

**PERCEIVED EFFECT OF THE COMMUNICATION APPROACHES ON THE
FARMING PRACTICES OF AETA INDIGENOUS PEOPLES
IN SITIO BACAO, PALAYAN CITY, NUEVA ECIJA**

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**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 Munoz,
Nueva Ecija, Philippines, in partial fulfilment
of the requirements for the degree**

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

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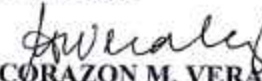
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This undergraduate thesis entitled **PERCEIVED EFFECTS OF THE COMMUNICATION APPROACHES ON THE FARMING PRACTICES OF AETA INDIGENOUS PEOPLES IN SITIO BACAO, PALAYAN CITY, NUEVA ECIA** prepared, presented and submitted by **EZRA VANA VILLANUEVA ESTRADA** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

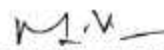

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BIOGRAPHICAL SKETCH

On the 7th day of May in year 1999, Ezra Vana Villanueva Estrada was born at the town of Guimba, Nueva Ecija. She is an honored daughter of Mr/Mrs Haven Ysrael and Rhodora Estrada, and a sister of Eara Reign and Yvannah Deign Estrada. Being an active and a proud member of the *Iglesia Ni Cristo* (Church of Christ), she was also a member and an officer of the Christian Brotherhood International (CBI) – CLSU Chapter.

Presently, she is a senior student taking up Bachelor of Science in Development Communication at Central Luzon State University. Amidst the difficult major subjects and complex agricultural-related technical electives, she managed to be an academic scholar (College Scholar) for one semester and a Dean's Lister for six consecutive semesters.

From her background in radio broadcasting and journalism in high school, she graduated from the Special Science Curriculum (SSC) at Bartolome Sangalang National High School, where she won first place in the DSPC Radio Broadcasting (English Category) and was awarded as Journalist of the Year and Orator of the Year in 2014. She anticipated to be a renowned TV broadcaster and a lawyer, as she took up Development Communication as a four-year degree course and will be either taking up a Master's degree in Broadcast Communication or pursue law school at the University of the Philippines-Diliman.

Aside from academics, she was also engaged in extra-curricular activities. She joined the PASUC Culture and the Arts Festival for radio drama category for two consecutive years. She won 1st place in the 1st CLAAARDEC Fiesta and in GAD's Gender Issue Video Documentary Competition.

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ABSTRACT

ESTRADA, EZRA VANA V. Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. June 2019. **PERCEIVED EFFECTS OF THE COMMUNICATION APPROACHES ON THE FARMING PRACTICES OF AETA INDIGENOUS PEOPLES IN SITIO BACAO, PALAYAN CITY, NUEVA ECIIJA.**

Adviser: **JOY NICOLE G. LUCERO**

This study aimed to determine the effect of the communication approaches used by the Local Government Unit-Palayan City in promoting modern farming to the Aeta Indigenous Peoples in Sitio Bacao. The study was conducted in Barangay Doña Josefa, Palayan City, Nueva Ecija. Data was gathered from June to July, 2018. Purposive sampling was used in selecting the respondents. The population considered in the study were 30 Aeta farmers. A structured interview guide served as the research instrument of the study.

Findings revealed that most of the respondents were included in the age range of 20-29 years old. More than half are female (57%) and majority of them are married (97%). Half (50%) are elementary undergraduate and worked as farmers for less than 10 years.

Interpersonal approach vis-à-vis the program Farmers Field School (FFS) was measured to be the most appropriate communication approach in promoting modern farming to Aeta Indigenous Peoples. Information about management in vegetable farming was the most frequent kind of information received through the Farmers Field School program. Information was utilized by sharing it to other Aeta farmers and they

benefit from it by gaining knowledge about modern farming. Broadcast media approach using the program School-on-the-Air was measured to be the inappropriate communication approach in promoting modern farming. Information about management in corn farming was the most frequent kind of information received from the School-on-the-Air program. No utilization and benefit from the information were received. Print media approach, on the other hand, was measured to be the less appropriate communication approach in promoting modern farming. Information about management in vegetable farming was the most frequent kind of information received from the print materials. Information was utilized by self-comprehension and they benefited by gaining knowledge about modern farming.

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