

**The Key Elements of the Situation Comedy
that Appeal to Viewers**

**An Undergraduate Thesis
Presented to
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ABSTRACT

This research stems from past studies that confirmed the decline of situation comedy in the Philippines. It identifies reasons for this decline. This study, entitled *The Key Elements of the Situation Comedy that Appeal to Televiewers*, has been designed to help present-day television producers of sitcom programs compete with revolutionary TV program formats.

Using Harold Lasswell's communication model as guide, this study determines the elements in sitcom programs in the Philippines that appeal to televiewers. Specifically, it defines the different key elements of the sitcom programs that appeal to the televiewers and identifies other factors that affect sitcom viewership.

This study involves a one-shot survey, using the purposive or judgmental sampling procedure, among 77 respondents aged 30 to 45 in Barangay Mat-y, Miagao, Iloilo. Their responses were coded and analyzed through the use of frequency count and percentage.

The results show that *Pepito Manaloto*, among the four sitcoms presently being aired in the Philippines, is the most watched and that Michael V. is the most liked actor. Moreover, it is found that jokes and punchlines make up the most liked element of sitcom programs while character is the most understood element. On the other hand, incongruity is found to be the least appealing and least understood element of sitcom programs.

Nevertheless, it is found that televiewers' profession affects the appeal of sitcom programs.

The researcher therefore recommends for future researches to provide a more probing questionnaire that will determine what the televiewers really want to see in sitcom programs, and to provide thorough explanations and examples of the elements to secure the understanding of the respondents. Further studies on the subject should also widen the age range of the respondents since it is not only adults who are exposed to sitcom programs; and increase the number of respondents to establish more reliable results.