

Love Teams vs. Love Teens:
How the Scripted Relationships Affect the Perceptions and
the Attitudes of Teenagers on REALationships

An Undergraduate Thesis Presented to the
Division of Humanities
College of Arts and Sciences
University of the Philippines Visayas
Miag-ao, Iloilo

In Partial Fulfillment
of the Requirement for the Degree of
Bachelor of Arts in Communication and Media Studies

Submitted to
Mr. Jude Vincent E. Parcon

April F. Bolaño
Petty Dane C. Calubiran
Joanne Amor D. Dolor

April 2018

ABSTRACT

Aside from being the second most avid television consumers, Filipinos especially teenagers have become increasingly immersed to watching romantic-themed *teleseryes* by the different emerging love teams such as JaDine and KathNiel. The evident fandom to these love teams lead to the conduct of the study to identify the effects of the scripted portrayal of a romantic love and relationship to the perceptions and the attitudes of teenagers on romantic love.

Research design using qualitative and quantitative approach was utilized. George Gerbner's Cultivation Theory was used to answer how exposure affects the perceptions and the attitudes of teenagers on romantic love. The survey was conducted among 90 qualified respondents across (3) three public high schools in Miag-ao, Iloilo. The 5-point Likert scale was used to measure the influence of the two love teams' *teleseyes* in the perceptions and the attitudes of teenagers.

Results show that high exposure on *teleseryes* affect teenagers' perceptions and attitudes on romantic love as portrayed by the love teams. However it was also noted as per results, that not all that were shown in the *teleseryes* are

being mirrored by teenagers as real since they also critic if those depictions of romantic love really happen in reality.