

**AWARENESS ON PAWS' "SAVE LIVES, SPAY OR NEUTER YOUR
PET" AND ITS EFFECTIVENESS IN PROMOTING ANTI-ANIMAL
CRUELTY AS PERCEIVED BY DOCTOR IN VETERINARY
MEDICINE STUDENTS OF CAVITE STATE UNIVERSITY**

THESIS

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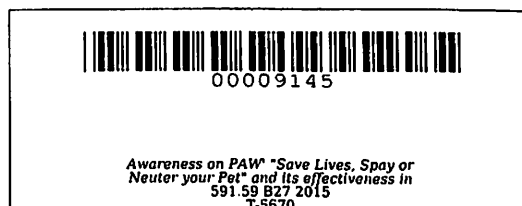
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STUDENTS OF CAVITE STATE UNIVERSITY**

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CRIS ANN BARREDO
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ABSTRACT

BARREDO, CRIS ANN Awareness on PAWS' "Save Lives, Spay or Neuter your Pet" and its effectiveness in promoting anti-animal cruelty as perceived by Doctor in Veterinary Medicine students of Cavite State University. Undergraduate Thesis Bachelor of Arts in Mass Communication. Cavite State University. April 2015. Adviser: Lisette D. Mendoza.

The study was conducted to determine the level of awareness of DVM students of CvSU on PAWS "Save Lives, Spay or Neuter your Pet" and the perceived effectiveness in promoting anti-animal cruelty. Specifically, it aimed to determine: the respondents level of awareness to the campaign of PAWS' Save Lives, Spay or Neuter your Pet"; how effective is the campaign to the participants based on their knowledge, attitude and practice; and the relationship between Doctor in Veterinary Medicine students' awareness to PAWS "Save Lives, Spay or Neuter your Pet" and perceived effectiveness of the campaign.

It was conducted from October 2014 to February 2015, at College of Veterinary Medicine and Biomedical Sciences, Cavite State University.

The study used descriptive method of research wherein survey questionnaire was used to gather data. Purposive sampling was used to determine the 108 Doctor in Veterinary Medicine students who served as the participants of the study. Mean, standard deviation, and spearman correlation were used to analyze the data.

The results of the study revealed that the participants are slightly aware on the campaign of PAWS' Save Lives, Spay or Neuter your Pet". It also showed that the campaign is effective in promoting knowledge and practice of the participants on anti-

animal cruelty, and slightly effective in promoting the attitude of the participants on anti-animal cruelty.

It also revealed that there is significant relationship between awareness and effectiveness of “Save Lives, Spay or Neuter your Pet” in promoting anti-animal cruelty.

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CRIS ANN BARREDO

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INTRODUCTION

Public communication campaign is defined as a purposive attempt that informs or influences behavior of the people in a specific time and period, through the use of communication activities and mediated messages in several communication channels. Generally, public communication campaign aims to produce noncommercial benefits to every individuals and society (Rogers and Storey, 1987, as cited by Rice and Atkin, 2009).

People see campaign via traditional media and non-traditional media such as in television, newspapers, and Internet. The main objective of campaign is to give information in a form of persuasive messages.

This study focuses on the campaign of Philippine Animal Welfare Society (PAWS) "Save Lives, Spay or Neuter your Pet" through their website which promotes on