of its first citywide fiber optic internet network for Toledo City, which will connect homes and businesses with fast internet.²⁷



*Toledo City
Wikimedia / P199*

Major Rivers

Cebu's growth has strained water resources, and freshwater availability is limited. The provincial government has proposed building mini-dams and storage facilities in mountain villages to meet the growing demand for water.²⁸ Improper human waste disposal has led to increased pollution in Cebu's water resources.²⁹ The Central Cebu Protected Landscape was established in 2007 to protect central Cebu's watershed. This nature reserve also protects the plants and animals within its nearly 70,000 acres.^{30, 31}

Butuanon River



Butuanon River
Flickr / Steffen Kamprath

This river is almost 15 mi (24 km) long. It flows into the Pacific Ocean near Cebu City. By 1992, pollution from industrial sources, human waste, and trash caused the Butuanon River to become too polluted to support life. The government has taken steps to address the pollution issue, but a lack of engagement from citizens and industry and local government inaction has allowed the pollution to persist.^{32, 33} A monitoring team has recently spotted a fish swimming in the river, showing that there has been some improvement in the water quality.³⁴

Guadalupe River

The Guadalupe River divides Cebu City's north and south districts.^{35, 36} The Guadalupe River is 12 km (7.45 mi) long, with 8 km (4.97 mi) within the boundaries of Cebu City.³⁷ The river's pollution threatens marine life and public health. In 2016, an island of trash formed at the mouth of the river.³⁸ Cleanup efforts have included relocating residents who lived on the river's banks. Stormwater runoff from typhoons and heavy rains also contribute to the pollution of the river.³⁹



Guadalupe River
Flickr / dbgg1979

Plants and Wildlife

The Central Cebu National Park is located on central Cebu Island. The nearly 40,000-acre park contains the only forest left on Cebu. Extensive logging took place during the Spanish colonial era, and the forests have yet to recover. Deforestation, hunting, mining, poor waste management, and other harmful practices have hurt the habitat of Cebu's wildlife.^{40, 41} Rabies is a health hazard throughout Cebu; stray dogs infected with rabies can attack and infect humans.^{42, 43} The trafficking of wildlife and endangered species is a serious problem in the region. Dealers capture and sell exotic and endangered birds and reptiles; some of these animals are smuggled in electronic devices, computer equipment, and toys. Large reptiles, such as the python and the boa constrictor are prized on the black market.^{44, 45}



*Carabao: Domesticated water buffalo
Flickr / Paul Lewin*

Fifteen different bird species are native to Cebu.^{46, 47, 48} The carabao, a domesticated water buffalo, the national animal of the Philippines. It is a common sight, especially in rural areas. This animal is raised for food, milk, hide, and work; carabao racing is a popular sport among farmers.^{49, 50}

History

The Spanish Colonial Era



*St. Rose of Lima Parish Church in Daanbantayan, Cebu
Wikimedia / Rabosajr*

Ferdinand Magellan, a Portuguese explorer in the service of Spain, landed on Cebu in 1521; he was killed on the adjacent island of Mactan the same year in a battle with the chieftain Lapu-Lapu. The first permanent Spanish settlement, Cebu City, was established in 1565. Cebu City was the first colonial capital. The Spanish converted the local population to Catholicism, except in the southern islands, which have large Muslim populations.

The Philippines became a hub of trade, connecting the Far East with Spain and its colonies. During the Spanish-American War of 1898, battles on land and sea in Manila and its bay cemented the United States' victory. As part of the Treaty of Paris, the United States gained the Spanish colonies in the Caribbean and the Pacific for USD 20 million, bringing to an end Spain's 333-year rule in the Philippines.⁵¹

American Colony



William Howard Taft addressing the first Philippine Assembly
Wikimedia Commons

Shortly after the United States gained control of the Philippines, Filipino revolutionaries waged a three-year insurgency, which was ultimately unsuccessful. The Jones Act, passed in 1916, promised to grant independence to the Philippines as soon as a stable government could be established. In the meantime, the United States would administer the colony and establish a political framework. In 1934, the colony was granted commonwealth status. As a commonwealth, the United States was responsible for the foreign affairs and defense of the Philippines for 10 years, and after that period, the Philippines would become an independent country.^{52, 53}

The Philippine Commonwealth Army was created in 1935 and was integrated into the US Army and under the command of American officers. The US Army trained and mentored the Philippine Scouts to assume a self-defense role. The Japanese invaded the Philippines shortly after the attack on Pearl Harbor in December of 1941, and by the spring of 1942 gained control of the archipelago. During the Japanese occupation, Filipino guerrillas engaged Japanese forces and collected intelligence; many of these guerrilla units consisted of Philippine Scouts at the direction of the US Army.^{54, 55} As the tide of war turned against Japan, the United States re-took the archipelago in October 1944. On July 4, 1946, the Philippines became an independent country.^{56, 57}



Over 10,000 American and Filipino people died in the Bataan Death March
Wikimedia Commons

Independence



*Independence Day ceremony on July 4, 1946
Wikimedia / Philippine Presidential Museum
and Library*

The United States maintained close economic and military ties to the Philippines after independence. US military bases were strategically important during the cold war era, especially during the Vietnam War. After the United States and the Philippines failed to negotiate a new base agreement, the United States vacated its bases in 1992. The expiration of the base agreement also ended the enlistment of local, non-US citizen Filipinos into the US Navy.^{58, 59}

One of the first major challenges for the Philippines was a communist uprising, known as the Hukbalahap (Huk) Rebellion, which took place in the 1940s and 1950s. The popularity of the president, Ramon Magsaysay, swayed the people toward the government, and the influx of military equipment from the

United States helped the Philippine Army defeat the Huks.⁶⁰ In 1965, Ferdinand Marcos was elected president, ushering in an era of graft, brutality, and economic problems. Marcos declared martial law, which he used to extend his rule, kill and imprison political opponents, raid the government coffers, and limit democratic institutions. In 1986, the “People Power” protests forced Marcos to flee to Hawaii, where he died in 1989. His body was returned in 1993, but it was denied a burial with honors, and he was placed on display until a Supreme Court decision paved the way for his 2016 burial in the National Heroes’ Cemetery in Manila.^{61, 62, 63}



*The “People Power” revolution
Flickr / NCCA Official*

Philippines Today

In 2012, a peace deal with the Moro Islamic Liberation Front brought the 40-year Moro Conflict in Mindanao to an end. The parties reached a permanent peace agreement in 2014. In 2013, Super Typhoon Haiyan hit the Visayas island group and killed thousands of people. In 2016, an international arbitration court ruled against China’s territorial

disputes with the Philippines in the South China Sea, but China rejected the ruling. ISIS-linked militants seized the Mindanao city of Marawi in 2017, leaving hundreds dead. The attack demonstrated the threat the terrorist organization poses to the Philippines.^{64, 65, 66}



*After Typhoon Haiyan, Visayas
Flickr / Trocaire*

Economy



*Cargo containers, Port of Cebu
Flickr / Hanna Norlin*

The Philippines had the 10th fastest growing economy in the world in 2017, and the country was expected to have a gross domestic product (GDP) growth of 6.5-7.5%.⁶⁷ Remittance money sent to the Philippines from 10 million Filipinos working abroad accounts for about 10% of the country's GDP. The GDP per capita is a relatively low USD 2,900.^{68, 69, 70} Almost two million Filipinos have been lifted out of poverty since 2013 and unemployment is around 4%. However, underemployment

is a problem. The World Bank projects sustained economic growth and a further reduction of poverty.⁷¹

The tourism industry in the Philippines is growing, due in large part to the country's increased capacity to accommodate tourists, upgrades to transportation infrastructure and tourist sites, and promotion of the Philippine brand in international markets. In 2016, six million foreign visitors were expected to visit the country.^{72, 73} That same year, the Philippines exported USD 43 billion worth of goods.⁷⁴



*Tourism: Underwater at Moalboal, Cebu
Flickr / Per Edin*

Government

The Philippines is a presidential republic with three branches of government. The government and original constitution were modeled after those of the United States. The executive branch consists of the president and the president's cabinet. Instability and corruption have plagued the Philippine presidency. The legislative branch consists of the House of Representatives and the Senate; professional boxer Manny Pacquiao has been elected to both chambers of the legislature. The judicial branch consists of 14 Supreme Court justices and a chief justice.^{75, 76, 77}



*President Duterte delivering his first State of the Nation Address in 2016
Wikimedia / Garciabillyjoe*

The Philippines is divided into 80 provinces and 39 independent cities. Cebu Province consists of the island of Cebu and 167 smaller surrounding islands.^{78, 79} Cebu City is an independent political entity and is not part of the province. Cities are divided into neighborhoods called barangays.^{80, 81}



*Office of the Bangsamoro People: the autonomous region in Mindanao regional government, Cotabato City
Flickr / George Parrilla*

The Autonomous Region in Muslim Mindanao (ARMM) was created in 1987 and expanded in 2002. The region covers some of Mindanao Island and some islands to Mindanao's southeast. The ARMM is the poorest region in the Philippines and contains about 11% of the poorest households live in the region.^{82, 83, 84} A law was proposed in 2014 to establish a new and stronger autonomous region for the Moro people as part of the 2014 peace agreement between the government and the Moro Islamic Liberation Front, but the bill ultimately failed. The bill was revived in 2017; leaders from the Moro National Liberation Front collaborated with the Philippine government to draft the new bill.^{85, 86}

Media

The Philippine constitution protects freedom of the press, but violence, intimidation, and legal action significantly undermine the work of journalists.⁸⁷ The government has set up a safety task force to protect journalists. Defamation is a criminal offense and journalists who report information that is critical of government officials risk prosecution. The Philippines is one of the most dangerous countries to be a journalist; between 1992 and 2015, only Syria and Iraq had more journalists killed. The quality of journalism is hindered by a lack of government transparency, advertisement disguised as journalism, and the popularity of sensational media.^{88, 89}



