

**HOUSEWIVES' EXPOSURE TO KOREAN DRAMAS ON
GMA 7 AND THEIR PERCEPTION ON MARRIAGE**

THESIS

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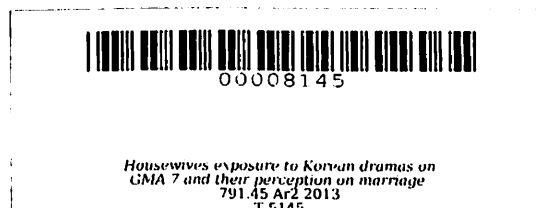
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**HOUSEWIVES' EXPOSURE TO KOREAN DRAMAS ON GMA 7 AND THEIR
PERCEPTION ON MARRIAGE**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
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Bachelor of Arts in Mass Communication



NATASHA C. ARCIBAL
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ABSTRACT

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The study was conducted at Marycris Homes, Bucandala 3, Imus, Cavite from December 2012 to March 2013. Specifically, the study aimed to: 1.) determine the level of exposure of the housewives to Korean dramas; 2.) determine the perception on marriage of the housewives; and 3.) determine the relationship between the housewives' exposure to Korean dramas on GMA 7 and their perception on marriage.

The study focused mainly on the housewives' exposure to Korean dramas on GMA 7 and their perception on marriage. The research design used was descriptive method. Purposive Sampling was employed for the participants of the study. The statistical measures applied were frequency count, percentage and Pearson's Correlation Coefficient.

Out of 70 participants, 58 housewives were exposed to *Smile, Dong Hae*. The results showed that majority of the participants, 41 or 58.6 percent were watching Korean dramas everyday which means that they were highly exposed. The housewives perceived marriage positively as shown by nine positive answers out of 15 indicators. Based on the Pearson Correlation Coefficient there is no significant relationship between the housewives' level of exposure to Korean dramas on GMA 7 and their perception on marriage. Therefore, the null hypothesis was accepted.

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HOUSEWIVES' EXPOSURE TO KOREAN DRAMAS ON GMA 7 AND THEIR PERCEPTION ON MARRIAGE

Natasha C. Arcibal

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INTRODUCTION

Television has been part of our daily lives since it was introduced here in the Philippines. It is used for the people to know about what is happening around them through news, sports, public affairs and entertainment. People use the television for relaxation, to gain knowledge and information, to have fun and to fight boredom. A lot of people have a habit of watching television; some cannot live without it. The television offers a lot of things like advertising, local game shows and dramas even international dramas too. Before, people were drawn to the *Mexicanovelas* or Mexican television novels which originated from Mexico or Spain. We easily adopt it and others try to be like them physically, mentally, emotionally or in attitude. Some parents gave their new born babies the names of their favorite *Mexicanovela* characters. Then came *Taiwanovelas* from Taiwan, *J-doramas* from Japan and *Koreanovelas* from South Korea.