

Toyang Ermitanya and the consumption of Iloilo City
Proper-based listeners *vis a vis* Miagao-based
listeners

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ABSTRACT

This study sought to study the following: 1) the consumption of listeners from the two groups of respondents from the urban community which is Iloilo City Proper *vis a vis* the rural community of Miagao, and 2) the way the listeners perceive such radio drama whether as something which convey issues in the society or as something which is purely entertaining.

The researchers used two major steps in data gathering: survey and in-depth interviews. One hundred respondents who were listeners of such drama participated, half of which came from both groups of respondents who were Iloilo City Proper-based and Miagao-based.

The survey revealed that Iloilo City Proper-based respondents have a higher frequency of exposure to such drama compared Miagao-based respondents. It was also revealed that majority of the respondents from each group of respondents perceived *Toyang Ermitanya* as entertaining however, majority also claimed that they were also learning lessons and insights from it.

Moreover, with the results and data collected and analyzed, the research itself revealed three prevailing forms in the consumption of such radio drama by both groups of listeners. First, *Toyang Ermitanya* as a medium for emotional release. Second, as a form of enjoyment. And third, *Toyang Ermitanya* as a

medium where one could obtain pieces of information and advice from listening to it.