# Level of Influence of East Asian Countries in the Ilonggo Culture through television

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ABSTRACT

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This study is about the Level of Influence of East Asian Countries in the Ilonggo Culture. The researchers identified the different East Asian television shows aired in the two giant networks - ABS-CBN and GMA since January-July 2009 and determined the influence of these East Asian television shows in the Ilonggo culture in terms of attitude, lifestyle and music. Furthermore, the researchers also identified the role of television in shaping the culture of the people. The researchers did a survey on the residents of randomly selected barangays of Molo and Villa districts to determine the level of influence of these East Asian television shows on their culture. The results showed that majority of the respondents have a positive attitude and practice in terms of lifestyle specifically clothing and accessories and music towards East Asian television shows. Thus, East Asian television shows have an influence in the Ilonggo culture.