

EXTENT OF LISTENERSHIP ON RADYO CLSU

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APPROVAL SHEET

This undergraduate thesis entitled **EXTENT OF LISTENERSHIP ON RADYO CLSU** prepared, presented and submitted by **KATE Z. DAGAWIN** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


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KATE Z. DAGAWIN

BIOGRAPHICAL SKETCH

The author was born on September 9, 1999 at the Cabanatuan City Hospital and currently resides in Brgy. Padre Crisostomo, Cabanatuan City. She graduated elementary at Cabanatuan East Central School and continued her secondary education at Nueva Ecija High School under Special Science Curriculum. When she was in high school, she dreamed of becoming a teacher but because of unexpected circumstances, instead of BS in Education, she decided to take communication course in college.

Presently, she is undertaking her studies in the pursuit of a degree in Bachelor of Science in Development Communication at Central Luzon State University. It is where she realized her passion in communicating to other people especially to those who are part of the marginalized sector of the community. She also gained interests in radio broadcasting and news writing.

Although she learned a lot from being part of the development communication program, her passion in teaching is still burning that is why she plans of taking another bachelor degree in the future to fulfill her dream of becoming a teacher.

ABSTRACT

DAGAWIN, KATE Z., Bachelor of Science in Development Communication, Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines, February 2019, **EXTENT OF LISTENERSHIP ON RADYO CLSU.**

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In this paper, the extent of listenership on Radyo CLSU was explored. Twenty respondents each from different colleges present in CLSU were selected to answer a survey questionnaire. Specifically, this shows the program preferences, the reasons of the respondents in listening/not tuning in to Radyo CLSU and lastly, the problems encountered by the listeners and their suggested solutions. The result shows that there are a lot of present factors affecting the listenership on Radyo CLSU, one is the lack of time in listening of the majority of respondents. The results suggest that the management of Radyo CLSU should conduct an intensive campaign for the promotion of the radio also, the program preferences of the respondents should be considered in planning the programs.

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