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ETLINE JANE MANATO
JOHN RENZIE MARQUINO

THESIS

JOURNALISM AND GENDER: MOTIVATION OF SELECTED
FIRST YEAR BA JOURNALISM STUDENTS IN
CAVITE STATE UNIVERSITY

**JOURNALISM AND GENDER: MOTIVATION OF SELECTED
FIRST YEAR BA JOURNALISM STUDENTS IN
CAVITE STATE UNIVERSITY**

**Undergraduate Thesis
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**ELLINE JANE MANALO
JOHN RENZIE MARQUINO
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ABSTRACT

MANALO, ELLINE JANE and MARQUINO, JOHN RENZIE. Journalism and Gender: Motivation of Selected First Year BA Journalism Students in Cavite State University. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. Indang, Cavite. June 2019. Adviser: Ms. Ruby A. Manaig.

The study was conducted from December 2018 until February 2019 in Cavite State University- Imus Campus. It determined the motivation of selected first year students who were graduates of the K-to-12 program and enrolled during academic year 2018 to 2019 under the Bachelor of Arts in Journalism program. The objectives of the study included identifying the demographic profile of the participants in terms of age, sex, academic strand, and the type of high school they graduated from. Also, it determined how both male and female participants see journalism as a field of interest and as an undergraduate program. Lastly, it explained how they see themselves after finishing their degree.

All answers were gathered through Focus Group Discussion (FGD) and by utilizing the Thematic Analysis by Braun and Clarke that helped the researchers analyzed the results. Specifically, the researchers included the demographic profile which was asked in the first part through "*Robotfoto*" to have a vast understanding on the students since the participants' views, opinions, places, even culture differ from each other.

For the succeeding parts, all questions were open-ended which led to a strong understanding on how the students see journalism both as a field of interest and as an undergraduate program, as well as their insights and plans to comprehend how they see themselves working as media practitioners in the actual field.

Moreover, the results showed that male and female students were aged 18 to 22 years old and graduated from public high schools with different academic strands. Also, despite gender differences between the participants, results showed that majority of their answers were similar. Male and female students saw Journalism as an outlet wherein they can express themselves and share information in accordance to their field of interest. Interestingly, male and female students saw Journalism as a good field/ discipline for an undergraduate program given the idea that there were factors that kept their passion in writing, speaking, and other communication-related practices. Henceforth, male and female students saw themselves as journalists or writers or working in a related field after getting a degree in Journalism.

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JOURNALISM AND GENDER: MOTIVATION OF SELECTED FIRST YEAR BA JOURNALISM STUDENTS IN CAVITE STATE UNIVERSITY

**Elline Jane Manalo
John Renzie Marquiño**

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INTRODUCTION

There are lots of images and characteristics that media portray in explaining how journalists should look like. However, according to Tom Huang (2013), student who is aiming to work as a media practitioner in the actual field must be motivated from the start.

Thousands of journalism schools operate in various parts of the world. More are opening, especially in developing countries and emerging democracies. In the Philippines today, 291 colleges and universities offer journalism as a subject or as a degree (Chua, 2006).

In fact, as of June 8, 2018, the recent statistical data published by the Commission on Higher Education (CHED) showed that Journalism is part of the “Mass Communication and Documentation Discipline Category” wherein a total of 29,114 students are enrolled.

Moreover, Journalism offers opportunities to keep the practice of ethical information dissemination alive even in the verge of freedom suppression. Hence, it is