

**EFFECTIVENESS OF COMMUNICATION STRATEGIES EMPLOYED BY
CLSU-OSA IN DISSEMINATING INFORMATION ON GUIDANCE
AND COUNSELLING PROGRAM**

CHARLENE G. MARTIN

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

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

JUNE 2019

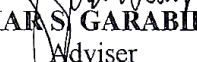


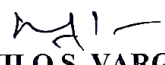
Republic of the Philippines
CENTRAL LUZON STATE UNIVERSITY
Science City of Muñoz, Nueva Ecija


COLLEGE OF ARTS AND SCIENCES
Department of Development Communication

APPROVAL SHEET

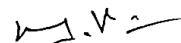
This undergraduate thesis entitled **EFFECTIVENESS OF COMMUNICATION STRATEGIES EMPLOYED BY CLSU-OSA IN DISSEMINATING INFORMATION ON GUIDANCE AND COUNSELLING PROGRAM** prepared, presented and submitted by **CHARLENE G. MARTIN** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.

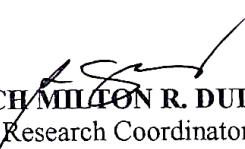

JOMARS S. GARABILES
Adviser
02-13-19
Date



DANILO S. VARGAS
Critic
02-13-19
Date


ANDREA MAY C. MALONZO
Research Coordinator
Department of Development Communication
02-13-19
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
2-14-19
Date


RICH MILTON R. DULAY
Research Coordinator
College of Arts and Sciences
2/14/19
Date


EVARISTO A. ABELLA
Dean
College of Arts and Sciences
2-14-19
Date

ACKNOWLEDGMENT

The author would like to take this opportunity to express her sincerest gratitude to those people who have been with her in every journey of her life.

To her advisers, Mr. Jomar Garabiles and Mrs. Maria Adrielle Estigoy, thank you for accepting her to be your advisee, thank you for the kindness, knowledge, patience and support. And most of all, for the time and effort that the two of you gave to check the thesis in order to be more acceptable and understandable.

To her critic, Dr. Danilo S. Vargas, thank you for the effort to read her thesis in order to give a comments and suggestions that will improve her study, regardless of your busy schedule. Also, thank you for the reminders to finish the study on time and for extending the deadline.

To her statistician, Ms. Jewel Clarisse Alota, thank you for the effort in analyzing and interpreting all the data of this study.

To her parents, Mr. Geronimo M. Martin and Mrs. Edwina G. Martin, thank you for the unconditional love and care. Thank you for being there during ups and downs, and teaching her as a responsible person, and for their moral and financial support which helped for finishing this thesis.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
BIOGRAPHICAL SKETCH	ix
INTRODUCTION	1
Background of the study	1
Statement of the Problem	3
Objectives of the Study	3
Significance of the Study	4
Limitations of the Study	5
Time and Place of the Study	5
REVIEW OF RELATED LITERATURE	6
METHODOLOGY	11
Theoretical framework	11
Conceptual framework	12
Operational definition of terms	14
Research design	16
Data Gathering Instrument	16
Sampling	16
Data Gathering Procedure	17
Data Analysis	17
RESULT AND DISCUSSION	18

LIST OF TABLES

TABLE		PAGE
1	Socio-demographic Profile of the Respondents	19
2	Respondents awareness on the program offered by CLSU-OSA	19
3	Knowledge Level of the respondents on various guidance and counselling program of CLSU-OSA	20
4	Strategies received by the respondents	21
5	Type of print materials served as source of information on guidance and counselling program of CLSU-OSA by the respondents	22
6	Social Networking Sites Communication	22
7	Interpersonal Communication	23
8	Interpersonal Communication Regarding Mental Health	24
9	Broadcast Communication	24
10	Print Materials Communication	25
11	Social Networking Sites Communication	25

LIST OF FIGURES

FIGURE		PAGE
1	Research paradigm of the study	13

ABSTRACT

MARTIN, CHARLENE G., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva, Ecija Philippines. June 2019. **EFFECTIVENESS OF COMMUNICATION STRATEGIES EMPLOYED BY CLSU-OSA IN DISSEMINATING INFORMATION ON GUIDANCE AND COUNSELLING PROGRAM.**

Adviser: MR. JOMAR S. GARABILES and MRS. MARIA ADRIELLE S. ESTIGOY

This study aimed to determine the effectiveness of communication strategies employed by CLSU-OSA in disseminating information on their Guidance and Counselling Program. Data were gathered through survey questionnaire from the students of CLSU. Descriptive research design was used, convenience sampling method was done by choosing people who are easy to reach. The respondents were students of Central Luzon State University, Science City of Munoz enrolled in summer class SY 2017-2018. The data were analyzed and interpreted through tabular form to see the options and suggestions of the students about communication strategies of CLSU-OSA in disseminating Guidance and Counselling Program. Also, data was analyzed using descriptive such as frequency and percentage.

