

BUHAY MEDIA TALENTS ASSOCIATION OF GMA MEMBERS' USE
OF HASHTAG IN THE CAMPAIGN AGAINST
MEDIA LABOR MALPRACTICE

THESIS

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**BUHAY MEDIA: TALENTS ASSOCIATION OF GMA MEMBERS' USE
OF HASHTAG IN THE CAMPAIGN AGAINST
MEDIA LABOR MALPRACTICE**

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ABSTRACT

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The study was conducted to understand the experiences of the Talents Association of GMA members in the use of hashtag in their campaign against media labor malpractice. Specifically, the study aimed to: determine the hashtag campaigns that the TAG members used online against media labor malpractice; determine the factors that the TAG members considered in choosing hashtag to promote their campaign against media labor malpractice and; determine the contribution of hashtag to the campaign against media labor malpractice in terms of: number of supporters (number of hashtag users) and information dissemination (announcements, updates and information).

The study used descriptive research method. Purposive sampling technique was used to select the participants. The participants were composed of the officers of the Talents Association of GMA. The researchers conducted interviews to the TAG officers.

The study showed that the Talents Association of GMA came up with several hashtags that represents each of their campaigns. They also enumerated the factors that they had considered in choosing hashtag to promote their campaign against media malpractice.

The results of the study also showed that hashtag contributed to the number of their supporters and in the immediate information dissemination regarding the updates on of their campaign.

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BUHAY MEDIA: TALENTS ASSOCIATION OF GMA MEMBERS' USE OF HASHTAG IN THE CAMPAIGN AGAINST MEDIA LABOR MALPRACTICE

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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 the degree of Bachelor of Arts in Journalism with Contribution No, _____. Prepared under the supervision of Ms. Racquel G. Agustin.

INTRODUCTION

Hashtag in social media sites was first introduced by a former Google designer, Chris Messina on August 2007. He suggested the use of hashtags in Twitter to make a tag where people could view multiple discussions about the topic without going all through the page looking for a specific conversation. It is an organizer of messages with the same theme which made it easier for people to find what they are looking for.

Since then, hashtag has become a new writing style for people in social media sites. It became a new form of expression and information. It evolved fast to adapt to people's needs. Advocates deem hashtags as beneficial to them. Hashtag is used to raise awareness and garner support for different advocacies. The hashtag *#Kony2012* which gained 2.4 million tweets was recorded as one of the hashtags to gather and engage large audience. The hashtag represented a war in East Africa that only a few knew about. Joseph Kony is a cult militia leader who had abducted 30,000 children. The boys became