

EXPOSURE TO WOMEN'S MAGAZINES AND THE  
CONCEPT OF WOMANHOOD AMONG SELECTED  
FEMALE STUDENTS OF CAVITE STATE  
UNIVERSITY (C+SU) TRECE  
MARTIRES CITY CAMPUS

THESIS

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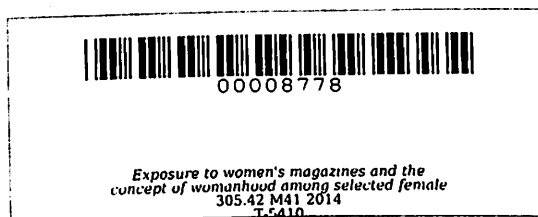
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WOMANHOOD AMONG SELECTED FEMALE STUDENTS  
OF CAVITE STATE UNIVERSITY (CvSU)  
TRECE MARTIRES CITY CAMPUS**

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**ALYSSA CLARISE S. MATEO**

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## **ABSTRACT**

**MATEO, ALYSSA CLARISE S. Exposure to Women's Magazines and the Concept of Womanhood Among Selected Female Students of Cavite State University (CvSU) Trece Martires City Campus. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University. April 2014. Thesis Adviser: Cristina M. Signo.**

This study was conducted to find out if there is a relationship between the profile, exposure of selected female students of Cavite State University (CvSU) Trece Martires City Campus to women's magazines and their concept of womanhood. Specifically, it aimed to describe the participants' profile (age, year level and civil status), determine their exposure to women's magazines, their concept of womanhood, the relationship between participants' profile and their concept of womanhood, and the relationship of exposure to women's magazines to the concept of womanhood among selected female students of CvSU TMC Campus.

The study used the descriptive method of research in gathering data. The participants were selected using simple random sampling.

The selected female participants' age ranged from 15 – 35 years old. They are first to fourth year college students. The study revealed that 99 percent of them are single while one percent is married. They are exposed to four women's magazines – Women's Health, Cosmopolitan, Preview, and Zen Health – for several years. They are also exposed to six different pages of women's magazines namely; fashion, fitness, lifestyle, beauty, food/nutrition, and health.

However, the study revealed that there is no significant relationship between profile (age, year level, civil status) and concept of woman hood (general perception of a

woman, personal perception of a woman and concept of woman in women's magazines), and exposure to women's magazines (participants' exposure to different kinds of women's magazines, length of time reading the materials, and sections they usually read the materials) to the concept of womanhood as perceived by the selected female students of Cavite State University (CvSU) Trece Martires City Campus. The study revealed that even though women are exposed to different kinds of women's magazines for several years, it does not affect their concept of womanhood.

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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 fulfilment of the requirements for the degree of Bachelor of Arts in Mass Communication major in Journalism, with Contribution No. \_\_\_\_\_. Prepared under the supervision of Prof. Cristina M. Signo.**

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**INTRODUCTION**

Mass Media became most widely used in reaching the general public for the purpose of creating audiences for information, artistic expression, and other kinds of messages. Evolving technologies continue to drive the development of the mass media (Mass Media, *online*). These were classified into different media industries: books, magazines, newspapers, television, radio, sound recordings, movies, and the internet. Each of them has one goal, to attract large and target audiences for them to become successful industry and in order to fit into the new media world.

Mass Media materials speak to the most personal parts of our lives. They also connect us to world beyond our private circumstances. As a result, mass media industries