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EXPOSURE TO THE CAMPAIGN STRATEGIES OF THE OFFICE
OF THE STUDENT AFFAIRS (OSA) IN PROMOTING CAVITE
STATE UNIVERSITY (CSU) AND THE LEVEL OF
AWARENESS OF CSU OF SELECTED FOURTH
YEAR HIGH SCHOOL STUDENTS IN CAVITE

THESIS

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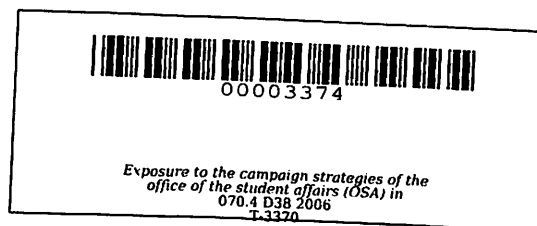
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UNIVERSITY (CvSU) AND THE LEVEL OF AWARENESS
OF CvSU OF SELECTED FOURTH YEAR HIGH
SCHOOL STUDENTS IN CAVITE**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment of
the requirements for the degree of
Bachelor of Arts in Mass Communication
(Major in Journalism)



ARMAN P. DE LUNA
ARLON L. SANTOS
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ABSTRACT

DE LUNA, ARMAN P. and SANTOS, ARLON L. Exposure to the campaign strategies of the Office of Student affairs (OSA) in promoting cavite state University and the Level of Awareness of CvSU of selected Fourth Year high school students in Cavite. Undergraduate Thesis Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University, Indang, Cavite. April 2006. Adviser: Mrs. Agnes C. Francisco.

The study was conducted on the first week of January to first week of March in selected schools in Cavite for the researcher to find out exposure to campaign strategies of the Office of Student Affairs (OSA) in promoting Cavite State University (CvSU) and the level of awareness of CvSU of selected fourth year high school students in Cavite. Questionnaires were answered and filled out by selected students from Tagaytay National High School, Trece Martirez National High School, Dasmariñas National High School-Main Campus and Naic National High School. The data gathered were studied and tabulated thematically.

The study showed that the respondents' exposure on the campaign strategies used by OSA is high in terms of Career Orientation, and in terms of level of awareness of CvSU, respondents had a high exposure. It was also revealed that there was no significant relationship between the exposure to the campaign strategies of the Office of Student Affairs (OSA) in promoting Cavite State University (CvSU) and the Level of Awareness of CvSU of selected fourth year high school students in Cavite.

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SCHOOL STUDENTS IN CAVITE**

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Arlon L. Santos**

1/ An undergraduate thesis submitted to the Faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with degree of Bachelor of Arts in Mass Communication, Major in Journalism with Contribution No. T-CAS2006-MC013. Prepared under the supervision of Mrs. Agnes C. Francisco.

INTRODUCTION

Advertising is a collective term for public announcements designed to promote the sale of specific commodities or services. Advertising is controlled, in that messages are brought for specific purposes, to achieve specific effects and to be cost effective (Buchalew and Walfmeyer, 1999)

Buchalew and Walfmeyer stated that social influences result from both the informative and persuasive aspects of advertising. It informs potential buyers about products directly. It tries to guide a consumer towards a decision about what product or what products to acquire. It moves consumers toward one choice rather than another. Persuasive appeal urges consumers toward several products towards a set of behaviors dictated by economic and social condition.