

SENATE  
S.B. 1829

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**Introduced by Senator Villar**

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**Explanatory Note**

The 1887 fable, "The Monkey and the Tortoise" written by our national hero, Dr. Jose Rizal, is considered as the first *komiks* in the Philippines. Historical records indicate that it signalled the commencement of the mainstream Philippine komiks industry.

*Komiks*, a form of graphic arts is actually patterned after the English lexicon "comics" and adapted to fit the orthography of native Filipino language such as Tagalog.

Its popularity soared in 1947 when Tony Velasquez introduced the *Pilipino Komiks*, a cornucopia of panelled stories and illustrations. It opened the doors for other publications such as *Tagalog Klasiks* in 1949, *Hiwaga* in 1950 and *Espesyal Komiks* in 1952.

By mid-50s, the Philippines had one of the largest comics industry in the world. It served as the medium of other forms of Filipino literature such as the *komedya*, *alamat*, folklore, and mythology. The *komiks* gained prominence as the "unofficial national book" of the citizens.

But the wide utilization of *komiks* was seriously threatened by other forms of entertainment such as videogames, text jokes in cellular phones, the internet, pocket novellas, karaoke and others. By the year 2005, there were no longer any major publication of *komiks* in the Philippines.

Against these backdrop, this legislation is submitted. Its highlights:

1. It seeks to revive the Philippine Komiks through its promotion as an instructional material and a tool of popular art;
2. It mandates that ten percent (10 %) of the printable instructional materials being used by Filipino children in elementary and secondary education be in the form of komiks. It is believed that visually-attractive reading literature like komiks is more stimulating and promotes in-depth acquisition of knowledge.
3. It mandates that as far as practicable, all departments, agencies, instrumentalities of the national government should incorporate the use

of komiks in all its printing and information campaign dissemination for the general public.

In a globalized world where everything seems to be the same, it is desired to have particular things, distinctly Filipino, rooted in its milieu. Certainly, the Filipino komiks is one of them.

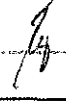
Immediate enactment of the legislation is earnestly sought.



MANNY VILLAR

7 NOV -8 2007

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**AN ACT  
TO ENHANCE GENUINE FILIPINO CULTURE AND TO ENCOURAGE THE  
GROWTH OF PHILIPPINE ARTISTIC TRADITION THROUGH THE RE-  
INTRODUCTION AND REVIVAL OF THE *KOMIKS* (COMICS) AS POPULAR  
INSTRUCTIONAL MATERIALS IN EDUCATION AND EFFECTIVE  
DISSEMINATION OF GOVERNMENT INFORMATION**

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

SECTION 1. Short Title. This Act shall be known as the "Philippine Komiks Revival Act of 2007."

SECTION 2. Declaration of Policy. It is a declared policy of the State that it shall preserve, enrich and evolve a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and intellectual expression.

It likewise declared that arts and letters enjoy the patronage of the State and that the nation's historical and cultural heritage and resources as well as artistic creations must be conserved, promoted and popularized.

To this end, the use, utilization, and the reading of komiks (comics) as a tool of instruction and information shall be promoted.

SECTION 3. The Department of Education is hereby mandated that ten percent (10 %) of all instructional materials being printed and utilized in all academic institutions, both public and private, shall be in *komiks* form.

SECTION 4. As far as practicable, all departments, agencies and instrumentalities of the Philippine government shall take immediate steps to implement this Act and shall incorporate the use of *komiks* in all its printing and information dissemination campaign for the general public.

SECTION 5. All equipment and materials that are reasonably necessary and are not manufactured or produced locally for the propagation and renewed popularisation of komiks shall be tax or duty-free.

SECTION 6. Five percent (5 %) of the total travel tax collection for five (5) consecutive years beginning the year of effectivity of this Act shall be constituted as a fund to conduct valuable research on the re-introduction and revival of the komiks as a popular art. Substantial portions of it shall be constituted as a revolving fund for the printing of such *komiks* publications.

SECTION 7. Within sixty (60) days from the effectivity of this Act, the Cultural Center of the Philippines, the National Commission on Culture and Arts, the Department of Education and the Philippine Information Agency shall jointly come up and promulgate the necessary rules and regulations for the effective implementation of this Act.

SECTION 8. In the event that any provisions of this Act is declared unconstitutional, the validity of the other provisions not affected shall remain.

SECTION 9. All laws, decrees, orders, rules and regulations or portions thereof inconsistent with this Act are hereby repealed or modified accordingly.

SECTION 10. This Act shall take effect fifteen (15) days after its complete publication in the Official Gazette or in at least two (2) newspapers of national circulation.

Approved,