

**EXPOSURE TO PINOY ABROAD TV PROGRAM AND
LEVEL OF MOTIVATION TO WORK ABROAD OF
HOUSEWIVES OF OVERSEAS FILIPINO
WORKERS IN CALUMPANG
LEJOS, INDANG, CAVITE**

THESIS

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CAVITE STATE UNIVERSITY
Indang, Cavite**

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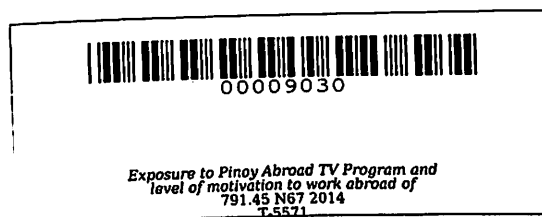
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MOTIVATION TO WORK ABROAD OF HOUSEWIVES OF
OVERSEAS FILIPINO WORKERS IN CALUMPANG
LEJOS, INDANG, CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
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**In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Mass Communication**



**CARMELA DAWN V. NOCEDA
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ABSTRACT

NOCEDA, CARMELA DAWN V. Exposure to Pinoy Abroad TV Program and Level of Motivation to Work Abroad of Housewives of Overseas Filipino Workers in Calumpang Lejos, Indang, Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University. Indang, Cavite. April 2014. Adviser: Ms. Cristina M. Signo.

The study was conducted at Calumpang Lejos, Indang, Cavite from November 2013 to March 2014. It aimed to: determine participants' exposure to Pinoy Abroad TV Program; determine participants' level of motivations to work abroad; and determine the relationship between the participants' exposure to Pinoy Abroad TV Program and their level of motivation to work abroad.

The research design used was descriptive method. Purposive sampling was employed for the participants of the study. The statistical measures applied were frequency counts, percentage and Pearson's Correlation coefficient.

One hundred housewives of Overseas Filipino Workers were aware of Pinoy Abroad TV Program. The results showed that majority watched Pinoy Abroad for 16 to 30 minutes a day and two to three times a week. Majority of the participants also said that they were watching Pinoy Abroad for less than three months. Results also showed that the participants were highly motivated to work abroad.

Based on the results, there is no significant relationship between the exposure to Pinoy Abroad and level of motivation to work abroad of housewives of Overseas Filipino Workers.

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Carmela Dawn V. Noceda

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INTRODUCTION

According to National Statistics Office (NSO) 2012, the total number of overseas Filipino workers (OFWs) who worked abroad at any time during the period April to September 2012 was estimated at 2.220 million. The estimate for the same period of 2011 was 2.158 million. The Overseas Contract Workers (OCWs) or those with existing work contract abroad comprised 95.0 percent of the total OFWs in 2012, as well as in 2011.

CALABARZON had sent the largest number of OFWs, with 18.1 percent of the total OFWs in the country, followed by Central Luzon with 14.1 percent and the National Capital Region with 12.6 percent. Forty-five percent of the total OFWs came from these three regions. The smallest number of OFWs came from Caraga, with 1.2 percent. In 2011, the three biggest regions, namely CALABARZON, Central Luzon and the National