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2008

EXPOSURE TO TELEVISION SHOWS AND
DEVELOPMENT OF ELEMENTARY PUPILS

RESEARCH STUDY

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RS543

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April 2008

**EXPOSURE TO TELEVISION SHOWS AND
DEVELOPMENT OF ELEMENTARY PUPILS**

Research Study
Submitted to the Faculty of the
Cavite State University
Science High School
Indang, Cavite

In partial fulfillment
of the requirements for
graduation



00007392

*Exposure to television shows and
development of elementary pupils*
302.23 G16 2008
RS-543

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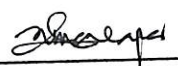
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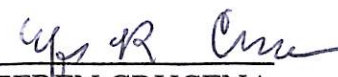
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ABSTRACT

GARCIA, ROMA AIRIA P., OCAMPO, MA. AGNES P. Exposure to Television Shows and Development of Elementary Pupils. Research Study. Applied Research III, Cavite State University – Science High School, Indang, Cavite. April 2008, Adviser: Dr. Roderick M. Rupido.

The study was conducted in two primary schools in Indang, Cavite namely: Indang Christian Academy and Cavite State University – Child Development Center. It aimed to determine the socio-economic characteristics of elementary pupils, the types of television shows they are exposed to, the extent of their mental, social, emotional and moral development.

A total of 134 respondents from Grades IV to VI were interviewed. The data were gathered through a questionnaire given to each of the respondents from February to March 2008.

Out of the data gathered, majority of the respondents have an age ranging from 11 to 12 years old, Christians, and most of them were males. A great number of respondents have a family income ranging from Php61,000 to Php100,000.

For one day, their extent of exposure to television shows was more than 5 hours. The results of analysis showed also that the kind of television shows the respondents mostly was Game Shows.

Most of the students strongly agreed that by viewing television shows their emotional development is affected while others agreed that their moral, social and mental developments are likewise affected.

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EXPOSURE TO TELEVISION SHOWS AND DEVELOPMENT OF ELEMENTARY PUPILS

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A research study submitted to the faculty of the Science High School, Cavite State University, Indang, Cavite, in partial fulfillment of the requirements for graduation. This study was prepared under the supervision of Dr. Roderick M. Rupido.

INTRODUCTION

Mass media first appeared when radio broadcasting spread in all western countries (Dal Monte, 2003). Although, no one knows exactly how mass media spread across, it has already become one of the most widely used form of spreading information. Mass media has three types. These types are the print, non-print and electronic or online. Print media involves books, journals, magazines, newspapers and the list goes on. Non-print involves the television and radio. The new type of mass media is the electronic or online which involves text messaging, and the use of internet.

The mass media has also been a very influential part of our lives, because it is very widely spread. According to the report of NSO 2000 census of households with household conveniences, 1,540,967 of the population in Southern Tagalog own a television. It can influence on the way we dress, the way we act or our outlook in