

A DESCRIPTIVE STUDY ON HOW ADOLESCENTS
RESPOND TO VALUE-BEARING COMMUNICATION

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ABSTRACT

This study is an attempt to re-validate the study framework of Dr. Jacobson Kliatchko which he used in his dissertation entitled, Communication and Attitude Development: A Philosophical Perspective. The framework deals with the development of attitudes after exposure to value-bearing communication.

Because this study does not deal with the cause and effect relationship, the variables are rather called as components.

The components of such study framework are: environment, value-bearing communication, and attitude.

In this study, the environment is Marillac Academy. The value-bearing communication is the module on good study habits. And the attitude is the study habits of the respondents.

Purposive sampling was used to determine the respondents. The essays and interviews with the students and the questionnaires filled up by the parents were the instruments designed to elicit the needed data.

The general objective of this study is to determine how adolescents respond to value-bearing communication.

Results reveal that although most of the respondents did not follow their study schedule, all of them have allotted time for their studies as reflected by the filled up observation sheets accomplished by the parents. This suggests that there is favorable response on the part of the respondents towards value-bearing communication.

The study framework of Dr. Kliatchko that was used in the study shows that there is indeed an attitude formed when a value-bearing communication is inputted to a certain environment.