

INFORMATION DISSEMINATION OF OFFICE OF THE SENIOR  
CITIZENS AFFAIRS' "EXPANDED SENIOR CITIZENS ACT  
OF 2010" (REPUBLIC ACT 9994) TO SELECTED SENIOR  
CITIZENS OF ALFONSO, CAVITE TOWARDS A  
PROPOSED COMMUNICATION PLAN

THESIS

CHRISTINE R. ANONUEVO  
NIÑA JANE O. ROSALES

College of Arts and Sciences  
**CAVITE STATE UNIVERSITY**  
Indang, Cavite

Cavite State University (Main Library)



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May 2017



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A PROPOSED COMMUNICATION  
PLAN**

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

In partial fulfillment  
of the requirements for the degree  
Bachelor of Arts in Journalism



00011246

*Exposure and knowledge level of second  
year to fourth year students of Cavite*  
302.2 At4 2017  
T-6854

**CHRISTINE R. ANONUEVO**  
**NIÑA JANE O. ROSALES**  
May 2017

## ABSTRACT

**ANONUEVO, CHRISTINE R. and ROSALES, NIÑA JANE O.** **Information Dissemination of Office of the Senior Citizens Affairs' "Expanded Senior Citizens Act of 2010" (Republic Act 9994) to Selected Senior Citizens of Alfonso, Cavite Towards a Proposed Communication Plan.** Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. May 2017. Adviser: Mr. Allan Robert C. Solis

This study aimed to propose a communication plan for the information dissemination of the Office of Senior Citizens' Affairs (OSCA) regarding the benefits and privileges under the Republic Act 9994 (Expanded Senior Citizens Act of 2010) in Alfonso, Cavite. A qualitative method of research was used where 30 senior citizens of each barangay and the OSCA head from Alfonso, Cavite were selected and interviewed for the study during the months of December 2016 and January 2017. Senior citizens were interviewed to determine their knowledge, insights and suggestions about the information dissemination of the OSCA regarding the RA 9994. OSCA head was also interviewed to know their current communication techniques for the senior citizens. After analyzing the collected data, results showed that senior citizens lacked knowledge about the RA 9994. OSCA, on the other hand, also faced difficulties in using meetings and verbal discussions as their current way of information dissemination. Senior citizens also suggested other effective communication tools such as distribution of leaflets/pamphlets, weekly/monthly updates by the use of newsletters or a social media page. Therefore, a communication plan highlighting the suggestions and recommendations of the senior citizens of Alfonso, Cavite was proposed for the improvement of information dissemination of OSCA regarding the RA 9994.

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**Christine R. Anonuevo  
Niña Jane O. Rosales**

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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 fulfilment of the requirements for the degree of Bachelor of Arts in Journalism, with Contribution No. \_\_\_\_\_. Prepared under the supervision of Mr. Allan Robert C. Solis.

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**INTRODUCTION**

In the Philippines, an elderly will be acknowledged as a senior citizen if they already reached the age of 60. By this time, with the help of laws for the senior citizens elders are giving special benefits and privileges and to maximize their beneficence in nation building. An example of this is the Republic Act 9994 also known as the "Expanded Senior Citizen Act of 2010" or the "Act to maximize the contribution of senior citizens to nation building, grant benefits and special privileges and for other purposes". In order for them to experience and have knowledge about the law, an institution called the Office of Senior Citizens Affairs or OSCA is built to keep them updated by the use of information dissemination.