

POLITICAL TRANSPARENCY IN THE PHILIPPINE PRIME-TIME NEWSCAST

THESIS

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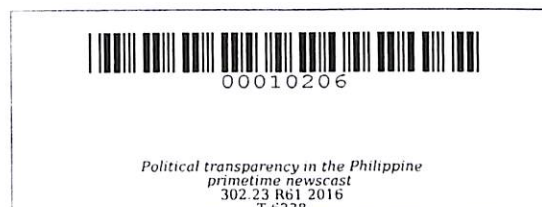
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**POLITICAL TRANSPARENCY IN THE PHILIPPINE PRIMETIME
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ABSTRACT

RODIS, KRISTEL ANN C., and JACKLYN RACHEL V. SEPLON. Political Transparency in the Philippine Primetime Newscast. An undergraduate thesis Bachelor of Arts in Journalism. Cavite State University, Indang Cavite. Adviser: Ms. Bettina Joyce P. Ilagan.

This study used survey method to determine how participants' perceive political transparency as shown in Philippine primetime newscast. Specifically, the study sought to: 1. describe the demographic profile of the participants; 2. determine the participants' exposure to Philippine primetime newscast TV Patrol, 24 Oras and Aksyon Prime in terms of: a. frequency of watching, b. time spent in watching, c. segment watched; 3. identify participants perception on political transparency in the Philippine government; and 4. determine the participants' assessment of primetime newscast in terms of how these show political transparency.

Questionnaire was used in the survey. The participants of the study were the selected Journalism students of Cavite State University in Indang, Cavite who are familiar with primetime newscast TV Patrol, Aksyon Prime and 24 Oras.

Frequencies and percentages were used to determine the demographic profile of the participants and their exposure to Philippine primetime newscast TV Patrol, 24 Oras, and Aksyon Prime. To determine the participants' perception in political transparency in Philippine government and their assessment of primetime newscast in terms of how they show political transparency, mean and standard deviation were used.

In general, this study showed the exposure of the respondents to primetime newscast 24 oras, Aksyon Prime and TV Patrol. It also showed the perception of the participants and their assessment in primetime newscast in terms of how these show political transparency.

It is recommended that another research should be done to find out how participants'

perceive political transparency as shown in Philippine primetime newscast, there may be variation if other schools or larger population would be chosen.

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POLITICAL TRANSPARENCY IN PHILIPPINE PRIMETIME NEWSCASTS

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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 the degree of Bachelor of Arts in Journalism. Prepared under the supervision of Dr. Bettina Joyce P. Ilagan.

INTRODUCTION

The source that the majority of the general public uses to get their news and information from is considered mass media. Without mass media, openness and accountability are impossible in contemporary democracies. Nevertheless, mass media can hinder political transparency as well as help it. Politicians and political operations can simulate the political virtues of transparency through rhetorical and media manipulation (Balkin, 1998). Mass media can make the political system more transparent. It can help people understand the operations of government, encourage participation in political decision, and hold government officials accountable.

Mass media has already played several roles in decades. As reporters of tragic events, manufacturers of culture, they introduce into families private grief, as promoters of awareness and so on (Alexander, 2005).