

EXPOSURE TO GMA's "BORN TO BE WILD" TV PROGRAM AND  
ITS INFLUENCE ON ANIMAL PROTECTION KNOWLEDGE OF  
THE SELECTED DYM STUDENTS OF  
CAVITE STATE UNIVERSITY

THESIS

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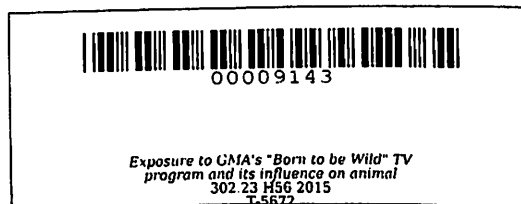
April 2015



**EXPOSURE TO GMA'S "*BORN TO BE WILD*" TV PROGRAM AND ITS  
INFLUENCE ON ANIMAL PROTECTION KNOWLEDGE OF THE  
SELECTED DVM STUDENTS OF  
CAVITE STATE UNIVERSITY**

Undergraduate Thesis  
Submitted to the Faculty of the  
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Cavite State University  
Indang, Cavite

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



**BABY LYN B. HILOT**

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## ABSTRACT

**HILOT, BABY LYN B.** Exposure To GMA's "*Born To Be Wild*" Tv Program And Its Influence On Animal Protection Knowledge Of The Selected Dvm Students Of Cavite State University, Indang, Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. April 2015. Adviser: Ms. Erica Charmane Hernandez.

This study was conducted from November 2014 to February 2015 at the College of Veterinary Medical and Biological Science, Cavite State University in Indang, Cavite to find out the exposure to *Born to be Wild* and its influence on animal protection to the selected DVM students. Specifically, it aimed to: determine the level of exposure of selected Vet Med students to *Born to be Wild* program; determine the influence of this program to the selected Vet med students in terms of animal protection; and determine whether there is relationship between the level of exposure to *Born to be Wild* and the level of influence to animal protection knowledge of the selected DVM students of Cavite State University.

Survey questionnaires were used to gather data in this study which applied the descriptive method of research. Purposive sampling was used to obtained the 115 College of Veterinary Medical and Biological Science selected DVM students who participated in this study.

The result of the study showed that selected DVM students are highly exposed to *Born to be Wild*. Also, selected DVM students of Cavite State University have a high level of influence on animal protection.

Lastly, The level of exposure to *Born to be Wild* influenced the animal protection of the selected DVM students of Cavite State University, Indang, Cavite, since the result revealed that there is a significant relationship between the level of exposure and the level of influence on animal protection of the selected DVM students.

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**Baby Lyn B. Hilot**

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**INTRODUCTION**

In recent years, wildlife and nature films have received critical attention from media scholars as well as the wildlife filmmaking community. The works of Bousé and Mitman offer insights into the aesthetic, social, political and economic processes that impact these films. Wildlife filmmakers, on the other hand, have been concerned with the impact, if any, of wildlife films on conservation. Passionate about the natural world, they strongly believe that their films make a positive contribution to conservation of nature and wildlife (Palmer; Webber 2004). Wildlife and nature films, which are mostly broadcast on television, seek to bring to audiences stories about the natural world. Television in the Philippines grasps 96% of Filipinos and mass media involves the exercise of power in the sense that it helps shape ideas and attitudes. This power is acquired due to its mass character (Fobuena, 2004).