

EXPOSURE TO AND EFFECTIVENESS OF WANTED SA
RADYO PROGRAM TO HOUSEWIVES OF
KAWIT, CAVITE

THESIS

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**EXPOSURE TO AND EFFECTIVENESS OF *WANTED SA RADYO* PROGRAM
TO HOUSEWIVES OF KAWIT, CAVITE**

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ABSTRACT

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This study was conducted to determine the exposure to and effectiveness of *Wanted sa Radyo* program to housewives of Kawit, Cavite.

Specifically, it aimed to determine the level of exposure of housewives of Kawit, Cavite to *Wanted sa Radyo* program; the level of effectiveness of *Wanted sa Radyo* in terms of anchors and solutions given by the program and the relationship between of exposure and effectiveness of *Wanted sa Radyo* program to housewives of Kawit, Cavite.

The participants of this study were 115 housewives from 23 barangays of Kawit, Cavite who were chosen using purposive sampling and survey questionnaires were employed to gather data from the participants. Consent forms were provided to ensure the willingness of the housewives to participate in the study. The pre-testing of the instrument was employed to the selected random participants to ensure the validity of the questionnaire.

Results showed that the participants were moderately exposed to *Wanted sa Radyo* program. Results also showed that *Wanted sa Radyo* anchors were highly effective and the problem solutions given by the program were also highly effective. In essence, there was no significant relationship between exposure and effectiveness of *Wanted sa Radyo* to selected housewives of Kawit, Cavite.

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INTRODUCTION

“News has been portrayed and consequently understood in so many ways.”

-Bugaoisan, Deo Dominic 1999

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages (Mockba, 2012). Two of the main devices that is under of mass media are the radio and television.

Nowadays, radio stays still one of the main medium of communication. Radio is a broadcasting of programmes for the public to listen to, by sending out signals from transmitter (Collins, 2018). In this modern era, people can actually observe what is behind of the radio. They can actually watch all the action from it. This field called “*TeleRadyo*”, a combination of radio and television where an audience can watch and