

RADIO LISTENING HABITS AMONG PUBLIC HIGH SCHOOL STUDENTS IN RURAL
AND URBAN AREAS AND THEIR ATTITUDE TOWARD THE PROGRAMS

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

Iloilo City

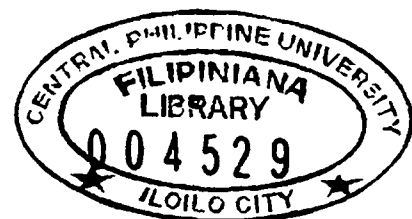
In Fulfillment of the Requirements in

MasCom 325 (Research Paper in Mass Communication)

By

Julie Mae P. Ticar

March 2019



**RADIO LISTENING HABITS AMONG PUBLIC HIGH SCHOOL STUDENTS IN RURAL AND
URBAN AREAS AND THEIR REASONS FOR LISTENING**

by

Julie Mae P. Ticar

ABSTRACT

This descriptive study conducted during the Second Semester SY 2018-2019 aimed to determine the radio listening habits and reasons for listening of 100 public high school students. The study used convenience sampling in the selection of respondents and a researcher-made instrument to gather data. The study utilized the frequency count and percent as statistical tools to analyze and interpret the data. The results of the study showed that majority of respondents were between 15-16 years old; 51 percent were males and 49 percent were females. The listening habits of the respondents revealed that they listened for 30 minute-to- one hour in the morning. Most of them loved to listen to morning programs, radio drama in the daytime, entertainment in the afternoon, live music in the evening, and musical program overnight. Their reasons for listening to the radio were for information, for entertainment and for relaxation while their purposes in using the content of the radio program were to add to their existing knowledge for decision-making and to enlighten people. The impact of radio listening indicated a relaxed, satisfied and motivated feeling. Both the rural and urban respondents have common reasons in listening to the radio, but they differed in the purposes of using the radio program content except on one item which is as an addition to their existing knowledge.