

**MEDIA AS STRESS MANAGEMENT TOOL AMONG
FACULTY MEMBERS OF CAVITE STATE
UNIVERSITY - MAIN CAMPUS**

THESIS

MARTINA A. LONTOC

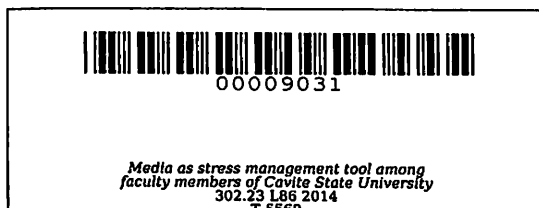
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**MEDIA AS STRESS MANAGEMENT TOOL AMONG FACULTY MEMBERS
OF CAVITE STATE UNIVERSITY- MAIN CAMPUS**

Undergraduate Thesis
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ABSTRACT

LONTOC, MARTINA A. Media as Stress Management Tool Among Faculty Members of Cavite State University-Main Mampus. Undergraduate Thesis. Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University, Indang Cavite. March 2014. Adviser: Mrs. Lisette D. Mendoza.

The study aimed to determine the effectiveness of media as a stress management tool among selected faculty members of Cavite State University- Main Campus. Specifically, it aimed to determine what form of media is mostly used by the faculty members of Cavite State University- Main Campus as tool for stress management; what are the gratifications sought by faculty members on media, and; determine the level of effectiveness of media as a stress management tool.

In this study, media was specified as television, radio, music/songs, movie /film, books, newspaper and magazines and the internet specifically the social networking sites, such as Facebook, Twitter and Instagram.

There were no particular kind of program on television and radio, music genre, movie variety, as well as kind of books, magazine and newspapers, and there was also no activity on, Facebook, Twitter, and Instagram being particularized in this study.

Descriptive research method was used in the study. Mean and standard deviation were used to statistically analyze the gathered data.

The results showed that television, music/songs, movie and facebook are the forms of media often used by the faculty members of Cavite State University- Main Campus as tool for stress management.

Moreover, participants agreed that entertainment, companionship, surveillance and interpretation were seen as gratification sought by the participants from media.

Lastly, the results revealed that media is an effective tool for stress management.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	ii
ACKNOWLEDGMENT.....	iii
ABSTRACT.....	vi
LIST OF TABLES.....	viii
LIST OF APPENDICES.....	ix
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	3
Significance of the Study.....	4
Scope and Limitation of the Study.....	4
Theoretical Framework.....	5
Conceptual Framework.....	6
Definition of Terms.....	7
REVIEW OF RELATED LITERATURE.....	9
Synthesis.....	23
METHODOLOGY.....	24
Research Design.....	24
Time and Place of the Study.....	24
Variables of the Study.....	25
Participants of the Study.....	25

Sampling Procedure.....	26
Research Instrument.....	26
Data Gathering Procedure.....	27
Data Processing Technique.....	28
Statistical Treatment of Data.....	28
RESULTS AND DISCUSSION.....	30
SUMMARY, CONCLUSION, AND RECOMMENDATION	40
Summary.....	40
Conclusion.....	41
Recommendations.....	41
REFERENCES.....	43
APPENDICES.....	45

LIST OF TABLES

Table		Page
1	The form of media that is mostly used for stress management.....	29
2	The enjoyment sought from the media.....	31
3	The companionship sought from the media.....	32
4	The surveillance sought from the media.....	33
5	The interpretation sought from the media.....	34
6	The effectiveness of media as a stress management tool.....	35

LIST OF APPENDICES

Appendix		Page
1	Survey questionnaire	47
2	Letter for deans of colleges	52
3	Curriculum vitae	60

MEDIA AS STRESS MANAGEMENT TOOL AMONG FACULTY MEMBERS OF CAVITE STATE UNIVERSITY- MAIN CAMPUS

Martina A. Lontoc

An undergraduate thesis 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 the degree of Bachelor of Arts in Mass Communication, major in Journalism, with Contribution No. _____. Prepared under the supervision of Mrs. Lisette D. Mendoza.

INTRODUCTION

For the population of Cavite State University- Main Campus that is over twelve thousand, faculty members are particularly vulnerable to occupational problems at several points in their working lives. Due to the large population of the university, the demands from the workforce will surely be constant.

According to Girdano, Dusek and Everly Jr. (2013), work has a qualitative as well as quantitative aspect and both can produce stress. No doubt that work and the relationships among co-workers, superiors and subordinates are always listed as top stressors in just about every survey.

For Hellriegels (1989), as cited in Tamina (2007), if stress becomes too great, performance begins to decline because stress interferes with it.