

**INFLUENCE OF CIGARETTE ADVERTISEMENTS
AMONG SMOKERS IN ZARAGOZA,
NUEVA ECIJA**

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This undergraduate thesis entitled **INFLUENCE OF CIGARETTE ADVERTISEMENTS AMONG SMOKERS IN ZARAGOZA, NUEVA ECIJA** prepared and submitted by **FREDDIELYN J. ESPIRITU** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted


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ABSTRACT

ESPIRITU, FREDDIELYN J. Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. **June 2018. INFLUENCE OF CIGARETTE ADVERTISEMENTS AMONG SMOKERS IN ZARAGOZA, NUEVA ECIJA**

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The study was conducted in order to identify the level of awareness and the exposure of smokers in cigarette advertisements in Zaragoza, Nueva Ecija. The citizens of Zaragoza, Nueva Ecija served as the respondents of the study. Descriptive and correlation analysis used in the study, while survey questionnaire was used during the data gathering. A total of 150 respondents from the three different barangays including barangay Del Pilar East, barangay Santa Cruz and barangay General Luna are involved to gather data.

Results of the study show that the respondents have a seldom and sometimes exposure on cigarette advertisements in different print and broadcast materials. And since, some of the respondents are oldest, there are a high exposure in newspaper. They receive information about cigarette smoking mostly through their friends and family. These information, usually, are about the dangers of using cigarettes and the RA9211 or banning of cigarette in the country. This causes alarm to majority of the respondents but continued smoking anyway.

This shows that different communication medium such as print, broadcast and social play an integral part on the way the respondents receive information about cigarette smoking.

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