*A newspaper stand
Flickr / Kenneth Tan*

The government-run Philippine Broadcasting Service operates radio stations, a TV station, and the Philippines News Agency. There are over 600 radio stations in the country. There are hundreds of newspapers, including newspapers published in English. Cable and satellite TV services are available. There are 119 cellphone subscriptions per 100 residents, and most Filipinos access the internet through their phones.^{90, 91, 92}

Ethnic Profile

People from the Philippines are collectively referred to as Filipinos, and the Filipino language is a formalized form of Tagalog. Philippine is an adjective referring to the Philippines, such as the Philippine Sea, Philippine Embassy, or Philippine Islands. About 100 ethnic groups, divided along linguistic and ethnic lines, call the Philippines home. The official languages are Filipino and English. English is a popular second language, and it is spoken in educational and business settings. Visayans are people who inhabit the Visayan Islands. Visayan is also a generic term for the unique languages spoken in the Visayas, including Cebuano, Waray, and Hiligaynon (Ilonggo). Bisayan is an alternative term for Visayan languages and peoples.^{93, 94, 95}



*Visayans: Ati Tribe in Panay of Visayan Islands
Flickr / ace_alejandre*

Cebuano



*Cebuano family
Flickr / joemeth robes*

The Cebuano people speak the Cebuano language. Cebuanos make up the second largest ethnic group in the Philippines. They are a Visayan people, and their language, Cebuano is the second most commonly spoken language in the country. Cebuano is spoken throughout the Visayas and Mindanao. The largest Cebuano urban center—and the second largest metropolitan area in the country—is the Cebu City Metropolitan Area, located on the Central Visayan island of Cebu. There

are some aspects of Spanish culture that are seen in Cebuano culture. The primary religion of the Cebuano people is Catholicism.^{96, 97}

Moros

The term “Moro” refers to any ethnicity in the Mindanao island group that is predominantly Muslim. The Moro people collectively make up an estimated 5% of the Philippine population. The Moros have fought insurgencies against the Spanish and American colonial governments and the Philippines.⁹⁸ The two largest Moro insurgent groups, the Moro National Liberation Front and the Moro Islamic Liberation Front, reached peace agreements with the Philippine government in the 1990s and 2014. However, Islamic insurgent groups, including groups linked to ISIS, continue to fight against the government.⁹⁹



*A young Moro rebel
Flickr / mark navales*

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Cebuano Cultural Orientation

Chapter 1 | Profile

Assessment

1. Ferdinand Magellan, a Portuguese explorer, founded the first Spanish settlement in the Philippines.
2. Cebu Province covers Cebu City and neighboring suburbs.
3. The “People Power” protests ushered in a short-lived communist regime in the 1940s.
4. The Autonomous Region in Muslim Mindanao is the poorest region in the Philippines.
5. The Philippines became an American colony after World War I.

Assessment Answers: 1. False; 2. False; 3. False; 4. True; 5. False



*Cebu Metropolitan Cathedral
Flickr / dbgg1979*

Chapter 2 | Cebuano Cultural Orientation

Religion

Introduction

The Catholic Church is the most dominant religious institution in the Philippines. Over 80% of Filipinos are adherents to the Catholic faith, and 2% of the population are followers of the Aglipayan church, which split from the Catholic Church in the early 20th century. About 5% of the population is Muslim. Most Muslims reside in Mindanao and are Sunnis, but there are small communities of Shia Muslims.

The *Iglesia ni Cristo* is a major Christian religion that was founded in the Philippines, and about 2.5% of the population belongs to this church. The followers of other

Christian denominations, including evangelical churches, make up about 7.5% of the population, and the remaining 3% belongs to an unspecified religion or does not have a religion.^{1, 2, 3}

Role of Government and Religion

The constitution of the Philippines protects religious affiliation and expression, and the establishment of a state religion is prohibited. It is against the law to offend religious feelings, but the law has only been enforced on one notable occasion. In 2010, a Filipino activist was charged with offending religious feelings when he caused a scene in the Manila Cathedral to protest the Catholic Church's opposition to the reproductive health law.^{4, 5, 6} There is also a separation between religion and the state. In 2016, the Catholic Bishops' Conference of the Philippines issued a voting guide, but it did not endorse or select any specific candidates.⁷ National legislation to prohibit discrimination based on gender identity or sexual orientation has not passed.⁸ Religion organizations are tax-exempt, but they must register with the government and submit financial statements. Divorce in the Philippines is illegal, and having an affair is a criminal offense.⁹ Religious instruction takes place in public schools, but attendance is not required, and the lessons are not funded by the government. Over 100 madrassas operate in the country, and the government provides some funding for these schools.¹⁰



*Catholic bishops
Flickr / The POC*



*Muslim woman wearing Hijab
Flickr / SIM Central and outh East Asia*

The government has taken steps to address Filipino Muslims' religious issues and integrate Moro culture and history into the school curriculum. Muslim girls are permitted to wear the hijab to school. After a September 2016 bombing in Davao City, a security measure prohibiting face coverings (including hijabs and burqas) was considered but not implemented. Sharia courts are recognized throughout the Philippines, but these courts are all

located in Mindanao. The Sharia courts only have jurisdiction over personal interactions, family matters, and property disputes; these courts only apply to Muslims, and the state has jurisdiction over cases in which only one party is Muslim. A pillar of the government’s “strategic peace roadmap” is to honor peace agreements with the Moro community.^{11, 12}

Religious Tolerance



Mosque in Marawi City
Wikimedia / Suhayla

Muslim, Catholic, and Protestant religious leaders report that relations between the groups are typically good, but there are some religious tensions in the country’s conflict zones. Religious minorities have been discriminated against, denied economic opportunities, and have been the targets of online harassment. Violence between groups is often clan or ethnic violence, but separating ethnicity from religious identity is difficult. Violent incidents typically occur in Mindanao and

rural areas. Religious organizations have participated in outreach efforts to address religious strife and discrimination. Government-sponsored activities and dialogues during the World Interfaith Harmony Week included the participation of religious figures, government officials, and members of the diplomatic community.¹³

What time is mass?		
Visitor:	What time is mass?	kaanoos-aa maan aang meesaa?
Local:	Seven in the morning.	boontaag, aalaas seeyete.

Exchange 1

Religious History

Islam arrived in the Philippines during the 15th century. The religion spread from the Borneo to the west of the Philippines and was already observed in the islands of Mindanao when Ferdinand Magellan arrived.¹⁴ Magellan introduced Christianity to the Philippines when he arrived in Cebu in 1521 and Catholic priests accompanying Magellan converted local leaders.¹⁵

After Cebu City was settled in 1565, the population was subjected to Spanish rule and converted to Catholicism. Spanish priests and friars learned to speak the local languages and had more influence on the population than the colonial government officials. During the Spanish colonial era, Catholicism became an institution; the church acquired large tracts of land and influenced education, culture, settlement patterns, and government administration. Throughout Philippine history, the Catholic Church has wielded significant influence over the country’s society and politics.^{16, 17}



*Basilica Minore del Santo Niño built in 16th century
Flickr / frank soul*

What is your religion?		
Visitor:	What is your religion sir?	oonsaay Releeheeyon neemo seR?
Local:	I’m Catholic, sir.	kaatoleeko ko, seR.

Exchange 2

In 1902, the Philippine Independent Church, also known as the Aglipayan Church, was founded by Catholic separatists. The split was due to the Spanish clergy’s dominance of the Philippine Church as well as religious and political grievances that Filipinos had towards the Catholic Church and the former colonial government.¹⁸ During World War II, the Philippines opened its doors to Jews who were escaping the Holocaust. The president of the Philippines at the time, Manuel Quezon, attempted to bring 10,000 Jewish refugees, but the Japanese invasion allowed only about 1,200 refugees to settle in the country.¹⁹ In 1986, Cardinal Jaime Sin, the highest-ranking Catholic authority in the Philippines, was instrumental in the “People Power” movement that toppled the Marcos regime.^{20, 21}

In 2012, the Philippines passed a reproductive health law which provided all Filipinos access to birth control. The Catholic Church strongly opposed the law and only passed after being the subject of debate for 13 years.²² Budget constraints and court orders prevented implementation of the law. In 2017, President Duterte signed an executive order to implement the contraceptive bill. The president also ordered government agencies to expand contraceptive access; as mayor of Mindanao, he advocated for aggressive family planning, showing his inclination to disregard the council of the Catholic Church.^{23, 24}



Aglipayan Church: Cathedral of the Holy Child
Wikimedia / Suhayla

What time will prayers start?		
Visitor:	What time will prayers start?	onsaang oRaasaa maagsoogod aang paangaaje-?
Local:	10 a.m.	aalaas jeyes saa boontaag.

Exchange 3

Influence of Religion on Daily Life



Pilgrim Center Mass at Basilica del Santo Nino
Wikimedia / Fpj455

Filipinos tend to stand with Catholic teachings on social issues. The Philippines has the largest Catholic population in Asia; the Philippines and Timor-Leste (East Timor) are the only two Asian countries with a Catholic majority. Over two-thirds of the Philippine population views divorce as morally unacceptable and over 90% object to abortion on moral grounds. Almost 90% of Filipinos have a favorable opinion of the Pope.^{25, 26} In the aftermath of Super Typhoon Haiyan in 2013, local Catholic churches became a major source of support. Local priests performed blessings for the dead and provided religious support and comfort; churches were a gathering place for recovery efforts, medical care, and social support.²⁷

Religious symbols and relics are important to Filipinos. An annual procession through Manila with a four-centuries-old statue of Christ draws a crowd well over a million because of the healing powers attributed to the statue.²⁸ Over six million Filipinos came to see Pope Francis when he visited in 2015. Many Filipino Catholics believe that the pope’s divine authority can bless them.²⁹



*Sinulog’s annual procession
Flickr / Rodney Ee*

Who will lead the prayers?		
Visitor:	Who will lead the prayers?	keensaay maangoonaa saa paangaaje-?
Local:	The priest.	aang paaRee.

