

SELECTED HIGH SCHOOL STUDENTS' PERCEPTION ON THE
ENTERTAINMENT VALUE AND INFORMATIVE
CONTENT OF PEPITO MANALOTO

THESIS

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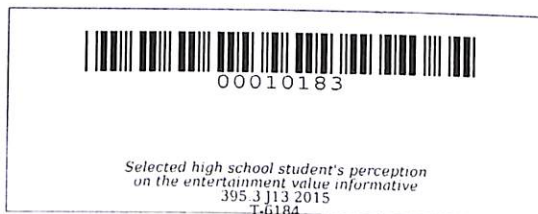
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✓ **SELECTED HIGH SCHOOL STUDENTS' PERCEPTION ON THE
ENTERTAINMENT VALUE AND INFORMATIVE CONTENT
OF *PEPITO MANALOTO***

Undergraduate Thesis
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ABSTRACT

JACOB, REYNANTE JR., B. Selected Fourth Year High School Students' Perception on the Entertainment Value and Informative Content of Pepito Manaloto. Undergraduate Thesis. Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University, Indang, Cavite. April 2015. Adviser: Mr. Allan Robert C. Solis.

The study aimed to determine the perception of fourth year High school students of Tanza National Comprehensive High School on the entertainment value and informative content of the TV Program "*Pepito Manaloto*".

Two hundred thirty seven fourth year high school students of Tanza National Comprehensive High School were selected using the purposive sampling procedure. The participants were exposed and aware on the TV Program.

It was a descriptive survey with the use of a set of questionnaires formulated based on the answer of the Fourth Year High School Students of Tanza National Comprehensive High School. The percentage, mean, and Wilcoxon Signed Rank Test were the statistical treatment used in the study.

The result of the study showed that entertainment value and informative content of the TV program were highly perceived by the participants. It also presents that the plot or narrative of a sitcom program could greatly affect the entertainment value of the program while the moral value contains most of the information in *Pepito Manaloto* as it gathered the most of participants' perception.

Pepito Manaloto is successful in fusing the entertainment function of the television as well as the role of television to inform and educate the viewers as the perception of the participants in the entertainment value and informative content of *Pepito Manaloto* is very high. However, informative content of the program is deemed to be more dominant in the TV program than its entertainment value.

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INTRODUCTION

It is not questionable that television is the most popular communication medium developed in today's time. Being free of charge and easy to access, television is the common ground of all person because anyone, regardless of any social demographics, could be touched by this medium. Edward Murrow (n.d.) quoted as cited by Sander (2012), "This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise, it is nothing but wires and lights in a box."

One of the purposes of mass media is to entertain and mostly, television never fails to play this role of the mass media. Television entertains everybody primarily those TV programs that are comedic in nature. Viewers found funny television shows engaging because of the humors attached to it and it is deemed entertaining because that is really