

**COMMUNICATION AND WEATHER SYSTEM: EXPOSURE TO
PAGASA RAINFALL WARNING SIGNAL AND LEVEL OF
AWARENESS OF THE SELECTED TEENAGERS IN
BRGY. BUGANDALA III, IMUS, CAVITE**

THESIS

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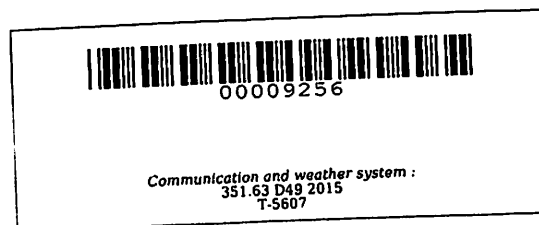
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**COMMUNICATION AND WEATHER SYSTEM: EXPOSURE TO PAGASA
RAINFALL WARNING SIGNAL AND LEVEL OF AWARENESS
OF THE SELECTED TEENAGERS IN BRGY.
BUCANDALA III, IMUS, CAVITE**

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SHAYNE JAINAH M. DE VERA
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ABSTRACT

DE VERA, SHAYNE JAINAH M. Communication and Weather System: Exposure to PAGASA Rainfall Warning Signal and the Level of Awareness of the Selected Teenagers in Brgy. Bucandala III, Imus, Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. March 2013. Adviser: Mrs. Cristina M. Signo.

The study aimed to determine the relationship between youth's exposure and their level of awareness to PAGASA Rainfall Warning Signal. It was conducted to determine the respondents' level of exposure and level of awareness to PAGASA Rainfall Warning Signal.

The data gathering for the study was conducted at Bucandala III, Imus, Cavite while the data analysis was done at Cavite State University.

Descriptive survey method was used as the research design. Furthermore, non-probability sampling was used to get the sample size of the respondents, with 10% margin of error, the respondents were selected.

Based on the framework of the study, a hypothesis was formulated; there is no significant relationship between the respondents' level of exposure and level of awareness to PAGASA Rainfall Warning Signal.

The findings of the study are as follows: 1) Majority of the respondents were much exposed to PAGASA Rainfall Warning Signal in television than any other medium; 2) Majority of the respondents are somewhat aware to PAGASA Rainfall Warning Signal's background together with its yellow and orange signal. Likewise, they are much aware of the red signal color coding connotation; and 3) There is a significant

relationship between respondents' level of exposure and their level of awareness to PAGASA Rainfall Warning Signal, therefore, the null hypothesis was rejected.

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INTRODUCTION

The Philippine weather has become unpredictable. It is now liable to have rain in any time of the year (Lonely Planet, 2012). Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) under the Department of Science and Technology plays a very important role on weather forecasts as mass media and people depend on the announcements of the institution.

PAGASA was known to be the source of all information concerning calamities especially typhoon warnings. As typhoons do million pesos worth of damage annually, it became a threat for some areas of the country because of the flashfloods that kills lives and resources.

To prevent any damage and accident, last June 20, 2012, PAGASA launched Rainfall Warning System (RWS) to alert Filipinos of the amount expected rainfall in specific areas. It is more relevant for those who are in most flooded municipalities. With