Exchange 4



*Moro Islamic Liberation Front (MILF)
Wikimedia / Keith Kristoffer Baongco*

In 2017, the Philippine military fought against the Maute Group and a loose confederation of Islamic extremist groups, including ISIS, in the Battle of Marawi. The Maute Group is an ISIS-affiliated terrorist organization that was founded in 2013 by two wealthy Moro brothers who were educated in the Middle East.^{30, 31} To outside observers, it may appear as though the pretext of the battle was political-religious strife, but many Filipinos, including President Duterte, believe that crime, funding from larger terrorist organizations, local vendettas, and the drug trade are at the heart of the conflict. Foreign fighters and other anti-government groups with a variety of agendas have augmented the Maute Group’s ranks. The Moro National Liberation Front offered to assist the Philippine government during the Marawi conflict. The Moro National Liberation Front and the Moro Islamic Liberation front both are engaging in the peace process with the government.^{32, 33, 34}

Religious Holidays

Filipinos are passionate about religion, and religious holidays are widely celebrated throughout the country. In addition to Christian holidays, there are two Muslim national holidays: Eid-al Adha, or “the feast of the sacrifice,” which celebrates Abraham’s willingness to sacrifice his son by following God’s command; and Eid al-Fitr which marks the end of Ramadan, the Islamic holy month of fasting. Both holidays are observed according to the Islamic lunar calendar, so the dates change every year.^{35, 36, 37}

Sinulog



Sinulog in 2014
Flickr / joemeth robes

This religious and historical festival is celebrated in Cebu City on the third Sunday in January. The Cebuano word *sinulog* means “graceful dancing.” The dance is a traditional worship dance. The festival marks Magellan’s arrival to Cebu and the introduction of Christianity. When Magellan arrived, he planted a cross on the island, presented the local chieftain and his wife with a small statue of the Christ child, and a priest on the expedition baptized hundreds of local villagers. The festival lasts for nine days, and it involves dancing, a parade, and a reenactment of the events surrounding Magellan’s arrival. The parade is elaborate, and a variety of organizations participate in the festivities. The event attracts many tourists.^{38, 39, 40}

Easter

The Holy Week is the week leading up to and including Easter. There are several holidays that are observed in connection to Easter. Maundy Thursday commemorates the Last Supper, and the theme of serving others is emphasized.⁴¹ Good Friday is a national holiday; the mood and events are typically solemn. During Holy Week, pageants are held to depict the events of Jesus Christ’s last week. The most controversial and dramatic displays include self-flagellation



Palm Sunday at the Basilica del Santo Niño in Cebu
Flickr / dbgg1979

and actual crucifixions. Health officials and Catholic leadership both discourage these practices, but those who participate feel it is a sign of devotion and some spectators see it as inspiring.^{42, 43, 44} During Holy Week, TV stations typically broadcast solemn or religious programming. Easter is celebrated with feasts, festivals, religious services, passion plays, and family gatherings. Easter Sunday is a festive and joyous holiday. Easter egg hunts take place in Cebu and throughout the Philippines.^{45, 46}

Do I need to put a cover on my head?		
Visitor:	Do I need to put a cover on my head?	keenaahaanglaan baang taabooaan aang aakong oolo?
Local:	No sir.	deeleee naa keenaahaanglaan seR.

Exchange 5

All Saints Day and All Souls Day



Candle lightening on All Saints & Souls Day
Flickr / Evelyn Avila's photos

Others leave flowers or mementos at gravesides or offer prayers for the dead. Family members may also clean and repaint headstones. The holiday, known locally as Undas, has a somber tone.^{47, 48, 49}

Christmas

Christmas celebrations start as early as September and continue into January. Filipinos celebrate the Christmas holiday with a series of nine pre-dawn masses leading up to Christmas Day. Western Christmas symbols, such as the Christmas tree with fake snow and Christmas lights, are also present in the Philippines. The *parol*

These traditionally Catholic holidays take place on consecutive days. All Saints' Day is celebrated on November 1 and All Souls' Day on November 2. All Saints' Day commemorates all martyrs and saints honored by the Catholic Church, and All Souls' Day is a day set aside to honor and pray for deceased family members. Most Filipinos visit the graves of their family members on All Saints Day, and some even hold an all-night vigil at the grave of a loved one.



A Christmas Parol
Flickr / Kristin Resurreccion

was originally a lantern shaped to resemble the star of Bethlehem, but modern day *parols* are elaborate star-shaped lights and light displays.⁵⁰ *Parols* are hung outside homes to symbolize that Joseph and the Virgin Mary are welcome within. On Christmas Eve, families traditionally gather for a large feast. Christmas Day is celebrated with a midnight mass, gift giving, and a feast with extended family.^{51, 52}

Places of Worship

Basilica del Santo Nino



Devotees attending mass, Basilica del Santo Nino
Wikimedia / Fpj455

The oldest Catholic Church in the Philippines is the Basilica del Santo Nino in Cebu City. The church was built in 1565 and destroyed by fire twice. The present building was completed in 1739. The basilica sustained heavy damage from an earthquake in 2013, and repairs to the building were complete in 2016.⁵³ The basilica houses the statue of the Christ Child, which is the same statue that is at the center of the Sinulog Festival.⁵⁴ Magellan's Cross stands near the basilica.

This cross is one of the most popular religious artifacts in the country. When Magellan landed on Cebu, he ordered his men to plant a cross; the original cross is encased by the cross on display. Paintings on the inside of the dome depict the planting of the cross and the introduction of Christianity.⁵⁵

Behavior in Places of Worship

Worshippers and visitors dress in neat, clean, and respectful attire. It is important to show respect, even if the place of worship has become a tourist destination. Upon entering a Catholic church, worshippers make the sign of the cross with holy water. During services, people should refrain from distracting behavior; cigarette butts and gum should be disposed of before entering.⁵⁶ Some



The main altar of the Cebu Metropolitan Cathedral
Flickr / Shubert Ciencia

churches are at the center of festivals and large public events, but amid the joyous atmosphere, it is still important to be respectful of the surroundings. The presence of tourists and pilgrims may make for a busy and crowded visit to a place of worship.⁵⁷

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Chapter 2 | Religion

Assessment

1. The Philippines has the largest Catholic majority in Asia.
2. Because the Catholic Church is opposed to family planning, birth control is illegal in the Philippines.
3. The Islamic festivals Eid-al Adha and Eid al-Fitr are national holidays in the Philippines.
4. The old traditions of self-flagellation and live crucifixion during Easter are banned by the government and the Cardinal of Manila.
5. Magellan's Cross memorializes the murder of the first monks who came to the Philippines to convert the local population.

Assessment Answers: 1. True; 2. True; 3. False; 4. False; 5. False



*Visiting Magellan's Cross, Cebu
Flickr / wantoii*

Chapter 3 | Cebuano Cultural Orientation

Traditions

Introduction

The four centuries of colonial governance and cultural influences left a lasting impression on Philippine culture. The strong Catholic influence from the Spanish colonial era is still felt today, and the widespread use of English is a legacy of the American colonial era. The ethnolinguistic diversity of the Philippines has led to many localized customs and practices, but there are overarching themes and unifying practices among Filipinos. The church is the source of many social and family activities throughout the Philippines, but the mosque and the Islamic faith are at the center of the lives of Muslim Filipinos. Strong extended family ties provide a robust support network.¹

Greetings

Tact describes acceptable behavior, what is in good taste, and social norms. In the Philippines, it is important to exercise tact to preserve the honor or standing of others.² ³ When meeting a group of Filipinos, greet the highest-ranking or the oldest person first. Address people as formally as possible while building a rapport.⁴



Secretary of Defense greets Philippine President Aquino III
Flickr / Secretary of Defense/ Jim Mattis

Good morning!		
Visitor:	Good morning!	maayong boontaag!
Local:	Good morning to you also.	maayong boontaag saab neemo.

Exchange 6

It is considered rude to engage in long periods of eye contact; this behavior is seen as confrontational and disrespectful. A handshake and a smile are the appropriate gestures when greeting someone. It is acceptable for opposite genders to shake hands.⁵

Good afternoon!		
Visitor:	Good afternoon!	maayong haapon!
Local:	Good afternoon to you too.	maayong haapon saab neemo.

Exchange 7

Losing face (*hiya*), status, or standing brings on shameful feelings and can hurt relationships. Raising one's voice and interrupting are signs of disrespect. Maintaining a non-confrontational tone is important. *Pakikisama* is the concept of unity and smooth interpersonal relations. It is especially important when working with a group.^{6, 7}

Good evening!		
Visitor:	Good evening!	maayong gaabee-ee!
Local:	Good evening to you, too.	maayong gaabee-ee saab neemo.

Exchange 8

Hospitality



*Inviting friends
Flickr / Patricia Feaster*

If invited to visit a Filipino household, compliment the host's home. It is considered offensive to decline food, even if you just finished a meal. When getting ready to eat, wait to be instructed where to sit and when to start serving yourself. Typically, all courses of a meal are served at the same time. A spoon in the right hand is used to guide food onto the fork held in the left hand. In some cultures, a guest has to leave a little food on the plate when finished with a meal, but not in the

Philippines. After a meal, it is a good idea to show gratitude for the host's hospitality by leaving a thank you note.^{8, 9}

You have a nice house.		
Visitor:	You have a nice house.	neendot aang eemong baalaay.
Local:	It's a great honor to invite you as our guest sir.	daakong gaaRbo aalaang kaanaamo aang paagdaapeet neemo seR eeseep aamong beeseetaa.

Exchange 9

Gift Giving

In addition to giving gifts to family and friends, it is important to give a Christmas to those individuals one comes in contact with on a regular basis.¹⁰ The presentation of a gift is very important; the elegance of the gift-wrapping shows the amount of thought that was put into the gift itself. Colorful wrapping will give the recipient a good first impression. Giving small electronics, books, and souvenirs is acceptable. Gifts may be unwrapped at a later time because the opening of gifts is seen as a private matter. Flowers are a nice gesture, but lilies and chrysanthemums



*Giving a present
Flickr / Marion Paul Baylado*

should be avoided. Food baskets are not a good gift idea because the recipient might get the impression that the gift giver thinks they are poor.^{11, 12}

This is for you.		
Visitor:	This is for you sir.	paaRaa neemo nee seR.
Local:	What a surprise! You didn't have to.	deelee naa baayaa neemo keenaahaanglaan heemoo-on.

