

**INFORMATION DISSEMINATION STRATEGIES OF
COLLEGE-BASED STUDENT ORGANIZATIONS IN
CENTRAL LUZON STATE UNIVERISTY**

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COLLEGE OF ARTS AND SCIENCES
Department of Development Communication

APPROVAL SHEET

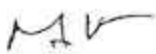
This undergraduate thesis entitled **INFORMATION DISSEMINATION STRATEGIES OF COLLEGE-BASED ORGANIZATIONS IN CENTRAL LUZON STATE UNIVERSITY** prepared, presented and submitted by **JO AIRA ANN S. CERRUDO** in partial fulfilment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


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JO AIRA ANN S. CERRUDO

BIOGRAPHICAL SKETCH

The researcher, Jo Aira Ann Salvador Cerrudo, was born on November 12, 1998 in Cabanatuan City. She is the youngest daughter of Colonel Jose Ronquillo Cerrudo (deceased) and Anafin Salvador Cerrudo, presently residing in Concepcion West, Zaragoza, Nueva Ecija.

She took her primary education at Alyssa Clare Learning Center where she graduated as third-honorable mention. Her secondary education was spent at Vincentian Catholic Academy where she was a consistent honor student and a contestant in several school competitions and literary contest. Jo Aira is not only academically inclined but also good in other fields such as arts and music. In her four years in high school, she became the vice-president of the Campus Youth Ministry and the president of her class. Aside from academics, she was also engaged in extra-curricular activities as an officer of the Community Action Team (C.A.T).

In 2015, she enrolled at the Central Luzon State University under the Bachelor of Science in Development Communication curriculum.

ABSTRACT

CERRUDO, JO AIRA ANN S. Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines June 2019. **INFORMATION DISSEMINATION STRATEGIES OF COLLEGE-BASED STUDENT ORGANIZATIONS IN CENTRAL LUZON STATE UNIVERSITY.**

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This study aimed to determine the information dissemination strategies used by the college-based student organizations in Central Luzon State University. The study was conducted during the summer class SY 2017-2018. The respondents were the presidents of college-based student organization. Data were collected using an interview schedule which included the respondent and organizational profiles, type of activities and programs, clientele participation, communication channels and language used, and the problems encountered by the organization in disseminating information. The data collected were analyzed by getting the percentage and frequency of independent variables.

The respondents' age ranged from 19 to 22 years, mostly 4th year male students of the existing 32 college-based student organizations in CLSU. The type of activities and programs the organizations conducted were academic in nature such as seminars and trainings. Mostly a maximum of 100 students from different colleges participated in the activities and programs of the organizations. College-based student organization use different information dissemination strategies. The communication channels used by the organizations was posters and radio. Meetings was used as channels by many

organizations including the new media which is the facebook. English language was mostly used in the dissemination of information. The problems encountered by the organization in disseminating information were the lack of commitment and cooperation among members.

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