

**ROLE OF MEDIA IN SHAPING THE IMAGE OF POLITICAL FIGURES  
AND ITS IMPACT ON THE VOTERS PREFERENCE IN BRGY.  
BUENAVISTA II, GENERAL TRIAS, CAVITE**

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 Journalism

**MICAH HONEYMIL L. BORASCA  
GEORGETT KAMILLE J. DOJELLO**  
April 2016



## ABSTRACT

**BORASCA, MICAH HONEYMIL L. and DOJELLO, GEORGETTE KAMILLE J.** **Role of Media in Shaping the Image of Political Figures and Its Impact to the Voters Preference of Brgy. Buenavista II, Gen. Trias, Cavite.** Undergraduate Thesis Bachelor of Arts in Journalism, Cavite State University, Indang, Cavite. April 2016 Adviser Mr. Allan Robert C. Solis

The study was conducted to determine the role of media in shaping the image of political figures and its impact on voters' preference of selected voters in Brgy. Buenavista II, Gen. Trias Cavite. Specifically, the study aimed to: identify the images of political figures formed by media as perceived by the participants; determine the impact of the created images of political figures on the voter's preference, and; determine the relationship between the images shaped by the media and the voter's preference.

The study used a quantitative-qualitative research design. The researchers conducted a survey among the 500 selected residents of Brgy. Buenavista II, and an interview with two political analysts from Philippine Christian University and Cavite State University. Purposive sampling was used in choosing the participants.

The study revealed that the top images of political figures formed by media were non-corrupt, pro-poor, knowledgeable, responsible, and well-experienced. The images created had a positive impact for the political figures based on the survey results. The findings validated that media greatly influenced the voters' preference of candidate based on the images the voters perceived from it. Entirely, the study proved that media is highly significant and could greatly affect the political figure, the voters, and the Philippine politics as a whole.



The study recommended that media must be at all the time sensitive on providing news and information when it comes to national issues like politics and political figures. Political figures are advised to use media to show there personally and for the voters to decide who they will vote through the presentation of the media to the public. Voters are expected not to believe and trust what they hear and see in broadcast news as much as possible. And lastly, to the future researchers who might conduct the same study, future researchers are advised to exposed the scope and limitation (e.g. large community, include other political figures).



## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA</b> .....	iii
<b>ACKNOWLEDGMENT</b> .....	v
<b>LIST OF TABLES</b> .....	vii
<b>LIST OF APPENDICES</b> .....	viii
<b>ABSTRACT</b> .....	ix
<b>INTRODUCTION</b> .....	1
Statement of the Problem.....	2
Objectives of the Study .....	3
Significance of the Study .....	3
Scope and Limitation of the Study .....	4
Theoretical and Conceptual Framework.....	5
Definition of Terms.....	6
<b>REVIEW OF THE RELATED LITERATURE</b> .....	8
<b>METHODOLOGY</b> .....	28
Research Design .....	28
Participants of the Study.....	28
Sampling Technique .....	29
Data Gathered .....	29
Statistical Treatment of Data .....	29

<b>RESULTS AND DISCUSSION .....</b>	<b>31</b>
<b>SUMMARY, CONCLUSION, AND RECOMMENDATIONS .....</b>	<b>41</b>
Summary .....	41
Conclusions .....	42
Recommendations .....	42
<b>REFERENCES .....</b>	<b>44</b>
<b>APPENDICES.....</b>	<b>48</b>