

PERSUASION OF MEDIA AND RESPONSE OF GRADE SIX PUPILS  
OF SELECTED ELEMENTARY SCHOOLS IN IMUS, CAVITE  
TOWARDS LGBT COMMUNITY

THESIS

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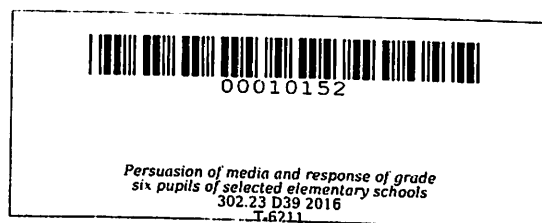
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**PERSUASION OF MEDIA AND RESPONSE OF GRADE SIX PUPILS  
OF SELECTED ELEMENTARY SCHOOLS IN IMUS CAVITE  
TOWARDS LGBT COMMUNITY**

Undergraduate Thesis  
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## **ABSTRACT**

**DEMILLO, CHAREY L. and FAUNI, DONNA M., Persuasion of Media and Response of Grade Six Pupils of Selected Elementary Schools in Imus, Cavite towards LGBT Community. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. Indang, Cavite. April 2016. Adviser: Ms. Racquel G. Agustin.**

The study was conducted to seek the level of persuasion of media and the response of selected grade six pupils of selected elementary schools in Imus, Cavite towards LGBT community. It aimed to determine the level of persuasion of media on selected grade six pupils of selected elementary schools in Imus, Cavite towards LGBT community in terms of awareness of pupils on LGBT community on television and exposure of pupils to LGBT community on television; the response of selected grade six pupils of selected elementary schools in Imus, Cavite towards LGBT community in terms of the attitude on watching the LGBT community on television, the understanding on the culture of LGBT community as shown on television, and the practice of the culture of LGBT community as shown on television; and the relationship between the level of persuasion of media and the response of selected grade six pupils of the selected elementary schools in Imus, Cavite towards LGBT Community.

The study was conducted from October 2015 to February 2016, which focused mainly on the persuasion of media and response of grade six pupils of selected elementary schools in Imus, Cavite towards LGBT community.

The total number of participants were one hundred grade six pupils of selected elementary schools in Imus, Cavite enrolled in the school year 2015-2016 and were aware of the LGBT community.

Based on the results, it revealed that the majority were persuaded by media towards LGBT community in terms of their attitude in watching television programs with LGBT community, understanding of the culture of LGBT community and practice of the culture of LGBT community on television. On the other hand, there is no significant relationship between the persuasion of media and the response of the grade six pupils of selected elementary schools in Imus, Cavite towards LGBT community. The null hypothesis stating that there is no significant relationship between the level of persuasion of media and the response of selected grade six pupils of selected elementary schools in Imus, Cavite towards LGBT Community was accepted.

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# **PERSUASION OF MEDIA AND RESPONSE OF GRADE SIX PUPILS OF SELECTED ELEMENTARY SCHOOL TOWARDS LGBT COMMUNITY**

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An undergraduate thesis manuscript presented to the faculty of the Department of Languages and Mass Communication. Cavite State University, Indang Cavite in partial fulfillment of the requirements for graduation for the degree of Bachelor of Arts in Journalism with Contribution No. \_\_\_\_\_. Prepared under the supervision of Ms. Racquel G. Agustin.

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## **INTRODUCTION**

The most powerful strength the media has in any society is the ability to influence people's minds. It offers ideas and conceptions on a variety of social and cultural dynamics. The information absorbed from the television and additional media sources, notions on cultural differences like race, gender, sexuality, in the media, has become an important fragment of the understanding of how individuals behave and feel civilization (Sparks, 2010)

Over a period of time, a fixed image of various groups of people is formed and viewers, especially children start to absorb these ideas which they then use as a plot to navigate through life. This constant exposure to the media content cultivates specific values, beliefs, attitudes and desires in people. It is an important source of information,