Exchange 10

Dress Code



Three generations wearing Barong Tagalog
Flickr / Alan Ant

It is important to dress appropriately for each occasion; conservative, presentable clothing is respected, especially in business and formal settings. Dressing in an unkempt manner can hinder one's social standing and career goals. Light, loose, and thin clothing can help keep cool.^{13, 14} The *barong tagalog*, or simply *barong*, is the traditional and formal dress shirt for men. The barong is embroidered and left untucked. It is important to dress appropriately for the hot and humid weather. An umbrella or poncho is recommended during the rainy months, and sturdy shoes are also highly recommended.¹⁵

¹⁶ Cebuanos wear western attire, but even in a celebratory atmosphere, like the Sinulog Festival, they wear casual and conservative clothing. Some government buildings or tourist destinations may have a stricter than usual dress code.¹⁷

Cuisine

Filipinos typically eat five meals a day; there are the three standard meals, plus a snack called *merienda* at 10 a.m. and 4 p.m. Appetizers are served during happy hour, and it is common to have a dessert in the evening.¹⁸ Some Philippine delicacies are of Spanish origin, adopted during the Spanish colonial period. Rice is a major staple, and it can be served at any meal. Other staples include pork, chicken, coconut, fish, corn, and fruits and vegetables.^{19, 20, 21} American fast food restaurants, such as KFC and McDonalds, are popular in urban areas. The increase in the number of white-collar workers, the new value of convenience, and urbanization have all contributed to an increase in popularity of fast food.^{22, 23, 24}

The food is delicious.

Visitor:	The food is delicious.	kaalaamee- saa paagkaa-on.
Local:	Thank you sir.	saalaamaat seR.

Exchange 11



Lechon: Slow roasted suckling pig
Flickr / James

One of the most iconic foods is *lechon*, which is a slow roasted suckling pig; the pig is often stuffed with rice and vegetables, but there are many unique ways of preparing *lechon*.²⁵ Dried foodstuffs such as mangos and fish are popular. A popular snack is *chicharon*, which is fried pork rinds. *Chorizo de Cebu*, a sweet and spicy sausage, is a local favorite. Popular desserts include *ropsquillos*, circular-shaped cookies with a hole in the middle, and *mazareal*, a peanut and sugar mixture served in bar form.²⁶

One of the most well-known delicacies is *balut*, an 18 day old fertilized duck egg; the embryo is somewhat developed, so the texture of *balut* is quite unique.²⁷

Is this fresh?

Visitor:	Is this fresh sir?	pResko baa nee seR?
Local:	Yes sir. Just arrived.	o-o seR. baag-oo laang aabot.

Exchange 12

Social Events

Cockfighting, also known as *sabong*, was popular when Ferdinand Magellan arrived in the Philippines in 1521. This practice is a part of the Philippine culture, and for some people, it is their livelihood. Cockfights are typically a social affair, but some cockfights are held as fundraisers for people who are hospitalized or families of the recently deceased. Cockfighting is strongly associated with Cebu, but it occurs nationwide. The World Slasher Cup



Sabong: Cockfighting
Flickr / Vincent Supetran

is an annual cockfighting tournament held in the Philippines; the event brings entries from all over the world. *Bookies*, known as *kristos*, facilitate gambling on the fights and communicate across the noisy arena via a complex sign language.^{28, 29, 30}

Basketball was introduced to the Philippines by US-sponsored schools and the YMCA; the sport gained widespread popularity at the grassroots level, and it has become the country's most popular sport. Today basketball is ubiquitous, and politicians and advertisers benefit from its popularity and cultural significance.^{31, 32} The Philippine Basketball Association was founded in 1975, and it was the first professional basketball league outside of the United States.³³ In Cebu, there are many amateur leagues; *barangays*, high schools, and colleges all field basketball teams.^{34, 35, 36}

Americans also introduced boxing to the Philippines after the Spanish-American War, and it has become very popular. Many Filipino boxers have competed on the world stage, and the public holds popular boxers in high regard. Manny Pacquiao's successful boxing career and popularity helped him launch a political career.^{37, 38}



*Pacquiao stamp issued by the Philippine Postal Corporation
Wikimedia / Philippine Postal Corporation*

Over 300,000 beauty pageants are held annually in the Philippines. A wide range of categories allows for a greater number of women and men to participate in the pageants. Although the pageants used to draw contestants primarily from the upper class, today many contestants and winners come from working-class families. Major pageant winners function as role models and winning pageants opens doors to upward economic mobility.^{39, 40}

Social Dynamics

Filipinos value a calm and non-confrontational atmosphere. The answer “yes” can have a variety of meanings. Negative feedback should remain polite and constructive. An answer of “maybe” or “I’ll think about it” is likely a polite way of saying no. Filipinos use hand gestures to express themselves, and it is important to pay attention to body language.⁴¹

Meetings do not always start promptly. Filipinos apply the concept of punctuality very broadly, and factors such as traffic and weather may delay a meeting. During an

initial meeting, address someone by their title and last name or formal title (doctor, professor, colonel, etc.). Even in a business setting, one may be asked questions that Americans consider personal. Filipinos aren't being rude or nosy when they ask such questions, but are simply trying to become better acquainted.⁴²

Do you speak English?		
Visitor:	Do you speak English?	maakaasooltee baa kaag eeneengles?
Local:	Yes sir.	o-o seR.

Exchange 13

Texting is an important method of communication. Do not be offended if someone takes a call or sends a text during a meeting, or uses a text message to convey important information.⁴³

On average, Filipinos spend over four hours a day on social media sites, more than any other nation. About 58% of the nation uses social media, and the Philippines accounts for the most traffic on Nike's basketball social media pages outside the United States. Mobile internet speeds are among the fastest in the region, and mobile device use has helped the growth of social media. The Philippines is considered the texting capital of the world. Facebook Messenger and Whatsapp are popular forms of communication.^{44,}

^{45, 46}



A girl networking via her mobile phone
Flickr / Wayan Vota

How are you?		
Visitor:	How are you?	koomoostaa baay?
Local:	I'm good.	maayo Raa maan.

Exchange 14

Gender Issues



*A sad woman
Flickr / Paolo Marco Mañalac*

Many Filipinos have argued that the legal system is insensitive toward women, and women face judicial biases from the barangay to the national level.⁴⁷ Although two women, Corazon Aquino and Gloria Macapagal-Arroyo, have been president of the Philippines, politics is dominated by powerful political factions that have limited female participation. Incidents of domestic violence and sexual harassment are widespread and underreported. Although women are protected from discriminatory hiring practices, they continue to face job and hiring discrimination. Divorce is not legal in the Philippines, so informal separations and annulments are common ways to escape a marriage. Many women have been subjected to trafficking, including sex trafficking, domestically and internationally.^{48, 49} Local government and educational institutions are attempting to promote women's empowerment and equality and reduce social obstacles.^{50, 51}

The Arts

Literary works and theatrical performances have been a key feature of Cebuano culture, predating the arrival of the Spanish. In recent decades, Cebuano music and movies have gained popularity throughout the Visayas island group. Today, Cebu has a vibrant arts scene, and the Cebu City metropolitan area has multiple galleries that feature a variety of media.^{52, 53} The Cebu Guitar and Arts Festival celebrates the long history of the local guitar-making craft and the Guitar and Arts Museum displays the work of local artists.^{54, 55} Street art and murals add to the aesthetics of Cebuano cities and barangays, as well as promote local events and advocate social change.⁵⁶ *Jeepneys* were originally made from surplus Jeeps after World War II; these vehicles were elongated to fit additional passengers, and a roof was added to protect from the elements.



*Cebu Guitar and Arts Festival 2010
Flickr / joemeth robes*

Today, the *jeepney* is a popular mode of public transportation. *Jeepneys* are colorfully painted and adorned with decorative accessories.⁵⁷ American pop culture is popular in the Philippines, and many Filipinos are familiar with American entertainment.⁵⁸

Non-religious Holidays



The reenactment of Battle of Mactan
Flickr / Tonee Despojo

takes place in Lapu-Lapu City.^{61, 62} Independence Day is celebrated on 12 June, commemorating independence from Spain.⁶³ National Heroes Day, which is celebrated on 28 August, celebrates the country's national heroes.⁶⁴ Rizal Day, celebrated on 30 December, is a celebration of Jose Rizal's literature and its cultural significance to the Filipino people.⁶⁵

Secular holidays celebrate milestones in Philippine history and national heroes.⁵⁹ April 9 is Bataan Day (Araw ng Kagitingan). This holiday commemorates the anniversary of the fall of Bataan in World War II. Bataan Day honors Filipino war veterans and the wartime sacrifices of Filipinos, especially during the Battle of Bataan.⁶⁰ Battle of Mactan (Kdaugan sa Mactan) is celebrated on 27 April. This holiday commemorates the battle in which Ferdinand Magellan was killed. A reenactment of the battle

Dos and Don'ts

Dos

- **Do** get someone's attention by motioning downward gently or making the sound of "Pssst."
- **Do** wear nice shoes to show the importance of an occasion to you.
- **Do** smile as a greeting to be friendly.
- **Do** eat if offered, even if already full, as a courtesy.
- **Do** wear simple clothes when going out so as not to stand out.
- **Do** be modest by avoiding shameful boasting.

Don'ts

- **Don't** beckon a resident to you with a forefinger. It is disrespectful.
- **Don't** wear sandals to special occasions.
- **Don't** embarrass others by yelling in confrontations.
- **Don't** shame someone by yelling if you are arguing.
- **Don't** use the thumb-and-forefinger "OK" sign in public. It means money.
- **Don't** refuse the offer of food when an invitation to a meal is extended.
- **Don't** raise your voice in public.
- **Don't** brag.

