

**INFLUENCE OF PRESIDENT RODRIGO DUTERTE'S COMMUNICATION STYLE
ON THE COMMUNICATION BEHAVIOUR OF THE YOUTH IN GUIMBA, NUEVA
ECIJA**

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APPROVAL SHEET


This undergraduate thesis entitled entitled **INFLUENCE OF PRESIDENT RODRIGO DUTERTE'S COMMUNICATION STYLE ON THE COMMUNICATION BEHAVIOR OF YOUTH IN GUIMBA, NUEVA ECILJA** prepared, presented and submitted by **JESSICA C. RAMENTO** in partial fulfillment 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 name is Jessica Ramento, a 21 years old girl who lives at brgy. Subol Guimba Nueva Ecija. A proud daughter of Mr. Francisco Ramento and Mrs. Diana Ramento. She has two siblings namely Frank and Daisy Ramento. She is family oriented. She loves watching and reading novels. She always imagine being “*Katniss Everdeen*” of Hunger games and “*Alice*” of Resident evil. She loves characters portraying strong personality. She always like tough and brave heroine in the novel/movies. Those characteristics also reflects that the researcher is also a fearless lady that always ready to state her opinion whenever she feels the right to.

She graduated elementary at Brgy. Subol Elementary School and high school at Bartolome Sanggalang National High School in Guimba Nueva Ecija. She is now a fourth year college student of Bachelor of Science in Development Communication at Central Luzon State University. She is also an active member of CODE or Communications for Development.

She dreams of being able to publish her own book someday. A book that would benefit her countrymen.

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ABSTRACT

RAMENTO, JESSICA C. Bachelor of Science in Development Communication, Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Phillipines. **July 2017.** **INFLUENCE OF PRESIDENT RODRIGO DUTERTE'S COMMUNICATION STYLE ON THE COMMUNICATION BEHAVIOUR OF THE YOUTH IN GUIMBA, NUEVA ECIJA**

Adviser: Ms. Marife De Torres

The study was conducted to determine the influence of President Rodrigo Duterte's communication style to the communication behaviour of the youth in Guimba Nueva Ecija. The respondents are youth from the selected Barangay of Guimba. Descriptive research design and Correlation analysis were used in this study. There is a total of 393 respondents selected through the use of proper allocation procedure.

The major findings revealed that the respondents utilized television as their source of information of the communication style of the President Rodrigo Duterte. They are watching the president at least thrice a week about one to thirty minutes. The respondent's perception of the president's communication style is good but their attitude to it says otherwise. The respondents admitted that they are sometimes aggressive communicators as influenced by the president. The study recommends that parents should guide their children in watching television which may affect their communication behaviour. The schools should also develop interventions that would harness critical mindedness of the students and their ability to make sound judgments and decisions.

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