

EXPOSURE TO CANDY MAGAZINE AND THE CONCEPT OF
SELF-WORTH AMONG SELECTED HIGH SCHOOL
STUDENTS IN SAINT GREGORY ACADEMY
INDANG, CAVITE

THESIS

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**EXPOSURE TO CANDY MAGAZINE AND THE CONCEPT OF SELF-WORTH
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SAINT GREGORY ACADEMY
INDANG, CAVITE**

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ABSTRACT

GARCIA, CLARISSA R. AND MONSANTO, ROJHENICA C. **Exposure to Candy Magazine and the Concept of Self-worth Among Selected High School Students in Saint Gregory Academy Indang, Cavite.** Undergraduate Thesis Bachelor of Arts in Journalism. Cavite State University – Main Campus Indang, Cavite. Adviser Ms. Erica Charmane Hernandez.

The study was conducted to determine the level of exposure to Candy magazine and the concept of self-worth of the selected students in Saint Gregory Academy as well as the relationship between these variables. The concept of self-worth is limited to the students' perception about themselves and how they give importance to themselves. Other effects of Candy magazine that are not related to self-worth or self-esteem were not considered in the study. The participants of this study were 100 selected high school students of Saint Gregory Academy in Indang, Cavite chosen through purposive sampling. The study focused more on those who were exposed to Candy magazine, those who had read and seen the magazine, especially the *Candy feels* section of the magazine wherein they published articles that tackle about one's self. The statistical tool used is the measures of central tendencies like mean, median and mode. Mean was used to get the average or central value.

Overall, the participants were minimally exposed to Candy magazine. Participants also agreed on the statement regarding the concept of self-worth. There has no significant relationship between participants' exposure to Candy magazine and their concept of self-worth.

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INTRODUCTION

A magazine captures readers' interests. The earliest magazines showed literary and philosophy. Nowadays, magazines focus on the different aspects of society. One of the most well-known magazines in the Philippines is the Candy magazine, a teen magazine that contains articles about teen stars, fashion, style, sports, fitness, nutritional supplements, celebrity interviews, games, students' life, work life, career, college and more. A printed instrument of the reality that everyone could relate to. It is the number one teen magazine. Candy magazine's mission is to inspire teens, giving them the chance to not only read but also write and be casually connected to their magazine. The researchers aspire to have great outlook in their lives and in themselves.