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Cebuano Cultural Orientation

Chapter 3 | Traditions

Assessment

1. Cockfighting (sabong) was banned in Cebu Province after a series of successful campaigns by animal rights groups.
2. Beauty pageants are frowned upon in Cebuano culture because they seem to promote promiscuity.
3. Filipinos may ask personal questions even in a business setting.
4. Bataan Day (Araw ng Kagitingan) is a secular holiday that celebrates the liberation of the city of Bataan from Japanese forces.
5. Because Filipinos value non-confrontational interactions, they might not be clear with “yes” and “no” answers.

Assessment Answers: 1. False; 2. False; 3. True; 4. False; 5. True



*Families living in the cemetery of Cebu City
Flickr / karlhans*

Chapter 4 | Cebuano Cultural Orientation

Urban Life

Introduction

Cebu Island has a population of almost three million people, but this excludes Cebu City, which has a population of about 925,000; Lapu-Lapu City, with approximately 410,000; and Mandau City has about 365,000. The largest cities outside of the Cebu City metropolitan area are Toledo City, which has approximately 170,000; and Danao City, which has about 136,000 residents.¹

Metropolitan Cebu is experiencing significant growth, especially in its urban centers, but the government has been slow to deal with the realities of a rapidly growing metropolitan area. Problems such as traffic, flooding, and sanitation have yet to be

sufficiently addressed.² The lack of sufficient sanitation is alarming due to the effects of sewers on human and animal health.³

In addition to population growth, the region is experiencing economic growth. In 2016, the gross domestic product of the region increased by almost 9%, whereas the average growth of the other Philippine regions was just over 6%. Construction is booming due to private investment and government infrastructure spending. The industry and services sectors saw significant growth, while the agriculture sector decreased slightly.⁴

Living Conditions



Urban housing in Cebu City
Flickr / James

Poverty is a serious issue in Cebu Province. A recent survey found that almost 50% of households live in poverty, but the actual figure could be higher.⁵ In Cebu City there are almost 23,000 dwellings that are in need of replacement or significant repair; many dwellings are severely dilapidated and have no roof or an outside wall. There are also makeshift dwellings of informal settlers or squatters. In the Central Visayas, there are about 79,000 households in need of significant repair or replacement.⁶

About 94% of the urban population has access to electricity.⁷

Cebu's residential and commercial real estate sectors expect sustained growth. Outsourcing is driving a lot of the growth in both sectors. Other than Manila, the Cebu metropolitan area has the highest number of condominiums. The government is working to stimulate growth by cutting red tape and improving infrastructure.^{8, 9, 10} The growth of the outsourcing market, the construction industry, the educated pool of workers, and the growth in spending on durable equipment are just a few factors that contribute to a growing middle class and an expansion of the local economy's potential.¹¹



Houses next to the garbage incinerator in Cebu city
Flickr / karlhans

Garbage disposal is a serious issue in the Cebu metropolitan area. About 500 tons of garbage is generated by Cebu City every day, but waste management and environmental issues have prevented effective waste management.¹² The Department of Environment and Natural Resources estimates that household waste accounts for 80-90% of water pollution. Most households and businesses use a septic system, and septic collectors dump waste into the island’s waterways. New businesses and developments are required to connect to the sewage system, but that system is not developed enough to service the growing population. Local and provincial governments are addressing this issue through new waste disposal ordinances and infrastructure.^{13, 14, 15}

Can you please help me?		
Visitor:	Can you please help me sir?	maaheemo baa ko neemong taabaangaan seR?
Local:	No problem sir.	walaay pRoblemaa seR.

Exchange 15

Employment Issues



*Filipinos working at the construction site
Flickr / Andrea Fitrianto*

The daily minimum wage in Cebu City is 366 Philippine pesos (PHP), or about USD 7.15, per day. The minimum wage for the rest of the island of Cebu is PHP 333 (USD 6.50) per day. Agricultural workers, contract employees, and domestic workers are paid lower wages.¹⁶ Domestic workers are paid between PHP 1,500 and 2,500 (USD 32-53) per month. The standard workweek is 48 hours for most workers, and the law mandates one day off a week.

The government mandates overtime pay, but there is no legal limit to the number of overtime hours that an employer may demand. Violations of minimum wage laws and safety standards are common, and the lack of enforcement leaves some workers unprotected.¹⁷

In August 2017, the unemployment rate in Cebu was about 4.6%, better than the national unemployment rate of 6.6%.¹⁸ The outsourcing sector employs more than 120,000 workers in Cebu; this figure includes a wide range of professionals, from customer service representatives and sales personnel to accountants and programmers, which are employed by companies that have relocated those positions to the Philippines from other countries. Cebu was named a top ten destination for

the outsourcing sector by an outsourcing consulting firm.¹⁹ In 2017, Cebu was a destination for job seekers from around the country; professions in the IT, marketing, finance, engineering, and architecture fields are in high demand.²⁰ The number of visitors in Cebu and the Central Visayas increased by 30% in 2016 over the previous year; Cebu Province had over four million visitors in 2016. The growing tourism industry is propelling businesses and the local government to increase spending on tourism infrastructure, including the construction of new hotels and resorts.^{21, 22}



*Unemployment
Flickr / therealbrute*

Discriminations laws are in place, but many populations do not have discrimination protection. The government does not effectively enforce laws to protect the disabled against discrimination. Women face discrimination on the job and during the hiring process, including negative professional consequences for becoming pregnant. Although women are subjected to discriminatory hiring practices, they are still hired at all levels of the workforce.²³

Higher Education



*University of Cebu, Banilad
Flickr / dbgg1979*

Higher education in Cebu can trace its roots back to the founding of Colegio de San Ildefonso by Jesuit priests in 1595. Today, there are 117 institutions of higher education in the region, of which 103 are private and 14 public.^{24, 25} Although there are many opportunities to pursue a higher education, underemployment remains a problem, affecting about 16% of Filipinos. Tuition is free at 112 state universities and colleges across the Philippines, including five in the Cebu region.²⁶ Although the Philippines has

the highest number of colleges and universities per capita in Southeast Asia, Philippine universities graduate fewer scientists per capita and conduct less scientific research than neighboring countries.²⁷ Potential enlistees into the Philippine Army are required to have at least 72 college credits or possess an in-demand technical skill.²⁸

Commerce



Philippine Peso: PHP 20 Banknote
Wikimedia / Bangko Sentral ng Pilipinas

to enter or leave the country with more than PHP 50,000 (USD 10,000).³¹ Shopping malls are an important part of the retail market. In Cebu Province, there are over 30 malls. The strong outsourcing sector, growth in the tourism industry, and remittances from Filipinos working overseas have fueled the retail industry in Cebu.³² Malls have increased in size and amenities have expanded beyond retail space. Some malls include residential units, office space, restaurants, supermarkets, and hotels.^{33, 34} Street vendors are a common sight in urban areas, and Cebu City has taken steps to ensure that vendors do not obstruct vehicle traffic or the sidewalks.³⁵

Transportation

Urban streets are congested, and drivers are unpredictable. Use a taxi from a reputable company and do not share a taxi with a stranger. Never use a taxi that is not equipped with a functioning meter. Taxis can be stolen and used to pick up and rob unsuspecting passengers. Ridesharing phone apps are a recommended method of travel. Travel by ferries can be dangerous due to the frequency of accidents and maritime safety shortcomings. *Jeepneys* and motorized tricycles are popular methods of transportation, but the US State Department advises travelers to avoid riding *jeepneys* or any form of public transportation. A motorized tricycle operates like a taxi, but a *jeepney* operates more like a bus.^{36, 37, 38}



Jeepney in Cebu City
Flickr / YoTuT

According to the Waze app, the Cebu City metropolitan area is the world’s worst urban area to drive in. The Philippines was ranked by Waze as the second worst country for drivers. This ranking considered factors such as traffic jam frequency and duration, road quality, and driver safety.³⁹ Major contributing factors include more cars on the road and few roads being built or improved.⁴⁰ In order to relieve traffic, a bus system with dedicated lanes has been proposed. Despite financing from the World Bank, the project has been put on hold and may not go forward.^{41, 42} Another proposal to relieve congestion is a five-line railway.⁴³ Construction has begun on a third bridge between Mactan Island and Cebu, which should relieve some traffic.⁴⁴



Afternoon traffic in Cebu City
Flickr / Tim Albano

Can I get a cab around here?		
Visitor:	Can I get a cab?	maaheemo baa ko maag taakee?
Local:	Yes sir.	o-o seR.

Exchange 16

Health Issues



Philippine General Hospital
Flickr / NCCA Official

Some hospitals require a down payment upon admission and full payment for services upon discharge. Some private and public hospitals will not provide treatment if sufficient payment is not made. Medical care is adequate in major cities, but Philippine hospitals do not have the same standards of care, medical equipment, and sanitation as in the United States. It is important to have travel insurance to avoid paying for costly treatment or medical evacuation to the United States.⁴⁵

Travelers should ensure that their vaccinations are up to date to avoid preventable health threats. Mosquito-borne illnesses such as the Zika virus and malaria are present in the Philippines, so precautions should be taken.⁴⁶ Rabies is a nationwide public

health issue, and the disease is spread through the bites of animals such as cats, dogs, bats, and raccoons. Seek medical treatment if bitten by an animal.⁴⁷

Is there a medical clinic nearby?		
Visitor:	Is there a medical clinic nearby sir?	doonaa baay taambaalaanaan doo-ol deen- hee seR?
Local:	Yes, over there.	o-o, ngaadto daapeet.

Exchange 17



*Mother and her infant in the clinic
Flickr / Israel Defense Forces*

Contaminated water is a serious public health threat throughout the Philippines. Contaminated water and poor hygiene have led to an increase in waterborne illnesses. The excessive amount of accumulated water during the monsoon season leads to mosquitos, which spread dengue fever and malaria. Contaminated water can lead to outbreaks of hepatitis A, typhoid, and cholera. Leptospirosis is a potentially dangerous infectious disease that can be spread through floodwaters. Proper

sanitation and good hygiene can prevent the spread of illnesses.^{48, 49, 50}

Crime

Crimes such as pickpocketing and petty theft, assault, and robbery are common in urban centers. Fraud, including credit card fraud, the use of card skimmers, and scams are also common. Criminal and terrorist organizations target foreigners to kidnap for ransom; this criminal activity occurs in the Mindanao region as well as in Cebu Province. The Philippine National Police (PNP) are proficient, but a lack of equipment hinders their capacity and efficiency. Police officers have been involved in corrupt activities, including the solicitation of bribes.^{51, 52}



*Cebu police officers
Flickr / U.S. Pacific Fleet*

Give me money.

