

EFFECTIVENESS OF www.cavite.gov.ph AND TAPATANG CAVITEÑO
IN INFORMING DISTRICT VI RESIDENTS OF THE PROJECTS
AND DEVELOPMENTS IN CAVITE

THESIS

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**EFFECTIVENESS OF www.cavite.gov.ph AND *TAPATANG CAVITEÑO* IN
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DEVELOPMENTS IN CAVITE**

Undergraduate Thesis
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Bachelor of Arts in Mass Communication



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ABSTRACT

GUADAMOR, TED JAYSON B. Effectiveness of www.cavite.gov.ph and *Tapatang Caviteño* in Informing District VI Residents of the Projects and Developments in Cavite. Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University-Main, Indang, Cavite. April 2014. Adviser: Ms. Bonalyn S. Caisip.

This study was conducted from November 2013 to March 2014 at Cavite State University-Main, Indang and also at District VI of Cavite thus, encompassing the municipalities of Amadeo, General Trias, Tanza and Trece Martires City. It aimed to find out the effectiveness of www.cavite.gov.ph and *Tapatang Caviteño* in informing District VI residents of the projects and developments in Cavite.

Survey questionnaires were used to gather data in this study which applied descriptive method of research. Purposive convenience sampling was used to obtain the 400 District VI residents who participated in this study.

The results of the study show that: majority of the participants in this study belong to the age group of youth; there are more female participants than male; and majority of the participants in this study have attained tertiary education.

Moreover, the participants in this study were slightly exposed or once a week, they read news articles regarding projects and developments in Cavite in www.cavite.gov.ph while they were also slightly exposed or once every year, they read news articles regarding projects and developments in Cavite in *Tapatang Caviteño*.

The participants were moderately aware of the projects and developments in Cavite as they have perceived from www.cavite.gov.ph and *Tapatang Caviteño*. The website www.cavite.gov.ph was effective in terms of development journalism, while *Tapatang*

Caviteño was moderately effective. Both www.cavite.gov.ph and *Tapatang Caviteño* were moderately effective in terms of information function. Both www.cavite.gov.ph and *Tapatang Caviteño* were moderately effective in terms of mobilization function.

The age of the participants affects their level of exposure to www.cavite.gov.ph, while the age of the participants does not affect their level of exposure to *Tapatang Caviteño*. It can be observed that there were less people exposed to www.cavite.gov.ph as the age group increased. The gender of the participants affects their level of exposure to www.cavite.gov.ph and *Tapatang Caviteño*. The educational attainment of the participants does not affect their level of exposure to www.cavite.gov.ph and *Tapatang Caviteño*.

The age of the participants does not affect their level of awareness to projects and developments in Cavite as perceived from www.cavite.gov.ph and *Tapatang Caviteño*. The gender of the participants affects their level of awareness to projects and developments in Cavite as perceived from www.cavite.gov.ph and *Tapatang Caviteño*. The educational attainment of the participants does not affect their level of awareness to projects and developments in Cavite as perceived from www.cavite.gov.ph and *Tapatang Caviteño*.

The level of exposure of the participants to www.cavite.gov.ph and *Tapatang Caviteño* affects their level of awareness to projects and developments in Cavite. It can also be noticed that slight exposure to articles in www.cavite.gov.ph and *Tapatang Caviteño* can lead to moderate awareness to projects and developments in Cavite.

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INTRODUCTION

There would be no question to the fact that Journalism has gone through many changes just to reach out the demands of every era in Philippine history.

First, it was in 1637 when Tomas Pinpin learned the techniques and art of printing on paper from the Spanish conquistadors and Chinese merchants, thus starting the printing age in the country and earning him the title as the Father of Filipino Printing (Malinao, 2003).

Years have passed and print media now composed of newspapers and magazines seemed to be insufficient in meeting the growing demand of the public for real-time news updates. Then, came the radio and television which make up for the broadcast medium while the internet was also developed for online service.

However, the development of the internet was responsible for the revolution of the information and communications industry. It is at once a world-wide broadcasting