The Perceptions and Gratifications of Ilonggo Shock Talk-Radio Listeners

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ABSTRACT

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Shock Talk Radio Programs are gaining multitudes of listeners within Iloilo. Mama Monyeka and Talk to Papa ,two of the most popular Shock Talk-Radio programs, are the subject of the research. In this study the researchers assessed the different perceptions and gratification sought and obtained by Ilonggo listeners with different educational orientation; Out-of-School Youth, High school, and College. The researchers used descriptive research design and survey questionnaires to gather information. Result showed the OSY are the ones with the most positive perception towards Shock Talk-radio programs, followed by the High School Group and the and lastly the College group. Also the gratification that is mainly sought is entertainment needs among the three groups. Albeit needs such as information, personal identify and social interaction were also identified as needs that the audience seek to satisfy. For gratifications obtained it was shown that only 5% among the total number of the respondent claimed that needs outside entertainment have been met by these programs. The need which was satisfied the most by these programs again is the entertainment need. Using the Theory of Uses and Gratifications it was found out that the audiences' physical environment (in here educational orientation) affects the perception towards a media content (Shock Talk - radio programs) and influences his/her reasons for consumption (gratification sought) . Finally media content such as Shock Talk- radio programs answer the audience' needs.