Visitor:	Give me money sir.	taagaae ko oog koowaaRtaa seR.
Local:	I'm sorry sir, I don't have any money.	paasenseeyaa gyood seR, waa gyood koy koowaaRtaa.

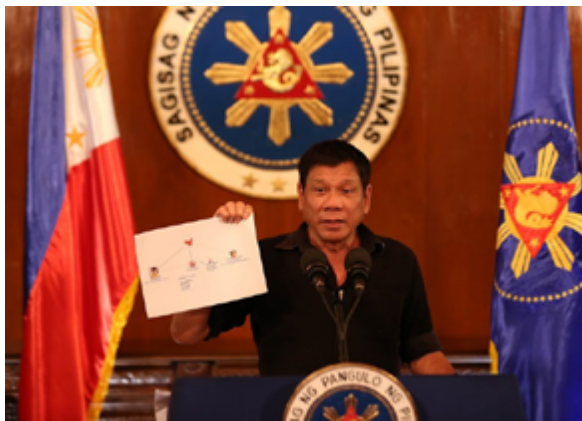
Exchange 18

Drug trafficking and drug abuse are serious problems in the Philippines. The manufacture of methamphetamine is prevalent throughout the country. The geography of the country and the lack of capacity of law enforcement provide favorable conditions for drug manufacturers and traffickers who export their product throughout Southeast Asia.^{53, 54}

Buy something from me.

Visitor:	Buy something from me sir.	paaleet saa deeRee naako, seR.
Local:	I'm sorry. I didn't bring my money.	paasenseeyaa saa- baay.

Exchange 19



President Duterte showing a diagram of drug trade network
Wikimedia / King Rodriguez

In 2016, President Rodrigo Duterte initiated a war on drugs. He was known for being harsh on drug dealers and users when he was mayor of Davao City in Mindanao.⁵⁵ The war on drugs has received strong criticism from human rights groups and the Catholic Church because of the number of suspected drug dealers and drug abusers killed at the hands of police, accusations of extrajudicial killings, and accusations that the police are incentivized to use lethal force.⁵⁶

Some families argue that their slain family members were innocent. There have been at least 7,000 suspected drug dealers and users killed in the first year of the drug war; this includes those killed by law enforcement as well as by unidentified gunmen.⁵⁷ In August of 2017, 58 suspected drug users and dealers were killed in a three-day period, including 26 in a single night of raids in a Manila suburb.^{58, 59} More than 40,000 suspected individuals have been arrested for drug-related offenses; sentences for drug trafficking can be as long as 40 years or even life imprisonment.⁶⁰

Terrorism

In 2013, the city of Zamboanga in eastern Mindanao was the scene of an almost three-week long conflict between the Philippine military and the Moro National Liberation Front (MNLF), in what became known as the Zamboanga Crisis. The MNLF took civilian as hostages and as human shields, and the crisis displaced up to 100,000 civilians. This battle took place despite a 1996 peace agreement; further steps toward peace have since been made. A total of 183 rebels were killed, as well as 23 soldiers and 12 civilians; an estimated 10,000 homes were destroyed.^{61, 62, 63}



Moro National Liberation Front (MNLF)
Flickr / NCCA Official

Are you carrying any guns?

Visitor:	Sir, Are you carrying any guns?	seR, naagdaalaa baa kaag pooseel?
Local:	Yes, sir.	o-o, neeyaa seR.

Exchange 20



President Duterte visits a Davao City bombing victim
Wikimedia / Kews Bulaclac

Since the beginning of 2016, terrorist organizations and criminals carried out 13 kidnappings of foreigners across Mindanao. In September of 2016, a terrorist organization set off an explosive device in Davao City; the blast killed 15 and wounded 69 people. The bombing was a major driving force behind a declaration of a state of emergency for Mindanao. Although US nationals have not specifically been targeted, the safety of US nationals is a concern.^{64, 65}

The 2017 Marawi City siege, which took place in the east-central Mindanao, is another example of urban warfare in the Philippines, and it showed the capabilities of anti-government insurgents and the ISIS-affiliated terrorist network. The conflict took months to end because the government had to clear the buildings and hiding places of rebel-controlled neighborhoods. Over 105 Filipino soldiers and almost 500 terrorists were killed during the hostilities.^{66, 67}

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Cebuano Cultural Orientation

Chapter 4 | Urban Life

Assessment

1. Government investments in transportation infrastructure have made Cebu City one of the least congested cities in Southeast Asia.
2. The higher education system in the Philippines offers few options to Filipinos.
3. The Philippine peso is the national currency of the Philippines.
4. The jeepney is the nickname of a locally manufactured Mine-Resistant Ambush Protected vehicle.
5. The number of cases of rabies declined significantly in Cebu following an aggressive vaccination campaign and quarantine policy.

Assessment Answers: 1. False; 2. False; 3. True; 4. False; 5. False



*Fishing boats at Madridejos, Cebu
Wikimedia / Kews Bulaclac*

Chapter 5 | Cebuano Cultural Orientation

Rural Life

Introduction

Rural Filipinos face a unique set of challenges and circumstances. The security situation in Mindanao is unpredictable; terrorism and martial law are prominent issues in the central and southern islands. There are economic challenges that threaten the financial stability of families, and some families separate out of the necessity to earn money elsewhere. Creditors take advantage of the financial position of needy families by charging 20% interest rates for loans. Health threats and mental health problems are emerging from obscurity among Filipinos. The education system is well-established, and nearly all Filipinos are literate, but many rural residents are undereducated.^{1, 2, 3}

Rural Women and Families



*A mother with her baby, Cebu
Flickr / karlhans*

Women in rural parts of the Philippines have, on average, one more child than women in urban centers. Women with no education typically have around six children, but women with a college degree have an average of 2.6 children. From 1970 to 2012, the nationwide birthrates have been halved. Women in rural parts of the country typically have their first child about two years earlier than urban women, and wealthier and more educated women tend to give birth later than rural

or less educated women. According to the 2013 National Demographic and Health Survey, rural women express a preference for more children.⁴ Rural women are less likely to be employed than urban women. Rural women are most likely to work in agriculture and are less likely to pursue clerical or technical careers.⁵

Health and Healthcare

Rural residents are a little more likely to have health insurance than urban residents are. Residents of the Cebu region are less likely to have insurance, compared to the national average. Between 2008 and 2013, the number of insured Filipinos increased by 20%. Residents of rural areas were more likely to seek medical care than urban residents, and the Barangay health station was the most popular destination to seek medical treatment in the Cebu region. Private healthcare facilities are more likely to be utilized by residents of urban areas. On average, it takes a resident of the Cebu region 45 minutes to reach a health facility.⁶



*Checking a monitor at the hospital
Flickr / U.S. Pacific Fleet*

Is there a doctor here?		
Visitor:	Is there a doctor here?	doonaa baay maanaanaambaal deenhee ?
Local:	No sir.	waalaa- seR.

Exchange 21

The number of individuals infected with HIV is rising rapidly in Cebu. Philippine health officials that over 50% of injecting drug users in the Cebu area have HIV. Nationwide, the first case of HIV was recorded in 1984, but over 80% of diagnoses of HIV/AIDS has occurred since 2012. The Cebu region has the second-highest number of people with HIV/AIDS in the Philippines. According to the UN, HIV infections are down in East Asia, but in the Philippines, the number of HIV cases has increased 140% in six years.^{7, 8, 9}

Life expectancy in the Philippines is fairly low; the average Filipino is expected to live for about 69 years, whereas the average American is expected to live a decade longer. The Philippine infant and maternal mortality rates are ranked near the median of worldwide mortality rates. Under 5% of Filipino adults are obese, and almost 20% of children are underweight.^{10, 11}



*Treating a day-old baby born with a serious birth defect
Flickr / Feed My Starving Children*

There is an increased focus on treating mental health problems in Cebu. Some rural cities have created and sustained community mental health services. Throughout Cebu, there has been an increase in the number of mental health-related deaths and incidents, and calls to the Cebu mental health crisis call center have increased dramatically since 2015.^{12, 13}

Dengue fever, a disease spread by mosquitos, is a health hazard throughout Cebu Province. In 2016, there were almost 9,000 cases of dengue fever in Cebu. Cases are common during the rainy season because standing water provides favorable conditions for mosquito reproduction.^{14, 15} The risk of dengue can be mitigated by draining standing water, using mosquito repellent, and sleeping under a mosquito net.¹⁶ Japanese encephalitis is a mosquito-borne virus that is more common in rural areas. This illness can cause swelling of the brain, coma, and death. Japanese Encephalitis is endemic to the Philippines and Southeast Asia.^{17, 18, 19}

Education

Although the Philippines has a policy of mandatory education for children, the associated cost of books, meals, transportation, and school uniforms makes education too expensive for the poorest and most rural Filipinos. The government has attempted to provide access to out-of-school children through an alternative education program, but with a limited budget and a small number of teachers, the program has had limited success. Some rural children are out of school because they have been kidnapped or forced into being a child soldier by terrorist organizations.²⁰



*Students weed a playground area
Flickr / PACAF*

The number of children who have not completed any education dropped from 5.1 million to 3.3 million between 2000 and 2010. In that same timeframe, the number of high school graduates increased by over a million. The adult literacy rate is 96.3%; women's literacy rate is 96.8%, and men's 95.8%.^{21, 22}

Rural Economy



*A rural woman working at the rice field
Flickr / IRRI Photos*

Agricultural land constitutes about one-third of the Central Visayas, and agriculture accounts for about 6% of the region's economic output. Agriculture employs almost 900,000 people, accounting for over a quarter of the jobs in the Central Visayas. Poultry and livestock have helped grow the rural economy, whereas fishing and raising crops have slightly decreased.²³ Nationwide, over 20% of the population lives in poverty, and 60% of those living in poverty live in rural areas of the country.

