

**EVALUATION OF SUNDAY PUNCH COMMUNITY NEWSPAPER AS A  
CHANNEL OF INFORMATION ON LOCAL ISSUES  
IN DAGUPAN CITY, PANGASINAN**

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**An undergraduate thesis submitted to the faculty of the Department of  
Development Communication, College of Arts and Sciences,  
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### APPROVAL SHEET

This undergraduate thesis entitled **EVALUATION OF SUNDAY PUNCH AS CHANNEL OF INFORMATION ON LOCAL ISSUES IN DAGUPAN CITY, PANGASINAN** prepared, presented and submitted by **GALILEE LORENZO PADUA** in partial fulfilment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

  
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## **BIOGRAPHICAL SKETCH**

The researcher was born on September 22, 1998 at San Antonio de Padua Hospital, Rosales, Pangasinan. She is currently residing at Cabalaongan Sur Rosales, Pangasinan where she spent 19 years of her life with her family; her parents Mr. And Mrs. Ricardo Padua, her older sister, Shekinah and her younger brother, Jethro.

She finished her primary studies at Rosales South Central School where she graduated as the Third Honors, Batch 2011. On her secondary years, she studied at Rosales National High School where she graduated as the Class Salutatorian, Batch 2015. She is currently taking up the course Bachelor of Science in Development Communication at Central Luzon State University where she has been a College Scholar for a semester and a Dean's Lister for six semesters. She chose Development Communication simply because she loves to write and she has a heart of helping people through her writings.

Back on her early years, she joined contests such as declamation, oration and debate which proved that she loves public speaking. Also, she joined journalism contests wherein she had written editorial, news and feature articles and became a part of the school paper editorial board as the News Editor.

One of her plan years from now is to write a book featuring the life stories of people in depressed areas. She also plans to be a part of the radio team of DZAS, a Christian radio station which her mom always listens to. She is living with her life verse, Romans 8:28 saying, "And we know that in all things God works for the good for those who love him who have been called according to his purpose."

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## ABSTRACT

**PADUA, GALILEE L.** Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva Ecija Philippines. June 2019. **EVALUATION OF SUNDAY PUNCH AS CHANNEL OF INFORMATION ON LOCAL ISSUES IN DAGUPAN CITY, PANGASINAN.**

Adviser: **JOY NICOLE G. LUCERO**

This study aimed to evaluate the Sunday Punch community newspaper as a channel of information on local issues to the citizenry of Dagupan City. The study was conducted in five barangays namely: Tambac, Mamalingling, Bacayao Norte, Lasip Grande and Lasip Chico. A total of 103 residents served as the respondents of the study. Sample size was obtained using Slovin's Formula.

A set of questionnaire was prepared and divided into three parts namely respondents' profile, communication characteristics of the respondents (both readers and non-readers of Sunday Punch) and the evaluation of community newspaper as a channel of information on local issues in terms of the components of effectiveness (ACASPR).

Results showed that majority of the respondents (82.52%) were adults and 50.49 percent were males. Most of them had blue-collar jobs (77.67%) and 67.97 percent received a monthly income of less than Php 10,000.

Over half of them spent a single hour in reading the community newspaper and majority of the respondents (71.43%) thought that the information they read on the community newspaper were informational. Most of them (65.71%) used the information they received to be updated on what is happening around the community. In addition, the two reasons why the

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