

**SELECTED MASS COMMUNICATION STUDENTS' USE OF GAY LANGUAGE  
AND THEIR COMMUNICATION SKILLS IN FILIPINO**

An 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  
(Major in Journalism)

**GLAZY S. MATILLA**  
April 2011





Republic of the Philippines  
**CAVITE STATE UNIVERSITY**  
(CvSU)  
**DON SEVERINO DE LAS ALAS CAMPUS**  
Indang, Cavite  
(046) 415-0021 (046) 415-0012  
Website: [www.cvsu.edu.ph](http://www.cvsu.edu.ph)




**COLLEGE OF ARTS AND SCIENCES**  
Department of Languages and Mass Communication

Thesis of: **GLAZY S. MATILLA**


Title: **SELECTED MASS COMMUNICATION STUDENTS' USE OF GAY LANGUAGE AND THEIR COMMUNICATION SKILLS IN FILIPINO**

Course/ Field of Specialization: **Bachelor of Arts in Mass Communication**

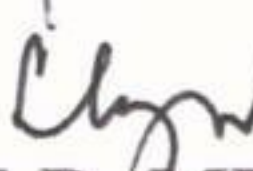
  
**RACQUEL G. GARCIA**  
Adviser

3/31/11  
Date

**APPROVED:**

  
**AGNES C. FRANCISCO**  
Technical Critic

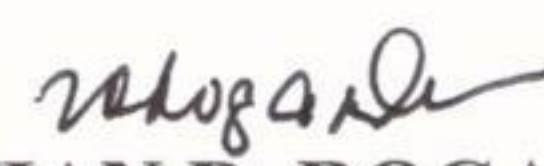
\_\_\_\_\_  
Date

  
**LISETTE D. MENDOZA**  
Department of Research  
Coordinator

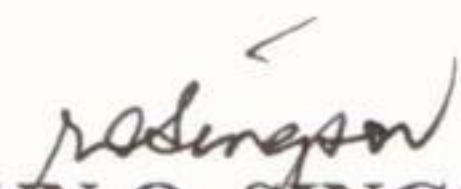
3-31-11  
Date

  
**BETTINA JOYCE P. ILAGAN**  
Department Chairperson

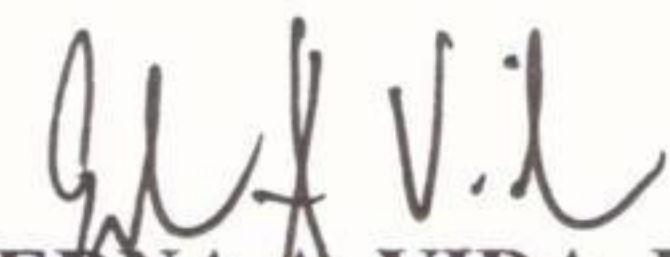
03-31-11  
Date

  
**VIVIAN D. ROGANDO**  
College RDE Coordinator

\_\_\_\_\_  
Date

  
**EVELYN O. SINGSON, Ph D**  
Dean

\_\_\_\_\_  
Date

  
**EDNA A. VIDA, Ph D**  
Director for Research

\_\_\_\_\_  
Date

Note:

Original copy to be filed in the University Library and one copy each to be distributed to the following: Advise, CAS- DLMC Media Center, College Research Coordinator/ College Library and Thesis Student.



## ABSTRACT

**MATILLA, GLAZY S. SELECTED MASS COMMUNICATION STUDENTS' USE OF GAY LANGUAGE AND THEIR COMMUNICATION SKILLS IN FILIPINO.**

Undergraduate thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. March 2011. Adviser: Ms. Racquel G. Garcia.

The study was conducted to determine the relationship between selected Mass Communication students' usage of gay language and their communication skills in Filipino. Specifically, it aimed to assess how many of the respondents' use gay language; assess the gay terms commonly used by the respondents; assess the usage of gay language based occasions and frequency; assess the respondents' preference in using gay terms over the conventional Filipino terms and the reason for their use of gay language; assess the level of acceptance to gay language the respondents and assess the level of communication skills in Filipino. The study was conducted from November 2010 to April 2011.

Descriptive-correlational method was used in the study. Slovin's formula was used to determine the number of Mass Communication students. Frequency, percentage and Pearson R were applied as a statistical measure.

The result showed that the frequency and preference to usage of gay language have no significant relationship on the respondents' communication skills in Filipino. Meanwhile the level of acceptance to gay language has significant relationship on the respondents' communication skills in Filipino.



## TABLE OF CONTENTS

	<b>Page</b>
APPROVAL SHEET .....	ii
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	iv
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
LIST OF APPENDICES.....	xi
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	3
Hypothesis.....	4
Theoretical Framework.....	4
Conceptual Framework.....	5
Significance of the Study.....	6
Scope and Limitation.....	6
Definition of Terms.....	7
REVIEW OF RELATED LITERATURE.....	9
METHODOLOGY.....	23
Research Design.....	23
Time and Place of the Study.....	24
Respondents of the Study.....	24



Sampling Procedure.....	25
Research Instrument.....	25
Data Gathering Procedure.....	26
Data Processing Technique.....	26
RESULTS AND DISCUSSION.....	29
SUMMARY, CONCLUSION AND RECOMMENDATION.....	41
REFERENCES .....	45
APPENDICES .....	47

## LIST OF TABLES

Table		Page
1	Gay Language Use.....	29
2	Terms Commonly Used by the Respondents.....	30
3	Occasions where Gay Language is Used and Frequency of Usage.....	31
4A	Preference of the respondents to use ay term over the conventional Filipino Terms.....	33
4B	Reason of Mass Communication Students in using gay language.....	35
5	Selected Mass Communication Students' level of acceptance to gay language.....	36
6	Selected Mass Communication Students' Level of communication skills in Filipino.....	38
7	Correlation Analysis.....	39



## LIST OF FIGURES

Figure		Page
1	Conceptual framework of the study.....	5
2	Distribution of respondents' per year level.....	24
3	Respondents' gender.....	25

## LIST OF APPENDICES

Appendix		Page
A	Survey Questionnaire .....	49
B	English Critic Certification .....	53
C	Curriculum Vitae .....	55