

JAY AND STUDENTS' PERCEPTION ON THE PRACTICE  
OF MEDIA ETHICS IN THE PHILIPPINES

THESIS

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**JAY AND STUDENTS' PERCEPTION ON THE PRACTICE  
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## ABSTRACT

**REYMUNDO, RONA P. *Jay* and Students' Perception on the Practice of Media Ethics in the Philippines.** Undergraduate thesis. Bachelor of Arts in Mass Communication. Cavite State University. March 2012. Thesis Adviser: Ms. Racquel G. Garcia.

The study was conducted to find out the media ethical practices shown in the Indie film *Jay* and the perception of third year and fourth year BA Mass Communication Students of Cavite State University-Main Campus on media ethics in the Philippines before and after watching the Indie film *Jay*.

Specifically, it aimed to find out the perception of the third year and fourth year BA Mass Communication Students of Cavite State University-Main Campus on media ethics in the Philippines before watching the film *Jay*, identify media practices shown in the indie film *Jay*, find out the perception of the third year and fourth year BA Mass Communication Students of Cavite State University-Main Campus on media ethics in the Philippines after watching the film *Jay* and Compare the perception of students on media ethics before and after watching the film *Jay*.

Survey questionnaires were used in this study to utilized descriptive method of research to describe the perception of the respondents. Frequency counts, percentage, mean, t-test value, and standard deviation were used as statistical tool. Populations of 77 BA Mass Communication students were the respondents.

The responses drawn from the study showed that respondents had positive perception on Philippine media ethics before watching the film. Also, the Indie film

portrayed media as violators of some ethical practices and after watching the film, the BA Mass Communication student respondents had changes in their perception on the practices of media ethics in the Philippines from positive to neutral and negative.

The study recommends that media should promote positive image of media to gain public trust. Media practitioners should follow media ethics.

## TABLE OF CONTENTS

	Page
APPROVAL SHEET.....	i
BIOGRAPHICAL DATA.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
LIST OF APPENDICES.....	xi
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	3
Theoretical Framework.....	4
Conceptual Framework.....	5
Significance of the Study.....	5
Scope and Limitations of the Study.....	7
Time and Place of the Study.....	7
Definition of Terms.....	8
REVIEW OF RELATED LITERATURE.....	9
Synthesis.....	21
METHODOLOGY.....	23
Research Design.....	23

Respondents.....	24
Sampling Technique.....	25
Research Instrument.....	25
Data Gathering.....	26
Data Processing Technique.....	27
Statistical Analysis.....	28
RESULTS AND DISCUSSION.....	30
SUMMARY, CONCLUSION AND RECOMMENDATION.....	40
Summary.....	40
Conclusion.....	41
Recommendation.....	42
APPENDICES.....	44

## LIST OF TABLES

Table	Page
1 Perception of the respondents to media ethics.....30 before watching the film <i>Jay</i>	30
2 Media practices shown in the Indie Film <i>Jay</i> .....33	33
3 Perception of the respondents to media ethics.....35 after watching the film <i>Jay</i>	35
4 Comparison between respondents perception on media ethics.....37 before and after watching the film <i>Jay</i>	37

LIST OF FIGURES

Figure	Page
1    Information-Integration Process.....	4
2    Conceptual Framework.....	5

## LIST OF APPENDICES

Appendix	Page
A Sample survey Questionnaire.....	45
B Certification from the English Critic.....	46
C Certification from the Statistician.....	47
D Curriculum Vitae.....	48

# **JAY AND STUDENTS' PERCEPTION ON THE PRACTICE OF MEDIA ETHICS IN THE PHILIPPINES**

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## **INTRODUCTION**

Media is powerful, and because of its immense power it has the greatest ability to alternate one's perception of a certain idea or concept. It shapes concept of social reality and cultivates moral acts and beliefs.

Films tell communal stories that evoke and symbolize our most enduring values and our secret desires. Throughout the 20<sup>th</sup> century, films helped movie goers sort through experiences that either affirmed or deviated from their own values. Some movies allowed audiences to survey the boundary between the permitted and the forbidden and to experience in a controlled way the possibility of stepping across the boundary (Campbell, 2005).

Films show values in story telling but are subjected to viewers' judgment and sometimes affect their perception on media's credibility in presenting those facts including moral issues of the society.