

EXPOSURE TO AND EFFECTIVENESS OF THE NEWS PROGRAM
STATE OF THE NATION WITH JESSICA SOHO AS PERCEIVED
BY THE SELECTED CAS FACULTY MEMBERS OF CAVITE
STATE UNIVERSITY MAIN CAMPUS

THESIS

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Cavite State University (Main Library)



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THE NATION WITH JESSICA SOHO AS PERCEIVED BY THE SELECTED
CAS FACULTY MEMBERS OF CAVITE STATE UNIVERSITY
MAIN CAMPUS**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
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In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Mass Communication



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*Exposure to and effectiveness of the news
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ABSTRACT

DILLO, JOSE FEDERICO T. Exposure to and Effectiveness of the news program State of the Nation with Jessica Soho as perceived by the selected CAS faculty members of Cavite State University-Main Campus. Undergraduate Thesis. Bachelor of Arts in Mass Communication. Cavite State University, Indang, Cavite. April 2015. Adviser: Ms. Bonalyn S. Caisip.

Generally, this study aimed to determine the exposure to and effectiveness of the news program State of the Nation with Jessica Soho as perceived by the selected CAS faculty members of Cavite State University-Main Campus. Specifically, it aimed to measure the level of exposure of the selected CAS Faculty members to the news program State of the Nation with Jessica; find out their perceived level of effectiveness to the news program State of the Nation with Jessica Soho; and determine if there is a relationship between the level of exposure and the level of effectiveness as perceived by the selected CAS faculty members of Cavite State University-Main Campus.

The study utilized descriptive method of research. A total of 120 selected CAS faculty members were chosen as participants of this study through quota sampling. A survey questionnaire was used to gather the data needed in this study. To determine the results of the gathered data, percentage, arithmetic weighted mean, standard deviation, and Spearman rank correlation were used.

The results show that the level of exposure of selected CAS faculty members to the news program State of the Nation with Jessica Soho is low and their perceived level of effectiveness is high. It also shows that there is no significant relationship between the level of exposure and the level of effectiveness as perceived by the selected CAS faculty members of Cavite State University-Main Campus.

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INTRODUCTION

Cruz (2010) defined news as an oral or written report of a past, present, or future event that is factual, truthful, accurate, unbiased, and interesting. According to former Times and Sunday Times editor, Harold Evans, a news story is about necessary information and unusual events and it should be based on observable facts, an unbiased account and free from the reporter's opinion.

A news program or newscast is a regularly scheduled radio or television program that reports current events. News is typically reported in a series of individual stories that are presented by one or more anchors. A news program can include live or recorded interviews by field reporters, expert opinions, opinion poll results, and occasional editorial content.

According to Rodman (2009), in the early 21st century, news programs – especially those of commercial networks – tend to become less oriented on hard news,