

EXPOSURE TO AND KNOWLEDGE ON MOVIE FILM
RATINGS AMONG SELECTED MOVIEGOERS
OF SM CITY - DASMARIÑAS

THESIS

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April 2016

**EXPOSURE TO AND KNOWLEDGE ON MTRCB FILM RATINGS
AMONG SELECTED MOVIEGOERS OF SM CITY-DASMARIÑAS**

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 Mass Communication



00081199

*Exposure and knowledge on MTRCB film
ratings among selected movie goers of SM*
791.3 F37 2019
T-8753

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April 2016

ABSTRACT

The study, Exposure to and knowledge on MTRCB film ratings among selected moviegoers of SM Dasmariñas Cavite determined the level of exposure of the moviegoers on the MTRCB film ratings, and whether the moviegoers were slightly knowledgeable, knowledgeable or highly knowledgeable on the film ratings. It also determined if there is relevance between the level of exposure and the level knowledge of the participants on the MTRCB film ratings.

The participants of the study were selected moviegoers of SM Dasmariñas Cavite. They were chosen as the participants because they will be exposed to the film ratings at the cinema.

Accidental sampling was used by the researcher in this study. This sampling does not consider a specific characteristic in choosing a participant. The researcher waited outside the cinema grounds for moviegoers going out of the cinema.

The study used the Descriptive method of research. The researcher first asked permission on the cinema's office to conduct the survey. The researcher conducted a survey outside the cinema.

The questionnaires were validated by three instructors from the Department of Languages and Mass Communication (DLMC) before the conduct of the study. The researcher conducted the survey on selected moviegoers. The participant's level of knowledge was measured base on the total scores they got. The results of the survey conducted became the basis for determining the relevance of the level of exposure and level of knowledge of the participants.

The results of the study showed that the moviegoers have low exposure on MTRCB film ratings. Based on the scores of the participants, they are knowledgeable on the provisions of each movie ratings. The results also showed that there is no significant relationship between the level of exposure and knowledge of the participants on MTRCB film ratings.

Based on the results of the study, the Movie and Television Review and Classification Board (MTRCB) should make more ways of making the viewers know what the film ratings are. They should produce television advertisements informing the viewers not only about the television ratings but also about the movie ratings.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
LIST OF TABLES	viii
LIST OF APPENDICES	viii
INTRODUCTION	1
Statement of the Problem	3
Objectives of the Study	3
Significance of the Study	4
Scope and Limitations of the Study	5
Theoretical Framework	5
Conceptual Framework.....	6
Definition of Terms	7
REVIEW OF RELATED LITERATURE	8
METHODOLOGY	26
Research Design	26
Sampling Technique	26
Participants of the Study.....	27
Research Instrument	27
Time and Place of the Study.....	28

Data Gathering	28
Data Processing Technique	29
Statistical Treatment of Data.....	30
RESULTS AND DISCUSSION	32
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	38
Summary	38
Conclusions	39
Recommendations	39
REFERENCES	41
APPENDICES	43

LIST OF TABLES

Table	Page
1. Level of exposure in terms of watching movies in cinema and exposure to MTRCB film ratings.....	33
2. Frequency distribution of the participants in terms of the MTRCB film ratings mostly viewed.....	34
3. Exposure of the participants in terms of the movie genre mostly viewed.....	34
4. Level of knowledge on MTRCB film ratings.....	36
5. Relationship between the level of knowledge and exposure to MTRCB film ratings.....	37

LIST OF APPENDICES

Appendix		Page
1	Permission Letter	44
2	Sample questionnaire	46
3	Curriculum vitae.....	52

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An undergraduate thesis manuscript presented 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 Mass Communication major in Journalism, with Contribution No.

T-CAS-2015-MC045 Prepared under the supervision of Ms. Erica Hernandez.

INTRODUCTION

Movies are one of the most popular forms of media around the world. It has gone through many changes. It has evolved from simply a recorded motion picture to a complex form of art and communication. It varies in content depending on its genre. A genre is the categorization of films by the stories they tell. Popular genres such as musical, comedy, romance, western, action, thriller, horror, science fiction and crime has different contents that may or may not be suitable to general audiences (Barsam, 2004).

A censorship board or a regulatory board is made to control the movies that are being shown to the audiences. This censorship boards or regulatory board's aims to show what films are suited to the audience based on the audience's age (The Movie and Television Review and Classification Board, 2004).