

**COMMUNICATION APPROACHES IN DISSEMINATING INFORMATION ON
DISASTER RISK REDUCTION MANAGEMENT IN RIZAL, NUEVA ECIJA**

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**An undergraduate thesis submitted to the faculty of Department of
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Nueva Ecija, Philippines, in partial fulfillment
of the requirements for the degree**

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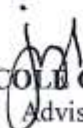


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BIOGRAPHICAL SKETCH

The researcher was born on October 26, 1998 at Camp Aquino Tarlac Hospital. She is the second child of Ret. 2Lt. Nick B. Duque and Jesusa C. Duque, a former teacher. She has three (3) siblings named Alison C. Duque RCh. Korben C. Duque and Yuri C. Duque.

She finished her secondary education on April 2015 at Julia Ortiz Luis National High School in Sagaba Santo Domingo, Nueva Ecija. Thus, she also received awards when she was on high school. She was a seventh honor when she was in first year and one of the first year representatives of the Supreme Student Government (SSG). She was also a member of Glee Club Organization for having a talent in singing and an Officer of Citizenship Advancement Training (CAT) influenced by her Dad who was a soldier. However, the researcher enjoined her high school life with a lot of extracurricular activities.

ABSTRACT

DUQUE, GENNADIY C. Department of Development Communication, College of Arts and Sciences, Central Luzon States University, Science City of Munoz, Nueva Ecija, Philippines. June 2019. **COMMUNICATION APPROACHES IN DISSEMINATING INFORMATION ON DISASTER RISK REDUCTION MANAGEMENT IN RIZAL, NUEVA ECIJA**

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This study aimed to determine the communication approaches in disseminating information on disaster risk reduction management in Rizal, Nueva Ecija. This study was conducted in five barangays that has a probability of floods namely: Barangay Caloacan and Barangay Macapsing for low lying areas; Barangay Portal and Barangay Villa Paraiso for high lying areas; and Barangay Poblacion East, moderate lying areas. A total of 102 respondents were identified in the study. Survey method using questionnaire and interview schedule were utilized to gather data from the respondents.

Findings revealed that the age of the respondents ranges from 20-89 years old, 20 years old was the minimum age of a respondents and 84 years old was the maximum age. Most of the respondents were females. Additionally, most of the respondents were high school undergraduate.

Majority (84%) of the respondents received evacuation reminders before the flood while 11 percent said that they were receiving announcement about the designated evacuation area for the residents. Majority of the respondents (77%) answered that the benefits they acquired through the message that they received was it helped them to stay calm during the typhoon. Nevertheless, 33 percent of the respondent answered that the message from the MDRRMO was beneficial because they were given information on the

location of the designated evacuation centers. In the utilization of the message received, data showed that majority of the respondents (75%) answered that they utilized the message by sharing it to other people mostly to their relatives and neighbors to help them prepare. However, 39 percent of the respondents answered that they utilized the message to spread information regarding the typhoon.

Moreover, less than half of the respondents (42%) said that MDRRMO used home visit in disseminating information regarding disaster risk reduction management. While 3 percent answered demonstration. In mediated communication, results showed that more than half of the respondents (51%) said that broadcast media was also used by the MDRRMO in disseminating information. Broadcast media includes television, radio and internet. Nevertheless, 16 percent of the respondents answered print media.

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