

IMPORTANCE AND EFFECTIVENESS OF CAMPUS JOURNALISM
AS AN EXTRACURRICULAR ACTIVITY AS PERCEIVED
BY SELECTED ELEMENTARY TEACHERS
AND STUDENTS IN CAVITE

THESIS

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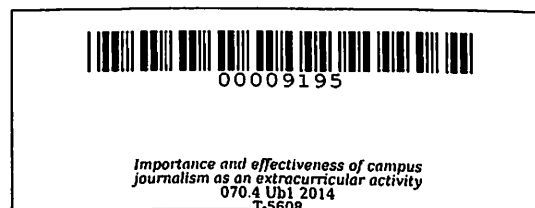
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**IMPORTANCE AND EFFECTIVENESS OF CAMPUS JOURNALISM AS AN
EXTRACURRICULAR ACTIVITY AS PERCEIVED BY SELECTED
ELEMENTARY TEACHERS AND STUDENTS IN CAVITE**

Undergraduate Thesis
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SHARMAIN P. UBALDO
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ABSTRACT

UBALDO, SHARMAIN P. Importance and Effectiveness of Campus Journalism as an Extracurricular Activity as Perceived by Selected Elementary Teachers and Students in Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University, Indang, Cavite. April 2014. Adviser: Dr. Bettina Joyce P. Ilagan.

The study was conducted to determine the importance and effectiveness of campus journalism as an extracurricular activity as perceived by selected elementary teachers and students in Cavite. Specifically, it aimed to determine the profile of the participants; to determine the level of importance of campus journalism; and to determine the level effectiveness of campus journalism as an extracurricular activity for selected elementary teachers and students.

It was conducted during the second semester of the Academic Year 2013-2014. Data were gathered from the participants from Bancal, Carmona, and Maduya elementary schools in Carmona, Cavite using a separate questionnaire for teachers and students. It employed a descriptive method of research through the total enumeration of the participants in the said schools. Frequency and percentage count with ranking, mean, and standard deviation were used to statistically analyze the data gathered.

Results showed that participants perceived campus journalism as “highly important” and “highly effective” extracurricular activity for pupils which was further proven by their answers on their perception of the importance and effectiveness of campus journalism. Teachers and students believed that campus journalism is important and beneficial to the pupils, the teachers, the school, and the community. Thus, it should be promoted and/or developed in other schools.

Further, the following conclusions were drawn based on the results of the study: Majority of the elementary teachers were between 20-30 years old; female; had bachelor's degree and master's units; had three to six years of experience in teaching journalism or as publication adviser; had attended seminars and/or trainings from school level to national level; and held classes three to four days a week. Students, on the other hand, were between the 11-12 years old age bracket; female; had started in campus journalism when they were in Grade five and were ten years old at that time; and had been largely influenced by their teachers. Further, all of the students held position in the editorial board while most of them had experienced taking part in journalism competitions.

In terms of their perception on the importance of campus journalism, both participants have similar perception which is "Highly Important", while the level of effectiveness of campus journalism as an extracurricular activity according to the teachers and the students is "Highly Effective".

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INTRODUCTION

Journalism has a long history following the evolution of the human race. It has been said that journalism is the first rough draft of our history. Long before when the Philippines emerged from the cocoon of colonialism that it has realized the full potential as an independent nation (Canare, 2008). With this, the nation has been committed to the aspirations of its people for progress and prosperity and for continued freedom.

In today's age of advancement and globalization, quality education and trainings have become vital factors in attaining and sustaining development and progress. Canare further states that one of the training grounds of the youth especially the students, of their critical and creative thinking is through campus journalism.

The development and promotion of campus journalism even at the elementary level is a very effective vehicle of the student's freedom of expression and of the press which would strengthen their ethical values, enhance critical and creative thinking skills,