

306.734 SU FEMALE DORMITORIANS' EXPOSURE TO TAGALOG  
C97 POCKETBOOKS AND THEIR ATTITUDE TOWARDS  
2006 COURTSHIP TRADITIONS

THESIS

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**CvSU FEMALE DORMITORIANS' EXPOSURE TO TAGALOG POCKETBOOKS  
AND THEIR ATTITUDE TOWARDS COURTSHIP TRADITIONS**

An Undergraduate Thesis  
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In partial fulfillment  
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(Major in Journalism)



*CvSU female dormitorians exposure to  
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## ABSTRACT

**CUTAMORA, CATHERINE A. and JOMADEA A. GRAMPA.** **CvSU Female Dormitorians' Exposure to Tagalog Pocketbooks and their Attitude Towards Courtship Traditions.** An undergraduate thesis in Bachelor of Arts in Mass Communication major in Journalism. Cavite State University Indang, Cavite. April 2006, Adviser: Ms. Bettina Joyce P. Ilagan

This thesis is mainly interested in the relationship between the respondents' exposure to tagalog pocketbooks and their level of attitude towards courtship traditions. Dependency and Uses and Gratification theories are employed as the theoretical framework of this research. The findings presented here are based on the 57 filled questionnaires of the respondents who were chosen through purposive sampling. These respondents are female dormitorians occupying the CvSU Student Housing Unit-Main Building during the second semester of S.Y. 2005-2006. The questionnaire used in this study was divided into two parts. The first part was to measure the respondents' degree of exposure to tagalog pocketbooks and the second part was the series of questions that determine the respondents' level of attitude towards courtship.

Frequency counts, percentage, mean and chi-square test of association were used as statistical measure in this study. The research was conducted between November 2005 to February 2006.

The study found out that respondents' level of attitude towards courtship has no significant relationship with their exposure to tagalog pocketbooks. Furthermore, respondents were: still possessing a conservative trait brought by a culture and tradition where women are raised to be refined and well mannered; and having a varied degrees of exposure to the medium.

This study was only conducted to the sample population of CvSU Student Housing Unit-Main Bldg., it is recommended that another study be made on a larger population to know if findings will be the same.

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## **INTRODUCTION**

Next to textbooks, the biggest seller in the country today is the romance paperback or romance pocketbook. This genre, popular anywhere in the world, is your usual boy-meets-girl story, an almost endless relay of obstacles and finally a happy ending. It's soap on print, the same kind of soap that fills up television primetime (Bolasco, 2005).

*Baduy* (tawdry, tasteless) as others may see them, local romance novels are now part of Filipino culture, much like the *komiks* were of decades past. They are widely read all over the country. Retailing from Php5 (for the sidewalk novelettes) to a high of Php30 (bookstore titles).

Romance paperbacks statistically have won over a large part of readership. Its gained popularity started way back in the mid 80s when most of its readers are women ranging from 15 to 40 years old, from students to housewives, professionals and even men. But perhaps its major patronizers are females falling under adolescent