

EXPOSURE TO ONLINE NEWS PORTALS AND AWARENESS  
OF NEWS AND CURRENT EVENTS AMONG BA MASS  
COMMUNICATION STUDENTS OF CAVITE STATE  
UNIVERSITY-MAIN CAMPUS

THESIS

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**EXPOSURE TO ONLINE NEWS PORTALS AND AWARENESS OF NEWS AND  
CURRENT EVENTS AMONG BA MASS COMMUNICATION STUDENTS  
OF CAVITE STATE UNIVERSITY-MAIN CAMPUS**

**Undergraduate Thesis  
Presented 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 Mass Communication**



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## **ABSTRACT**

**AMBION, JORELLE CHRISTIAN P. Exposure to Online News Portals and Awareness of News and Current Events among BA Mass Communication Students of Cavite State University-Main Campus.** Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University-Main, Indang, Cavite. April 2014. Adviser: Cristina M. Signo.

Generally this study aimed to determine the exposure to online news portals and awareness of news and current events among BA Mass Communication students of Cavite State University-Main Campus.

Specifically, it aimed to: determine the exposure of BA Mass Communication students of Cavite State University in terms of: a. news portal commonly visited; b. frequency of visiting online news portals; c. number of hours spent in viewing online news portals; d. section visited on online news portals; determine the level of awareness of selected BA Mass Communication students of Cavite State University on news and current events; and determine the relationship between the level of awareness of news and current events and exposure to online news portals among BA Mass Communication students of Cavite State University-Main Campus.

The research was conducted from November 2013 to March 2014.

Survey questionnaires were used to gather data in this study which utilized a descriptive method of research. The participants were selected through purposive sampling procedure. Purposive sampling was used to obtain the 59 students who participated in the study.

The results of the study showed that participants were exposed to online news portals in terms of: a. online news portal visited; b. frequency of visiting; c. number of hours; d. sections visited. The participants were "slightly aware" on the news and current events via online news portals.

Results of the study revealed that there was no significant relationship between level of awareness on news and current events and exposure to online news portals among BA Mass Communication students of Cavite State University-Main Campus.

## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA .....</b>	<b>iii</b>
<b>ACKNOWLEDGMENT .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>LIST OF APPENDICES .....</b>	<b>xi</b>
<b>INTRODUCTION .....</b>	<b>1</b>
Statement of the Problem .....	4
Objectives of the Study .....	4
Hypothesis .....	5
Theoretical Framework .....	5
Conceptual Framework .....	8
Significance of the Study .....	9
Scope and Limitations of the Study .....	10
Definition of Terms .....	11
<b>REVIEW OF RELATED LITERATURE .....</b>	<b>12</b>
<b>METHODOLOGY .....</b>	<b>45</b>
Research Design .....	45
Time and Place of the Study .....	45
Variables of the Study .....	46

Participants of the Study .....	46
Sampling Procedure .....	47
Research Instrument .....	47
Data Gathering Procedure .....	49
Data Processing Technique .....	49
<b>RESULTS AND DISCUSSION .....</b>	<b>52</b>
<b>SUMMARY, CONCLUSION, AND RECOMMENDATION .....</b>	<b>74</b>
Summary .....	74
Conclusion .....	75
Recommendation .....	76
<b>REFERENCES .....</b>	<b>77</b>
<b>APPENDICES .....</b>	<b>79</b>

## LIST OF TABLES

Table	Page
1 Online news portals commonly visited by the participants.....	52
2 Frequency of visiting online news portals of the participants.....	54
3 Number of hours spent in viewing online news portals by the participants.....	55
4 Section visited on online news portals by the participants.....	56
5 Level of awareness of BA Mass Communication students on Business News.....	58
6 Level of awareness of BA Mass Communication students on Entertainment News.....	60
7 Level of awareness of BA Mass Communication students on Lifestyle News.....	62
8 Level of awareness of BA Mass Communication students on National News.....	64
9 Level of awareness of BA Mass Communication students on Sports News.....	66
10 Level of awareness of BA Mass Communication students on Technology News.....	68
11 Level of awareness of BA Mass Communication students on World News.....	70
12 Level of awareness on news and current events.....	71
13 Relationship between level of awareness on news and current events and exposure to online news portals.....	73

## LIST OF APPENDICES

Appendix		Page
1	Sample research instrument .....	81
2	News articles from various online news portals.....	86
3	Certification from the English critic .....	121
4	Certification from the statistician .....	123
5	Curriculum vitae .....	125



# **EXPOSURE TO ONLINE NEWS PORTALS AND AWARENESS OF NEWS AND CURRENT EVENTS AMONG BA MASS COMMUNICATION STUDENTS OF CAVITE STATE UNIVERSITY-MAIN CAMPUS**

**Jorelle Christian P. Ambion**

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An undergraduate thesis presented to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang in partial fulfillment of the requirements for the degree of Bachelor of Arts in Mass Communication major in Journalism with Contribution No. \_\_\_\_\_. Prepared under the supervision of Prof. Cristina M. Signo.

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## **INTRODUCTION**

Communication is a process of exchanging information, ideas, thoughts, feelings, and emotions through speech signals, writing and behavior. In communication process, a sender encodes a message and then using a medium send it to appropriate feedback using a media (Sheikh, 2010).

Communication involves flow of information through multiple channels. Information can be disseminated through television, radio, newspaper, magazines, internet, and news can be considered as a form of public communication. Through news it informs the public on what is happening in the community, country and the world as whole.

News is all about reports on recent events. It is a timely factual report of events, ideas, or situations significant to the public. News is designed to inform and explain and it must have interest to the people and lastly it must be accurate (Estrada, 2010).