

**COMMUNICATION STRATEGIES SUPPORTING PROGRAMS AND
SERVICES ON SOLID WASTE MANAGEMENT IN
QUEZON, NUEVA ECIJA**

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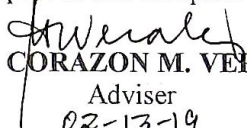


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APPROVAL SHEET

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ABSTRACT

GREGORIO, JERRALYN R., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines, June 2019. **COMMUNICATION STRATEGIES SUPPORTING PROGRAMS AND SERVICES ON SOLID WASTE MANAGEMENT IN QUEZON, NUEVA ECIJA.**

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This study was conducted in Quezon, Nueva Ecija to know the communication strategies supporting programs and services on solid waste management (SWM). It also sought to describe the socio-economic characteristics of respondents in selected communities of Quezon, Nueva Ecija, to determine their socio-psychological characteristics on solid waste management, their communication characteristics and the solid waste management practices they adopted. Most of the respondents said that there are existing programs and services like the material recovery facilities and IEC materials in the form of slogan, posters and flyers implemented by their local government officials. Most of them also disclosed that there are existing communication methods used by the local government officials like in-house visits, small group meetings and rural riddles about SWM. The study also revealed that most of the respondents were knowledgeable about solid waste management, the different types of solid waste and the proper ways of disposing garbage. The respondents strongly agree on the positive effects of SWM and only agree on the negative effects. In print media, majority of the respondents acquire their knowledge about SWM through posters. In broadcast media, TV was the most

frequently used medium while in interpersonal media, barangay officials were their main source of information.

BIOGRAPHICAL SKETCH

Jerralyn R. Gregorio is a fourth year student currently taking up Bachelor of Science in Development Communication in Central Luzon State University. She was born and raised in Quezon, Nueva Ecija and the second youngest daughter of Mr. Gerry V. Gregorio and Mrs. Leonisa R. Gregorio. She has two brothers: Jeffrey and Jayson and also two sisters: Jessalyn and Jennalyn.

Jerra loves to watch movies specifically love story and also enjoys watching blogs and other videos in social media. Her favourite movie series is the “*Twilight*”, she is a big fan of Edward Cullen or Robert Pattinson in real life and dreaming of meeting him someday. She also enjoys watching anime movie series like *Hunter X Hunter*. It gives her unexplainable happiness.

She appreciates every effort you will do to her even the smallest because she knows how it feels to be worthless. She has a big heart to people who are less fortunate in life because she also experience financial problems. She enjoys mimicking other people’s ways of speaking and singing, Sir Ige his former high school teacher once told her that she must pursue acting since she was good at it.

She finished her primary education at Quezon Central School and her secondary education at Holy Family Academy of Quezon, Nueva Ecija. Her favourite subject is History.

After finishing her degree, she wants to be a successful devcom practitioner. She wants her family to be proud of her. And someday she also wants to be a loving wife and mother to her children

JERRALYN R. GREGORIO

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