

EXPOSURE TO BATBATAN SEGMENT OF TV PATROL AND
AWARENESS ON SOCIAL ISSUES AMONG SELECTED
AB JOURNALISM STUDENTS OF CAVITE
STATE UNIVERSITY

THESIS

AEROL PAULO P. ARBUES

College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

Cavite State University (Main Library)



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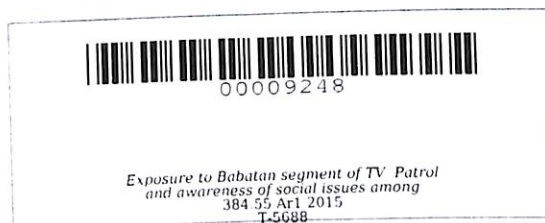
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**EXPOSURE TO *BATBATAN* SEGMENT OF TV PATROL AND AWARENESS
ON SOCIAL ISSUES AMONG SELECTED AB JOURNALISM
STUDENTS OF CAVITE STATE UNIVERSITY**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Mass Communication



AEROL PAULO P. ARBUES

April 2015

ABSTRACT

ARBUES, AEROL PAULO P. *Exposure to Batbatan Segment of TV Patrol and Awareness on Social Issues among Selected AB Journalism Students of Cavite State University*. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. April 2015. Adviser: Erica Charmane B. Hernandez.

As stated in the *Kapisanan ng mga Brodkaster sa Pilipinas (KBP)* Broadcast Code of 2007, station editorials should discuss significant issues in the society and encourage its viewers to be involved in discussing these issues. With this, the study was conducted to determine if there is a significant relationship between the viewers' level of exposure on *Batbatan* segment of TV Patrol and the level of their awareness on current social issues.

The participants of the study were the selected AB Journalism students of Cavite State University (CvSU). The researcher gathered the data needed by determining the participants' level of exposure on *Batbatan* segment and their level of awareness of current social issues through survey-questionnaires. After analyzing and interpreting the data, results showed that the participants were moderately exposed to *Batbatan* and they are aware of current social issues; however, participants' exposure to *Batbatan* and their level of awareness of current social issues has no significant relationship.

Based on the results, the researcher concluded that too much entertainment in *Batbatan* might have an effect to its viewers. Jokes and other form of entertainment used in the segment might confuse its viewers and shifted their attention to the entertaining part and not to the content of their opinion. The researcher recommends that *Batbatan*

should be developed. The anchors should discuss social issues seriously and direct to the point so their viewers will easily comprehend their message and viewpoints.

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**EXPOSURE TO *BATBATAN* SEGMENT OF TV PATROL AND AWARENESS
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STUDENTS OF CAVITE STATE UNIVERSITY**

Aerol Paulo P. Arbues

An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Mass Communication with Contribution No. 01. Prepared under the supervision of Ms. Erica Charmane Hernandez.

INTRODUCTION

Television is the world's most powerful medium of mass communication (United Nations, 2003). It is the most accurate way to find information and entertainment through different programs. News is one of the sources of information but unlike the traditional format, news programs nowadays are given a new taste through infotainment. According to the study of Gozon Jr. (2013) entitled *Ba't Ba? Batbatan Na 'Yan: Isang Kritikal na Pag-aaral sa Bahaging Batbatan ng TV Patrol*, infotainment is the combination of format, style, and sub-genres of a certain program that limits the two functions of television which is information and entertainment.

According to Brand, *et al.*, (2001), the use of entertainment in news is to reach out the new growing audience of television which are the young ones. Today, news program like TV Patrol is using this concept to adapt in evolving world of news and information. TV Patrol is the flagship national network news broadcast of ABS-CBN in