

EXPOSURE AND COMPLIANCE OF SELECTED STUDENTS OF
CAVITE STATE UNIVERSITY-MAIN CAMPUS
TO "NO LITTERING" SIGNAGES

THESIS

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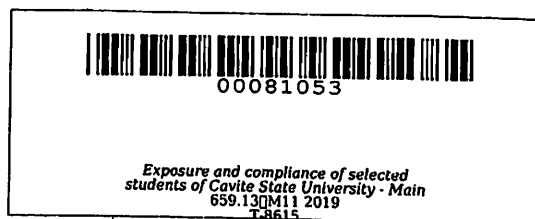
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**EXPOSURE AND COMPLIANCE OF SELECTED STUDENTS OF
CAVITE STATE UNIVERSITY-MAIN CAMPUS
TO “NO LITTERING” SIGNAGES**

Undergraduate Thesis
Submitted to the Faculty of the
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ABSTRACT

MACURRO, DEN BRIXTER R. and MARI, PETER PAUL C. “Exposure and Compliance of Selected Students of Cavite State University-Main to ‘No Littering’ Signages” Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2019. Adviser: Prof. Racquel G. Agustin.

The undergraduate thesis was conducted to determine the level of exposure and level of compliance of selected students of Cavite State University- Main Campus to “No Littering” signages, and the relationship between these variables.

The research was conducted during the Academic Year 2018-2019. Frequency, percentage, arithmetic mean, standard deviation, and Kruskal Gamma Value were used as statistical tools. The researchers employed the descriptive correlational survey questionnaires as the research instrument of the study.

The results of the study showed that majority of the participants have low level of exposure to “No Littering” signages in terms of frequency of seeing and number of places seen. They also have moderate compliance on these “No Littering” signages. Lastly, the results revealed that there was no significant relationship between the level of exposure and compliance of selected students to “No Littering” signages. Therefore, the null hypothesis stating that there is no significant relationship between the variables was accepted.

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INTRODUCTION

Communication is transferring of a message so that it can be understood and acted upon (Eyre, 1983).

In communication, there are different traditions. One of them is semiotic tradition. In the semiotic tradition, communication is perceived by scholars as a process of sharing meaning through signs. In Merriam-Webster, semiotics is the study of signs and symbols and how they are used. In this case, they could determine how effective signs and symbols are in transferring message to an individual.

Signs and symbols have been used in conveying message through the years. They are often placed on strategic places so they can be easily seen by the intended audience. For instance, traffic signs are placed appropriately according to their function. Misplace of signs, especially road signs, could lead to problems such as accidents. “No Smoking”