

EFFECTIVENESS OF TAGALIZED ENGLISH MOVIES ON  
TV5'S SUNDAY SINEPLEX ON THE VIEWING  
PREFERENCE OF SELECTED STUDENTS  
OF GOVERNOR FERRER MEMORIAL  
NATIONAL HIGH SCHOOL-PASONG  
KAWATAN II ANNEX

*Thesis*

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**EFFECTIVENESS OF *TAGALIZED* ENGLISH MOVIES ON TV5'S *SUNDAY SINEPLEX* ON THE VIEWING PREFERENCE OF SELECTED STUDENTS OF GOVERNOR FERRER MEMORIAL NATIONAL HIGH SCHOOL – PASONG KAWAYAN II ANNEX**

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*Effectiveness of Tagalized English movies  
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## ABSTRACT

**BALAGAT, SARAH JOY A.** Effectiveness Of *Tagalized* English Movies On Tv5's *Sunday Sineplex* On The Viewing Preference Of Selected Students Of Governor Ferrer Memorial National High School – Pasong Kawayan II Annex. Undergraduate Thesis. Bachelor of Arts in Mass Communication, Major in Journalism. Cavite State University, Indang, Cavite. March, 2013. Adviser: Ms. Ruby A. Manaig.

A study was conducted to determine and evaluate the effectiveness of selected *tagalized* English movies on TV5's *Sunday Sineplex* on the viewing preference of selected students of Governor Ferrer Memorial National High School (GFMNHS) – Pasong Kawayan II Annex. Specifically, it aims to: determine the students' level of exposure to the *Tagalized* English movies on TV5's *Sunday Sineplex*; identify the students' reasons on watching *Sunday Sineplex*; determine the students' viewing preference; and analyze the effects of *Tagalized* English movies on the viewing preference of students.

Descriptive methodology was applied. To target the particular group of people needed in this study, purposive sampling was used. One hundred one (101) participants filled up questionnaires out of the three hundred twenty two (322) total population of students.

Based on the actual gathered data, the students are exposed to the program *Sunday Sineplex*. Forty (47) students are exposed four to five times per month; thirty eight (38) are exposed three times per month; and sixteen (16) are exposed two times per month. The students' main reason of watching the program is because they understand it better because it is dubbed in *Tagalog*. The participants also prefer watching Filipino movies and foreign movies that are dubbed in *Tagalog*. The participants will still watch the

original movies even after watching the *Tagalized*, and will prefer watching the *Tagalized* when it is aired the same time with the original.

After watching the *Tagalized* English movies on TV5's *Sunday Sineplex*, it affects the students in a way that they will choose the *Tagalized* over the original if it is aired the same time.

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An undergraduate thesis manuscript 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. *C/S 2012-2013<sup>VI</sup>*. Prepared under the supervision of Ms. Ruby A. Manaig.

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**INTRODUCTION**

According to Vivian, 1999, television (TV) has strong influences on people, on culture, and on other media. In remarkably short time, television has become the most popular U.S medium for entertainment

According to AC Nielsen Company, Americans, on average watch nearly eight hours per house-hold a day. And in the whole world, an average person stays in front of their sets for three to seven hours a day. Asians on particular, consumed three hours in front of their television.

Among the consumers are students who on average spent two hours or less in TV viewing.

Television is the reason why movie industry eventually loses its power to people. Movie goers just stay in their houses and watch programs on their television sets. That is