

INFLECTING OR NOT? THE LEVEL OF EFFECTIVENESS OF PRODUCT  
PLACEMENTS IN AFFECTING THE CREDIBILITY OF NEWS PROGRAMS AS  
PERCEIVED BY RADIO LISTENERS OF MAASIN, ILOILO

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

Iloilo City

In Partial Fulfillment of the Requirement in

MasCom325 (Research Paper in Mass Communication)

By

Jonas Raphael M. Chan

April 2018

INFLECTING OR NOT? THE LEVEL OF EFFECTIVENESS OF PROGRAM PLACEMENTS IN  
AFFECTING THE CREDIBILITY OF NEWS PROGRAMS AS PERCEIVED BY RADIO  
LISTENERS OF MAASIN, ILOILO

By

JONAS RAPHAEL M. CHAN

ABSTRACT

This study aimed to determine the level of effectiveness as to how product placements affects the credibility of news programs through the perception of AM Radio listeners of the municipality of Maasin in the province of Iloilo. This study used the survey method to determine the effectiveness of product placements in affecting the credibility of selected news programs. The study used a researcher made questionnaire duly answered by thirty (30) randomly selected citizens of the municipality of Maasin, Iloilo. Data collected through the questionnaires were analyzed and interpreted using frequency distribution and percentage. The results of the study showed that there was a sufficient level of effectiveness product placements hold in the ability to affect the credibility of AM radio news programs. Based on the results of the study, the researcher recommends that media practitioners should be wary of the products they endorse of place within their programs as it could affect their over-all credibility.