

EXPOSURE TO K-POP MUSIC AND VIDEOS AND THE FASHION  
PREFERENCES OF SELECTED HIGH SCHOOL STUDENTS OF  
TANZA NATIONAL COMPREHENSIVE HIGH SCHOOL

THESIS

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**EXPOSURE TO K-POP MUSIC AND VIDEOS AND THE FASHION PREFERENCES  
OF SELECTED HIGH SCHOOL STUDENTS OF TANZA NATIONAL  
COMPREHENSIVE HIGH SCHOOL**

Undergraduate Thesis  
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In partial fulfillment  
of the requirements for the degree  
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*Exposure to K-Pop music and videos and the  
fashion preferences of selected high  
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## ABSTRACT

**GABON, ZYRINE JOY R. Exposure to K-pop Music and Videos and the Fashion Preferences of Selected High School Students of Tanza National Comprehensive High School.** Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. April 2015. Adviser: Dr. Bettina Joyce P. Ilagan.

This study was conducted to determine the influence of mass media to the life of an individual with the help of the following objectives; to determine the level of exposure of high school students to K-pop music and videos; to determine the influence on their fashion preferences; and to identify if there is a significant relationship between the participants' levels of exposure to K-pop music and videos and their fashion preferences.

The study used descriptive-coreational method to gather quantitative data. Data were gathered using survey questionnaire to answer the objectives mentioned.

Based on the results of the study, majority of the students of Tanza Comprehensive National High School had an average level of exposure to K-pop music and videos based on the number of hours per day and the number of days in a week spent in watching or listening to K-pop songs and videos.

Results also showed that majority of the participants preferred to use the Internet in consuming K-pop music and videos, because most K-pop songs and videos online could be accessed for free. Meanwhile, it can be observed that the use of Internet for paid content and for purchasing, both received the fewest number of responses.

The second part of the survey questionnaire measured the possible influence of K-pop music and videos to the participants' fashion preferences and used "Always", "Oftentimes", "Sometimes", "Seldom" and "Never". The results revealed that the

participants' exposure to K-pop songs and music videos had an influence on their fashion preferences. This has supported by their response that they "Seldom preferred" most of the indicators, therefore their fashion preferences were only slightly affected.

Lastly, there is significant relationship between the level of exposure and the influence on the fashion preferences of the high school students of Tanza Comprehensive National High School.

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# **EXPOSURE TO K-POP MUSIC AND VIDEOS AND THE FASHION PREFERENCES OF SELECTED HIGH SCHOOL STUDENTS OF TANZANIAN NATIONAL COMPREHENSIVE HIGH SCHOOL**

**Zyrine Joy R. Gabon**

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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 for the degree of Bachelor of Arts in Mass Communication, major in Journalism with Contribution No. \_\_\_\_\_. Prepared under the supervision of Dr. Bettina Joyce P. Ilagan.

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## **INTRODUCTION**

Mass media fully saturated the everyday life of individual. Media entertain, inform, delight, and annoy; they also shape the culture, attitudes and help to define people. Through mass media the world became borderless thus, one country can access media content from another country. Openness of the Filipino to foreign media product also has risen.

The Korean culture spread mainly through the mass media enjoying high popularity in different countries especially in the Philippines. It consists of television dramas, film, pop music, movies stars, animation, videos, comics, fashion, food, sculpture, painting, cuisine and language.

Nowadays, K-pop music and videos are one of the popular Korean cultures in the Philippines. The K-pop performers became close to the heart of the Filipino that is why K-pop is rapidly inching its way to the Philippine music industry (Tadeo, 2010).