About 40% of the employed individuals work in the informal economy, performing labor and services that are described as "off the books" or "under the table."²⁴ Marijuana is grown in the mountainous areas of Cebu and trafficked to other parts of the country.²⁵ Rural women often seek employment as domestic workers in the homes of wealthy

families. Unfortunately, individuals working in agriculture, maritime trades, and domestic service often experience substandard working conditions and forced labor.²⁶

A major problem throughout the Philippines is the use of lending companies and informal lenders. These lenders typically charge 20% interest on the money they lend and collect payments on a weekly or daily basis. Creditors prey on those who aren't able to secure a loan through a bank, and many of these lenders operate outside common banking practices. Obtaining a loan through a bank is much more difficult than getting a loan through a lending company. Informal loans are called "5-6 loans" because, for every 5 dollars that is lent, 6 dollars is paid back to the creditor. There are over 400 of these 5-6 lenders throughout Eastern and Central Visayas.^{27, 28, 29}

Rural Transportation

The Philippine government has invested in rural infrastructure development over the past few years. In recent years, almost 6,000 km (3,728 mi) of rural roads have been constructed or repaired, and the government plans to construct or repair another 14,000 km (8,700 mi) of roads. Over 155,000 km (96,312 mi) of roads are unpaved, compared to about 60,000 km (37,282 mi) of roads that are paved. Investment in rural roads helps farmers transport agricultural products to the marketplace.^{30, 31, 32}



Ro-Ro ferries departing from Cebu City
Flickr / Ahia

Will the bus be here soon?		
Visitor:	Will the bus be here soon?	mo-aabot baa daayon aang tRaak?
Local:	Yes sir.	o-o seR.

Exchange 22

Ro-Ro ferries (short for roll-on, roll-off) are used to transport vehicles between islands. These large ships allow cars, passengers, and freight to travel at a much lower cost than by airplane. The US State Department has advised US citizens to avoid ferry travel due to safety concerns and previous ferry accidents.^{33, 34} There are almost 250 airports in the Philippines, 89 of which have paved runways.³⁵ A railway line provides rail transport on the island of Luzon. There was a railway system on Cebu, but it was

destroyed during World War II; a light rail project has been proposed to ease the traffic in metropolitan Cebu.^{36, 37, 38}

Checkpoints



Philippine Coast Guard
Flickr / bernie madridand CIS

The police and military commonly use checkpoints in response to terrorist activities or during special events, such as elections. The Philippine Coast Guard monitors the sea between islands in order to detect insurgent and criminal traffic. Public places such as malls and transportation infrastructure may also have a military or police presence during times of heightened security. Checkpoints on the streets of Cebu City are used to deter terrorist activities.^{39, 40, 41}

In 2017, the island of Mindanao was placed under martial law in response to the Marawi conflict. Resorting to martial law in the Philippines is controversial because it was a means of oppression under President Marcos.⁴² Corruption is rampant throughout the Philippine National Police, and police officers can abuse their authority and extort bribes. It is important to be polite and calm during interactions with law enforcement, and US citizens should contact the embassy if they are arrested or detained by police.⁴³

Show us your ID.		
Visitor:	Show us your ID.	paakeet-aa mee saa eemong aaydee.
Local:	Yes sir.	o-o seR.

Exchange 23

Landmines

Landmines and improvised explosive devices (IEDs) have been used against government forces in Mindanao and the Visayas. The New People’s Army, the Marxist rebel group that assassinated U.S. Army Colonel James Rowe in 1989, places IEDs and mines throughout Mindanao.^{44, 45} These mines have caused casualties among the Philippine Army, and mines are sometimes placed in civilian areas. The group has been blamed or taken credit for planting a wide range of explosives, from command wire improvised explosives and landmines, to claymore mines.^{46, 47, 48} In 2016, the Philippine National Police blamed the Maute group for bombings in Leyte and Davao City which killed

15 people and led to strict security measures. That same year, an IED was left a few hundred meters away from the U.S. Embassy in Manila.^{49, 50}

Other Hazards



*Massive landslide
Flickr / International Disaster Volunteers*

and flooding can occur at the same time, and both disasters can cause fatalities and damage to roads and infrastructure.^{54, 55, 56}

Landslides are dangerous natural disasters that occur in Cebu. The area's steep mountains, abundant rain, and geology make it susceptible to landslides. The removal of vegetation and poor drainage of runoff water are human factors that contribute to landslides. As the Cebu City metropolitan area expands inland, people are building on the hills and mountains to the west of the city. These mountainous barangays are susceptible to landslides, as are remote rural villages.^{51, 52, 53} Landslides

The Philippines is located on the Pacific Ocean's "Ring of Fire," known for its large number of earthquakes and volcanoes. Although there are no active volcanoes on the Island of Cebu, there are several volcanoes on islands nearby in the Visayas and Mindanao, including some that are active and potentially active. In 2013, four German tourists and a Filipino guide were killed by an eruption while hiking on a volcano. Volcanoes can cause regional disasters and can be hazardous even if there has not been an eruption in hundreds of years.⁵⁷

Earthquakes are a common hazard in the Philippines. In 2013, a 7.2 magnitude earthquake hit the Central Visayas, killing 222 people and injuring hundreds more. The earthquake damaged or destroyed some 67,000 homes throughout the Central Visayas. Damaged roads complicated relief efforts. Almost all the bridges on Bohol island were destroyed, and the earthquake also triggered landslides and stampedes of panicked people. After the earthquake⁸⁴



*Debris and mess created by the earthquake
Flickr / All Hands Volunteers Photobank*

aftershocks were felt in the region. The worst earthquake was the 1976 Moro Gulf earthquake, which struck off the southern coast of Mindanao; the 7.9 magnitude earthquake and tsunami killed about 5,000 people.^{58, 59, 60}

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Cebuano Cultural Orientation

Chapter 5 | Rural Life

Assessment

1. Landmines and improvised explosive devices are still used by terrorist organizations in the Philippines.
2. Ferries are a safe method of travel between Philippine islands.
3. The birthrate in the Philippines has dropped by half since the 1970s.
4. The number of HIV infections in the Philippines has increased dramatically since 2010.
5. Dengue fever has been eradicated in Cebu after a successful vaccination campaign.

Assessment Answers: 1. True; 2. True; 3. False; 4. True; 5. False



*A big family
Flickr / respiritu*

Chapter 6 | Cebuano Cultural Orientation

Family Life

Introduction

Many households in the Philippines are multigenerational, and extended families gather on numerous occasions throughout the year. It is not uncommon for middle-aged children to live in their parents' home. In many instances, individuality takes a backseat to the needs and interests of the family. Many children return to the family home after completing their education. Married children who leave home often live near their parents. The median marriage age for Cebuano women is 22. Urban and wealthy Filipinos tend to have fewer children and marry at a later age than poor and rural Filipinos.^{1, 2}

Family Dynamics



Family riding
Flickr / Ahia

Over 60% of Filipino women are employed; about half of Filipino couples make joint decisions regarding wages a wife earns, and about the same proportion of women make their own healthcare decisions. About two-thirds of couples make joint decisions regarding major purchases and visits to relatives, and the same proportion of women are the sole decision makers regarding day-to-day purchases. The Philippine Magna Carta for Women has protected women inside and outside

of the home; these protections include antidiscrimination measures, property rights, and time off for health issues.^{3, 4}

How is your family?		
Visitor:	How is your family?	koomoostaa aang paameelyaa neemo?
Local:	They're good sir.	maa-aayo Raa seelaa seR.

Exchange 24

Seeking employment abroad can be a means of escaping an abusive or undesirable marriage or family situation. Some women work overseas to earn money because their husband can't earn sufficient income. Many families seek relief from the effects of poverty, a situation that more than a quarter of the population experiences, and working overseas provides for a better life for the family. The nature of overseas employment inherently separates families, and the extended separation can strain spousal relationships and negatively affect children of overseas workers. Overseas workers may experience loneliness or guilt for leaving their children behind, and many destinations for Filipino workers do not have strong protections for foreign employees.^{5, 6}



Filipino maids' weekend gathering in Hongkong
Flickr / Michael Coghlan

Family Trends



Young mother
Flickr / shankar s.

Cebu has the highest number of births to mothers under the age of 20. One out of 10 women between the ages of 15 and 19 has given birth. The government is attempting to address this issue through the Reproductive Health Law, which expands access to birth control, and the Department of Education is developing a new curriculum to increase awareness to the issue of teen pregnancy.^{7, 8} The Visayas accounted for 20% of births nationwide, and the Cebu region (Central Visayas) accounted for 8.5% of births in 2015. Overall, there has been a slight decline in the number of births nationwide. In the Cebu region, almost 55% of children were born to unwed mothers in 2015.⁹ The average household size is trending downward, and as a result, population growth in the Philippines is expected to slow down, and the median age of the population is starting to rise. In 1973, the average Filipino woman had six children; by 2011, that figure had decreased by half.¹⁰ The number of Cebuano speakers decreased by over 900,000 between 2000 and 2010.¹¹

Attitudes about family life are also changing. The percentage of women living with their significant other without being married has grown. Younger couples are delaying marriage until they are more financially stable. Women head almost 20% of Filipino households.^{12, 13} President Duterte was in favor of supporting same-sex marriage but has since changed his opinion. Still, has defied the doctrine of the Catholic Church and expanded access to birth control.¹⁴



Young couple
Flickr / Ben Shan

How many people live in this house?		
Visitor:	How many people live in this house?	peelaa kaa taawo aang naagpooyo deenhee saa baalaay baay?
Local:	My family of 10.	naapoo kaabook mee taanaan saa aakong paameelyaa.

