GENDER COMMUNICATION INTERPLAY APPROACH IN THE DEVELOPMENT OF GENDER FRIENDLY FARM MACHINERY IN SELECTED AGRICULTURAL AGENCIES

DANIEL GILO ROSERO

An undergraduate thesis submitted to the faculty of the Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, in partial fulfillment of the requirements for the degree

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Department of Development Communication

APPROVAL SHEET

This undergraduate thesis entitled **GENDER COMMUNICATION INTERPLAY APPROACH IN THE DEVELOPMENT OF GENDER FRIENDLY FARM MACHINERY IN SELECTED AGRICULTURAL AGENCIES** prepared, presented and submitted by **DANIEL G. ROSERO** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

DANILO S. VARGAS
Adviser
2/11/2019
Date

MARJORIE N. MANLULU
Critic
2/14/2019
Date

ANDREA MAY C. MALONZO
Research Coordinator
Department of Development Communication
2/14/2019
Date

Accepted as partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**

DANILO S. VARGAS
Department Chair
Department of Development Communication
2/14/2019
Date

RICH MILTON R. DULAY
Research Coordinator
College of Arts and Sciences
2/15/19
Date

EVARISTO A. ABELLA
Dean
College of Arts and Sciences
2/15/2019
Date

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DANIEL GILO ROSERO

BIOGRAPHICAL SKETCH

The researcher is a 22-year old student who was born at Libertad, Butuan City and is a former engineering student for three years and a half concentrating in Agricultural Engineering at Caraga State University. He is now residing at Gen. T. de Leon, Karuhatan, Valenzuela City. In 2016, the researcher came up with a decision to transfer in Central Luzon State University and pursue BS Development Communication program.

While pursuing college, the researcher ventures public speaking like oration and debate. He once became a President of the Caraga State University Debate Society (CarSUDS) and continued his interest in debating at CLSU where he champs two consecutive debate tournaments. He is interested with debate topics like gender sensitivity which became his advocacy, religion, warfare, and politics.

To utilize knowledge in engineering and interests in gender sensitivity, he was able to draft this study which associates gender topics and engineering. He wanted to narrow the gaps between the patriarchal viewed engineering sector and gender principles and be able to communicate gender sensitivity towards agricultural mechanization.

The researcher was able to manage two publications as an Editor-in-Chief in 2018 namely BAYANI Publication, a community newspaper and a college-based student publication which is The CAS Lens. He is also a member of Communicators for Development (CODE) and was once the activity head for the Vivencio Saulong: The Search for the Outstanding Student Leader.

The author wants to pursue another degree in the future to fulfill his dream as a Science Journalist.

ABSTRACT

ROSERO, DANIEL G., Department of Development Communication, College of Arts and Science, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, February 2019, **GENDER COMMUNICATION INTERPLAY APPROACH IN THE DEVELOPMENT OF GENDER FRIENDLY FARM MACHINERY IN SELECTED AGRICULTURAL AGENCIES**

Adviser: DANILO S.VARGAS, Ph.D.

In the midst of modernization and anticipation for fast production just to aid the needs of the people around the world, the agricultural sector is one of those sector who are pressured to integrate its ways for production to address issues about food security and insufficiency. Several practices were integrated to provide optimum measures for production; agricultural machineries are developed, several extension programs were extended to farmers, and researches were undertaken to comprehensively respond on the quest of a consuming world. Although these measures exhibit remarkable outputs in the past years, accessibility of information, farm equipment, and equitable distribution of opportunities remain uncertain causing gender disparity to be evident in the field.

This study describes the gender sensitivity principles in a form of communication be applied in the development of gender friendly farm machinery. The study includes assessment of the engineer respondents towards their exposure to gender related topics and how they associated the principles in the development. As the second type of respondents, farmers as the end users involved in this study expresses their ideals and longing towards fair and just accessibility of information and farm equipment in the field.

Engineer respondents in this study revealed to have seldom exposure with the identified gender related topics and agreed that the identified engineering responsibilities

should be equally delegated to all engineers regardless of sex and gender preference. Thus, 33.33% of the engineer respondents said that engineer function that requires enough physical strength must be delegated to male engineers. Study shows that age, civil status, and sex of the engineers are significant in their exposure towards gender related topics were $p<0.05$ level of significance.

Farmers mostly gain information about integrated farming through seminars and workshops but they confirmed that they learned manipulating machineries through technology demonstration while women remain unfamiliar about old and newly developed farm machineries. Generally, men farmers have seldom exposure to the identified agricultural machineries while women farmers have never been exposed to such machineries and remains to assume subordinated responsibilities.

Out of thirty respondents, 83.33% of them believed that female faces limited access to farming equipment. In terms of skills, 96. 67% of the farmers expressed that women farmers do not have enough skills or knowledge about the usage of farm machineries. The 90% of the farmers also claimed that they do not have enough information about any farming machineries and the 86.67% of the farmers believed that women farmers are given limited job in farming activities.

Majority (92%) of the farmer respondents agreed that it justifiable to develop farm machineries that can be easily manipulated by women for three reasons. These reasons are for education and experience, matriarchal responsibility, and for gender equitability. Farmers also characterized their ideal machineries as push-button, light weight, height considerate, easy to fix, riding type, and economically affordable.

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