Majority of the respondents belong to 18-20 years old, female, under third year level and Roman Catholic. In addition, majority of the respondents were from College of Arts and Sciences. Most of them were not aware on the different Guidance and Counselling Program offered by CLSU-OSA

BIOGRAPHICAL SKETCH

Charlene G. Martin is 19 years of age, who lives at Brgy. Sibut, San Jose City, Nueva Ecija. She is the only girl among the three children of Mr. Geronimo M. Martin and Mrs. Edwina G. Martin. Her siblings are Charlie G. Martin and the youngest is Christian G. Martin.

She studied elementary at San Jose East Central School while she took her high school at San Jose City National High School, formerly known as the Constancio Padilla National High School, where she finds a lot of friends who helped her for her studies. She also one of the top during her high school year.

At present, she is studying at Central Luzon State University, taking up a degree of Bachelor of Science in Development Communication. The author took this course is to help her family, give them a better life and lessen their financial problem in the future. Also, to have an opportunity to help other relatives in their financial needs.

Literature Cited

- AJ, S. (2006). *College student suicide in the United States*. Retrieved May 22, 2018 from www.ncbi.nlm.com: <http://www.ncbi.nlm.com>
- al, M. C. (2006). *Campus mental health services*. Retrieved May 22, 2018 from www.ncbi.nlm.gov: <http://www.ncbi.nlm.gov>
- Bandura, A. (1986 and 2001). *MEDIAPSYCHOLOGY*. Retrieved May 25, 2018 from cogweb.ucla.edu: http://cogweb.ucla.edu/crp/Media/Bandura_01.pdf
- Curtiss, A. H. (2002). *The effects of depression and anxiety on memory performance*. Retrieved May 25, 2018 from www.sciencedirect.com: <http://www.sciencedirect.com>
- Ellgring, H. (2007). *Non-verbal communication in depression*. Retrieved May 25, 2018 from [scholar.google.com.ph](http://www.scholar.google.com.ph): <http://www.scholar.google.com>
- Enterprises, C. (2001). Retrieved May 25, 2018 from www.umass.edu: [https://www.umass.edu/schoolcounseling/uploads/careymartin policybrief final%20YES.pdf](https://www.umass.edu/schoolcounseling/uploads/careymartin%20policybrief%20final%20YES.pdf)
- JL, B. (2012). *Prevention of depression in the college student population*. Retrieved May 26, 2018 from www.ncbi.nlm.nih.gov.
- JL, B. (2012). *Prevention of depression in the college student population* . Retrieved May 26, 2018 from www.ncbi.nlm.gov: <http://www.ncbi.nlm.com>
- Katz, J. a. (2010). *Depression and Everyday Social Activity, Belonging, and Well-Being*. Retrieved from May 26, 2018 www.ncbi.nlm.nih.gov: <http://www.ncbi.nih.gov>
- LJ, C. (2007). *Striving to help college students with mental health issues*. Retrieved May 26, 2018 from www.ncbi.nlm.gov: <http://www.ncbi.nlm.gov>
- Meilman PW, P. J.-Z. (1994). *Suicide attempts the threats on one college campus*. Retrieved May 27, 2018 from www.ncbi.nlm.gov: <http://www.ncbi.nlm.com>
- Petrs. (2003). *Depression and Everyday Social Activity, Belonging, and Well-Being*. Retrieved May 27, 2018 from www.ncbi.nlm.gov: <http://www.ncbi.nlm.gov>
- Steger, M. F., & Kashdan, T. B. (2009). *Depression and Everyday Social Activity, Belonging, and Well-Being*. Retrieved May 27, 2018 from www.ncbi.nlm.nih.gov: <http://www.ncbi.nlm.gov>

Zeiss, A. M. (2016). *psycARTICLES*. Retrieved May 27, 2018 from psycnet.apa.org:
<http://www.psycnet.apa.org>

(Aggerholm, H. K., & Thomsen, C. (2015) Strategic communication: The role of polyphony in management team meetings. In D. R. Holtzhausen & A. Zerfass (Eds.), *The Routledge handbook of strategic communication* (pp. 172–189). New York, NY: Routledge.)