Exchange 25

Employment Issues

Many families rely on money sent from family members working abroad. An estimated 2.2 million Filipinos work abroad to support their families; about half work in the Gulf nations of the Middle East and about 30% in the East Asia. More women abroad than men - almost 54% of overseas workers are women. Overseas working Filipino women tend to be younger than Filipino men who are working abroad; most women perform domestic housework and caregiving, but men typically perform manual labor and construction work. Almost USD 25 billion was sent to the Philippines from abroad, accounting for almost 10% of the country's gross domestic product. According to government estimates, there are over 100,000 people from the Cebu region working overseas.^{15, 16, 17} Many overseas workers face harsh working conditions, difficult employers, and violations of their employment contracts. Thousands of Filipinos were stranded in Saudi Arabia after the fall of oil prices led to layoffs of workers.^{18, 19} The Philippine government has taken legal action against companies accused of unfair labor and recruitment practices and assisted victims of labor trafficking abroad, but the government lacks the capacity to protect workers' rights abroad.^{20, 21}



*Filipino maids gathering in Hongkong
Flickr / Jan Cornell*



*A child domestic helper
Flickr / karlhans*

Over 1.5 million Filipino children between the ages of 5 and 14 are working, accounting for 7.5% of the children between those ages. Over half of the employed children are working in the agriculture sector, including the fishing industry. Some children are involved in dangerous forms of employment such as the manufacture of pyrotechnics, construction, and mining. Many children perform domestic labor in private homes. Poverty has reduced some children to begging and scavenging dumpsites and waterways for items to sell. Militant groups, including Abu Sayyaf, Moro National Liberation Front, Moro National Islamic Liberation Front, and groups that have split from these organizations recruit and use child soldiers.^{22, 23} Child soldiers,

including kidnapped children, were used by the ISIS-linked Maute organization during the 2017 Battle of Marawi. Children were used to fight alongside Maute terrorists, guard prisoners, and appear in propaganda videos circulated on social media.^{24, 25}

Marriage and Divorce



*A happy couple at their wedding
Flickr / joemeth robes*

The minimum age for marriage is 18, but parental consent is a legal requirement for anyone under the age of 21. It is estimated that 14% of women were married before turning 18. The median age of marriage for women is 26 and for men 28. The marriage rate in the Philippines is declining. From 2005 to 2015, the number of new marriage licenses decreased by 20%. The Cebu region accounts for about 7% of marriages. About 42% of weddings are civil weddings, over 36% of marriages take place in a Catholic

church, about 20% of weddings are officiated by another religious figure, and just over 1% of weddings follow the Muslim tradition of marriage. Most weddings take place in the month of May, and about 3.6% involve a foreign national. In order to protect women from exploitation and trafficking, foreign men seeking to marry Filipino women must prove their moral character and lawful employment.^{26, 27}

The Philippines is the only country, except Vatican City, which prohibits divorce. There are few alternatives to dissolving a marriage; one is a separation and moving on to new partners, which would not allow a future marriage. Another option, annulment, is too expensive for most Filipinos and can only be granted for very limited reasons, such as fraud, coercion, or physiological incapacitation. Filipinos have the option of receiving a religious annulment or a civil annulment, but the process can take years, and there is no guarantee of success. Those who do not legally end their marriage and pursue new relationships can be charged with adultery. The law does provide the Filipino Muslims with the option to divorce in accordance with Islamic law.^{28, 29}

Funerals

Funeral traditions in the Philippines are similar to those of other predominantly Catholic countries. Wakes typically last for nine days; some wakes last longer to provide families with extra time to raise money to bury their loved one. Prayers are offered during the wake, and one purpose of such a long wake is to allow the extended family the opportunity to travel long distances and participate in the mourning process. Funerals in the Philippines are expensive, and families receive *abuloy*, or donations, to help cover costs. A unique tradition is to gamble during the wake, and although there has been some opposition to the practice by Catholic authorities, it is considered a legal pastime by the government. A requiem mass is held, and the deceased is buried in the local cemetery. Some cemeteries in urban areas are overcrowded. Filipino Muslims bury the deceased within 24 hours in accordance with Islamic tradition.^{30, 31, 32}



*Funeral cortege, Cebu Island
Flickr / Cristian Bortes*

I would like to offer my condolences to you and your family.

Visitor:	I would like to offer my condolences to you and your family.	bot naakong eepaadaangat aang aakong kaas-oobo oog paagbaangootaan deehaa kaaneemo oog saa eemong paameelyaa.
Local:	Thank you sir.	saalaamaat seR.

Exchange 26

Another tradition observed by many Filipinos is to visit their deceased friends and relatives on All Saints Day, rather than the traditional All Souls Day. Many Filipinos visit cemeteries at dusk to hold all-night vigils at their loved ones' graves.³³

Baptisms

Baptism is an important part of a Cebuano Catholic's life. It is the first of the seven sacraments that he or she receives in life. Baptism initiates one into the Catholic Church, provides one with the blessings associated with the rite, and is necessary to achieve salvation. A godfather or godmother is designated to witness of the infant's baptism and to assist in the religious upbringing of the infant. A godparent should

be a Catholic in good standing with the church and who has received the necessary religious rites. Catholics in the Philippines are urged to baptize their infants within three months of birth. This guidance was given because some families put off baptism because they feel they can't afford to pay for the accompanying large parties and social events.^{34, 35, 36}



*A baby being baptized
Flickr / shawn*

Naming Conventions

In addition to a first name, many Filipinos have a nickname. Most people get their nickname from family or friends from a young age. Nicknames are a practical way to differentiate between family members with similar names and among individuals with common names. Nicknames may come from a variety of sources; “Joker Arroyo,” a prominent Philippine public official, received his nickname because his father loved card games. Public figures may get a nickname from the media or the public as their public profile grows.^{37, 38, 39}



*Children playing
Flickr / dbgg1979*

In 1849, the colonial government mandated that Filipinos adopt a Spanish surname for census and taxation purposes. To facilitate this process, the provincial governors were given portions of a list of surnames, in order to name those who fell under their jurisdiction. One of the results of this effort was that Filipinos within a small geographical area were assigned a single surname or surnames that started with the same letter. Another result was that traditional surnames and naming

conventions were replaced by Spanish surnames and naming traditions. Individuals and families who were previously registered with the Spanish government retained their traditional name. Traditional surnames were based on the geography of a person's surroundings, life events, and unique characteristics. Traditional surnames, which have since been passed through the generations, include adjectives and nouns that

may sound unflattering or confusing to those unfamiliar with the name's origin.^{40, 41}

The most popular first names in the Philippines are biblical names, names related to Catholicism, and secular names that are commonly heard in the United States. Combination names such as John Paul, John Mark, Angel Mae, and Mary Grace are also common.^{42, 43, 44}



Children in Cebu City
Flickr / karlhans

My name is Peter.		
Visitor:	My name is Peter.	pedRo aang aakong ngaalaan.
Local:	My name is Joe.	joe aang ngaalaan naako-.

Exchange 27

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Assessment

1. Gambling during the nine-day wake is a unique tradition in the Philippines.
2. Filipinos adopted Spanish surnames to gain favor with the Spanish colonial government.
3. Child soldiers are a persistent problem in the Philippines.
4. Filipinos who work overseas are crucial to the Philippine economy.
5. The sharp drop in birth rates across the Philippines includes a noticeable decline in teen pregnancies.

Assessment Answers: 1. True; 2. True; 3. False; 4. True; 5. False

Cebuano Cultural Orientation

Further Readings and Resources

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Cebuano Cultural Orientation

Final Assessment

1. Contaminated water is a serious public health threat throughout the Philippines.
2. President Rodrigo Duterte's harsh war on drug dealers and users received strong criticism from human rights groups and the Catholic Church.
3. Public and private hospitals are prohibited by law from denying a patient care in an emergency situation.
4. Criminal and terrorist organizations target foreigners to kidnap for ransom.
5. Outsourcing is an important sector in the economy of the Cebu metropolitan area.
6. Because many Filipinos are very shy, social media has not caught on in Cebu.
7. *Lechon* is a traditional alcoholic beverage made of coconut.
8. Basketball is the most popular sport in the Philippines.
9. Filipinos value punctuality and regard tardiness as a sign of disrespect and laziness.
10. American fast food chains are popular in the Philippines.

11. The literacy rate in the Philippines is higher than 95%.
12. The constitution of the Philippines forbids the proclamation of martial law.
13. Because the Philippines is a developing nation with poor infrastructure, there are only a few operational airports in the country.
14. Homes built on the hills surrounding Cebu City are susceptible to landslides.
15. It is illegal to take an informal loan, i.e., a loan that does not go through an official bank, in the Philippines.
16. The Sinulog festival marks the arrival of the first Chinese Buddhists to Cebu in the third century.
17. The Filipino Christmas season starts in the fall.
18. The Philippines welcomed Jewish refugees who sought to escape the Holocaust during World War II.
19. The Philippine constitution enshrines Catholicism as the country's official religion.
20. Filipinos adhere to the Catholic Church's doctrine that marriage is permanent and indissoluble. Consequently, divorce is illegal in the Philippines.
21. Journalism is a high-risk occupation in the Philippines.

22. The *carabao* is a domesticated water buffalo.
23. English is one of the national languages of the Philippines.
24. The United States has two permanent military bases in the Philippines.
25. The Philippines gained independence after World War II.
26. The Philippine government downplays the suffering of Filipinos who work abroad and find themselves in difficult situations.
27. The Catholic Church urges families to baptize their infants within three months of birth.
28. Catholics in the Philippines prefer to dissolve their marriage by annulment rather than divorce.
29. Foreign men who wish to marry Filipino women have to marry outside the Philippines.
30. Many households in the Philippines are multigenerational.

30. True

20. True; 21. True; 22. True; 23. True; 24. False; 25. True; 26. False; 27. True; 28. False; 29. False; 10. True; 11. True; 12. False; 13. False; 14. True; 15. False; 16. False; 17. True; 18. True; 19. False; Assessment Answers: 1. True; 2. True; 3. False; 4. True; 5. True; 6. False; 7. False; 8. True; 9. False;