

EXPOSURE TO UN WOMEN ARTICLES AND THE  
PERCEPTION ON GENDER EQUALITY AMONG  
SELECTED STUDENTS OF CAVITE STATE  
UNIVERSITY - MAIN CAMPUS

THESIS

PRINCESS YVONNE B. GARCIA  
ADRIAN R. MENDOZA

*College of Arts and Sciences*  
**CAVITE STATE UNIVERSITY**  
*Indang, Cavite*

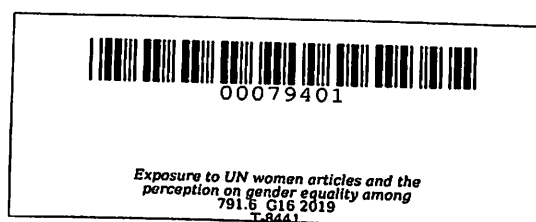
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**EXPOSURE TO UN WOMEN ARTICLES AND THE PERCEPTION ON GENDER  
EQUALITY AMONG SELECTED STUDENTS OF CAVITE  
STATE UNIVERSITY – MAIN CAMPUS**

**Undergraduate Thesis Proposal  
Presented to the Faculty of the  
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**GARCIA, PRINCESS YVONNE B.  
MENDOZA, ADRIAN R.  
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## ABSTRACT

**GARCIA, PRINCESS YVONNE and MENDOZA, ADRIAN R. Exposure to UN Women Articles and the Perception on Gender Equality Among Selected Students of Cavite State University – Main Campus.** Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2019. Adviser: Ms. Erica Charmane B. Hernandez.

The study, determined the level of exposure of selected students to UN Women articles and their perception on gender equality. Specifically it determined the level of exposure of participants to UN Women articles in terms of reading article, frequency of reading, number of articles read, and time spent reading UN Women articles; perception on gender equality before and after reading UN Women articles, and the significant difference on the perception on gender equality before and after reading the articles.

This study was conducted from December 2018 to February 2019. This study was descriptive research that used purposive sampling technique to come up with 90 students selected from different colleges of Cavite State University as participants of the study who answered survey questionnaires.

Frequency and Percentage, Mean and Standard Deviation were used to analyze the exposure and perception of the students before and after reading the articles.

Z-test was used to determine the difference on their perception on gender equality.

The results showed that the students always see the articles on UN Women promoting gender equality for women but they sometimes read the articles. They strongly agreed to the message of the articles towards gender equality for women. Generally, the participants have low exposure to UN Women articles. The result also showed that there

was no significant difference between before and after reading the articles on the perception on gender equality.

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# **EXPOSURE TO UN WOMEN ARTICLES AND THE PERCEPTION ON GENDER EQUALITY AMONG SELECTED STUDENTS OF CAVITE STATE UNIVERSITY – MAIN CAMPUS**

**Princess Yvonne B. Garcia  
Adrian R. Mendoza**

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## **INTRODUCTION**

Gender refers to the roles and responsibilities of men and women that are created in our families, our societies and our cultures. The concept of gender also includes the expectations held about the characteristics, aptitudes and likely behaviors of both women and men (femininity and masculinity). Gender roles and expectations are learned. They can change over time and they vary within and between cultures. Systems of social differentiation such as political status, class, ethnicity, physical and mental disability, age and more, modify gender roles. The concept of gender is vital because, applied to social analysis, it reveals how women's subordination is socially constructed. As such, the subordination can be changed or ended. It is not biologically predetermined nor is it fixed forever (Smyth, 2000).

Gender equality refers to the equal rights, responsibilities and opportunities of women and men. It implies that the interests, needs and priorities of both, women and