

EXPOSURE TO FAILON NGAYON TV PROGRAM AND AWARENESS
ON SOCIAL ISSUES AMONG SELECTED AB JOURNALISM
STUDENTS OF CAVITE STATE UNIVERSITY

THESIS

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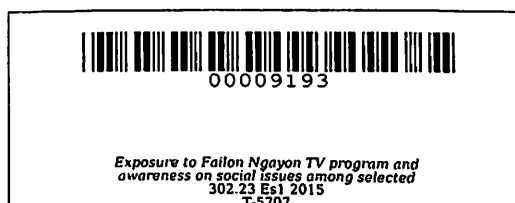
THESIS/SP 302.23 Es1 2015

April 2015

**EXPOSURE TO FAILON NGAYON TV PROGRAM AND AWARENESS ON
SOCIAL ISSUES AMONG SELECTED AB JOURNALISM STUDENTS
OF CAVITE STATE UNIVERSITY**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Mass Communication



KATLINE JOYCE B. ESCALANTE
April 2015

ABSTRACT

ESCALANTE, KATLINE JOYCE B. Exposure to *Failon Ngayon* TV Program and Awareness on Social Issues among selected AB Journalism Students of Cavite State University. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. April 2015. Adviser: Ms. Erica Charmane B.Hernandez.

The study was conducted in Cavite State University, Indang, Cavite from September 2014 to February 2015 to determine the exposure to *Failon Ngayon* and awareness on social issues among selected AB Journalism students of Cavite State University. Specifically, it aimed to determine the level of exposure of AB Journalism students of Cavite State University to *Failon Ngayon* TV program; level of awareness of AB Journalism students on social issues presented in *Failon Ngayon* TV program; and relationship between the level of exposure of AB Journalism students to *Failon Ngayon* TV program and their level of awareness on the social issues presented in the program.

It used descriptive method of research and purposive sampling to come up with a total of 102 participants.

Based on the data gathered, the following findings were summarized: the study showed that the participants have an overall high exposure to *Failon Ngayon* TV program. The participants are aware on almost all the social issues presented on the program. It also showed that there is a significant relationship between the level of exposure of selected AB Journalism students to *Failon Ngayon* TV program and their level of awareness on the social issues presented on the program.

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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. T-CAS 2015 M005. Prepared under the supervision of Ms. Erica Charmane B. Hernandez.

INTRODUCTION

Television is one of the most accessible forms of media through which people depend for entertainment and information. Through television, viewers are updated on the trends and newest fashion statements and lifestyles. Most of all, they have an easy access on the most important information and issues about the society.

Television offers the viewers variety of programs like educational programs, variety shows, reality shows, local drama, news and public affairs programs, etc. *Failon Ngayon* is one of the news and public affairs programs of ABS-CBN. It is a weekend afternoon investigative program that tackles about the most controversial issues and problems in the country. It started on October 2009 and is aired every Saturday afternoon.

Public affairs is a combination of government relations, media communications, issue management, corporate and social responsibility, information dissemination, and strategic communications advice. Practitioners' goal is to have an impact on public policy, to look for the commonalities of those who have concern with a particular topic,