

COMMUNICATION COMPETENCES AND EMPLOYABILITY OF
GRADUATES OF BACHELOR OF ARTS IN MASS
COMMUNICATION BATCH 2001-2005 OF
CAVITE STATE UNIVERSITY

THESIS

DIANARA C. DELOS REYES
MARY JEAN V. SEVILLANO

College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

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**COMMUNICATION COMPETENCIES AND EMPLOYABILITY
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COMMUNICATION BATCH 2001 – 2005 OF
CAVITE STATE UNIVERSITY**

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*Communication competencies and
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**DIANARA C. DELOS REYES
MARY JEAN V. SEVILLANO**
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ABSTRACT

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This research determined the communication competencies and employability of graduates of Bachelor of Arts in Mass Communication Batch 2001 to 2005 of Cavite State University. It specifically aimed to describe the demographic profile of the graduates, determine the trend in employment among them, and identify the communication competencies that determine their employability. This study was a descriptive research which used the quantitative method for gathering data using survey questionnaires and the convenience sampling technique in choosing the respondents for the study. The researchers' main sources of data were the graduates of Mass Communication Batch 2001 – 2005 of Cavite State University and their current employers. The study was conducted during the school year 2015 – 2016.

Out of the entire graduates, 63 of them, who were 30 to 38 years old, answered the questionnaire. 47 of them were female. 36 (57%) of the respondents were independently employed. The number of employed participants was 52 and 30 of them had 1 to 2 jobs related to Mass Communication. Majority of them had media related job and other related positions in the office, associated with various firms and companies.

This study concluded that the participants used various communication competencies in their jobs. The participants were measured as employable according to

the bases of employability. The respondents, mostly females, were 33 to 35 years old professionals. Majority of them were independently employed. Most of them were employed as office staff where they hold media related positions as well as other positions, associated with different firms and companies. Most of them held 3 to 4 jobs since graduation. Those participants initially worked for 1 to 10 months and currently working for 31 to 40 months. It took less than a month for most of the participants to find their current job.

The communication competencies that determine the employability of the respondents as assessed by their employers were: relationship with co-workers; oral communication; non-verbal communication; communication skills with co-workers; and interacting with different groups of people.

The researchers would like to recommend the conduct of more outside activities and exposures to make the program, Mass Communication, more responsive to the needs of the industry; and the graduates, for them to be well oriented and more prepared about the reality of life after graduation.

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**Dianara C. delos Reyes
Mary Jean V. Sevellano**

An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism. Prepared under the supervision of Mrs. Lisette D. Mendoza.

INTRODUCTION

According to Herbold (2013), communication is too often ignored. As long as people know how to communicate, they do not give too much attention to its importance. Using words and linking sentences are not the only factors of communication.

Little do people know that communication plays a vital role in pursuing a career. The root of a person's success lies in good communication skills (Careesma, 2012). After all, the main objective of communication is to convey messages and information whose purpose is to attain the communicator's goal. In this context, the goal of the communicator is to be employed using their skills and abilities through proper and intelligent communication because no matter how skilled they are, if they do not know the proper way of showing these skills through communication, it will all be for naught.