

**EXPOSURE TO PAPA JACK'S TRUE LOVE CONVERSATIONS
RADIO PROGRAM AND THE DECISION-MAKING STYLES
OF SELECTED CYSU DORM OCCUPANTS**

THESIS

BERNADETH A. BOQUIRON

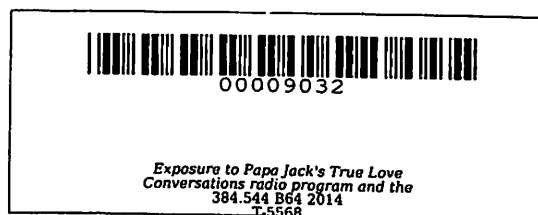
College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

April 2014

**EXPOSURE TO PAPA JACK'S TRUE LOVE CONVERSATIONS
RADIO PROGRAM AND THE DECISION-MAKING STYLES
OF SELECTED CvSU DORM OCCUPANTS**

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

In partial fulfilment
of the requirements for the degree
Bachelor of Arts in Mass Communication



BERNADETH A. BOQUIRON
April 2014

ABSTRACT

BOQUIRON, BERNADETH A. Exposure to Papa Jack's True Love Conversations Radio Program and the Decision-Making Styles of Selected CvSU Dorm Occupants. Undergraduate Thesis. Bachelor of Arts in Mass Communication, major in Journalism. Cavite State University, Indang, Cavite. March 2014. Adviser: Dr. Bettina Joyce P. Ilagan.

This study was conducted to determine the relationship between exposure to Papa Jack's True Love Conversations radio program and the decision-making styles of selected CvSU dorm occupants. Specifically, it aimed to determine the exposure level of CvSU dorm occupants to Papa Jack's True Love Conversations radio program; identify the decision-making styles of the dorm occupants in dealing with love problems, and; find out if there is a relationship between the level of exposure to Papa Jack's True Love Conversations radio program and the decision-making styles of CvSU dorm occupants.

It was conducted from November to March, on the second semester of the Academic Year 2013-2014. Data were gathered from 100 dorm occupants of Cavite State University - Main Campus.

The study used a descriptive-survey approach. Frequency and percentage count, and chi-square were used to statistically analyze the data gathered.

Results showed that majority of the participants have low exposure to Papa Jack's True Love Conversations radio program. It was also revealed that more than half of the participants do not listen and do not call the program when they have a love problem; but their main reasons in listening are because the radio DJ, Papa Jack, is funny and they can relate to the topic/s being discussed.

Moreover, the Rational decision-making style is dominant to the participants. This means that they usually evaluate alternatives and make decisions about love matters in a logical and systematic way.

Lastly, the results revealed that there is no significant relationship between exposure to Papa Jack's True Love Conversations radio program and the Rational, Avoidant, Dependent and Intuitive decision-making styles of selected CvSU dorm occupants. Meanwhile, there is a significant relationship between the participants' exposure to Papa Jack's True Love Conversations radio program and their Spontaneous decision-making style.

TABLE OF CONTENTS

	Page
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
LIST OF TABLES	x
LIST OF APPENDICES	xi
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	3
Hypothesis	3
Significance of the Study	3
Scope and Limitations of the Study	4
Theoretical Framework..	5
Conceptual Framework.....	5
Definition of Terms	6
REVIEW OF RELATED LITERATURE	8
METHODOLOGY	21
Research Design	21
Time and Place of the Study	21

Variables of the Study	21
Participants of the Study	22
Sampling Procedure	22
Research Instrument	22
Data Gathering Procedure	23
Data Processing Technique	23
Statistical Treatment of Data	25
RESULTS AND DISCUSSION	26
SUMMARY, CONCLUSION, AND RECOMMENDATION	38
Summary.....	38
Conclusion	39
Recommendations	40
REFERENCES	41
APPENDICES	44

LIST OF TABLES

Table	Page
1 Verbal interpretations for level of exposure	23
2 Verbal interpretations for decision-making styles	24
3 CvSU dorm occupants' level of exposure to Papa Jack's True Love Conversations radio program	26
4 Frequency and percentage of participants who are listening and not listening to Papa Jack's True Love Conversations when they have a love problem.....	27
5 Frequency and percentage of participants who are planning and not planning to call Papa Jack when they have a love problem	28
6 Reasons of the participants for listening to Papa Jack's True Love Conversations radio program	29
7 Decision-making styles of CvSU dorm occupants	30
8 Relationship between the exposure level to Papa Jack's TLC radio program and the Rational decision-making style of selected CvSU dorm occupants	32
9 Relationship between the exposure level to Papa Jack's TLC radio program and the Avoidant decision-making style of selected CvSU dorm occupants	33
10 Relationship between the exposure level to Papa Jack's TLC radio program and the Dependent decision-making style of selected CvSU dorm occupants	34
11 Relationship between the exposure level to Papa Jack's TLC radio program and the Intuitive decision-making style of selected CvSU dorm occupants	35
12 Relationship between the exposure level to Papa Jack's TLC radio program and the Spontaneous decision-making style of selected CvSU dorm occupants	36

LIST OF APPENDICES

Appendix		Page
1	Sample research instrument	45
2	Permission letter	49
3	Certification from the statistician	51
4	Certification from the English critic	53
5	Curriculum vitae	55

EXPOSURE TO PAPA JACK'S TRUE LOVE CONVERSATIONS RADIO PROGRAM AND THE DECISION-MAKING STYLES OF SELECTED CvSU DORM OCCUPANTS

Bernadeth A. Boquiron

An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfilment of the requirements for the degree of Bachelor of Arts in Mass Communication, major in Journalism with Contribution no. _____. Prepared under the supervision of Dr. Bettina Joyce P. Ilagan.

INTRODUCTION

Mass media are considered as source of information and entertainment. One important medium for opinion, news, entertainment and advertising is the radio.

Radio stations today are known by a wide range of formats, each geared to attracting narrow segments of the population. In earlier times, radio stations sought broader mass audiences with programs that had wide appeal. The programming was a culturally unifying influence on the nation. Today's more segmented programming came about when radio began losing the mass audience to television in the 1950s (Vivian, 2003).

In order to attract more listeners, radio stations produced a variety of program segments. For instance, True Love Conversations (TLC) is a popular radio program aired on Love Radio during weeknights from nine in the evening until two in the morning that