A DESCRIPTIVE STUDY OF GMA 7 TALK SHOW "STARTALK"

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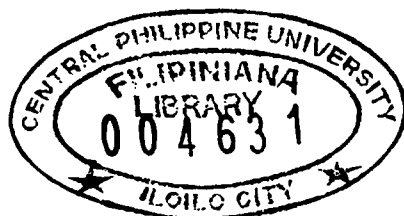Central Philippine University

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ABSTRACT

This study focused on the analysis of the talk show "Startalk" of GMA 7 national TV channel. Specifically, this study analyzed the talk show on the following criteria: for content: orientation, topic, and values; for hosts: language/gestures, physical appearance, and delivery; for talk show guests: physical appearance, language, and traits in line with the researcher-made criteria validated by media expert professors. The study analyzed the August 2013 episode of "Startalk". This study was anchored on the Social Responsibility Theory by Robert Maynard Hutchen which advocates some obligation on the part of the media to society with the emphasis on conversation in television to promote community problem solving by determining the impact of the media to the audiences. Results of the analysis found that the overall production of the show was designed to cater to the common audiences so as to promote and encourage participation in problem solving. The hosts were natural and communicative as they handle sensitive issues during their interviews with the guests. The talk show episodes were found to be encouraging the viewers to be sensitive to the conflicts of the celebrities from entertainment and sports. Results show that "Startalk", labelled as tabloid talk show, has a significant influence among its viewers and participants as it also shapes their judgment. Moreover, it was also realized that talk shows play a great role in helping audience to be keen in their judgment as they learn from insights from the hosts, guests, and participants.