

PERCEPTIONS OF MASS COMMUNICATION STUDENTS OF CENTRAL PHILIPPINE
UNIVERSITY ON WEIGHT LOSS ADVERTISEMENT

A Research Report

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The Department of Languages, Mass Communication and Humanities

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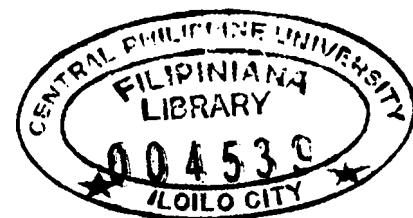
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by

Edelisa S. Ortega

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ABSTRACT

The study identified the Perceptions of Mass Communication students of Central Philippine University on Weight Loss Advertisements. The researcher made use of descriptive survey design to identify the perceptions of the respondents as to appeal, effect and impact in terms of: appeal, visual image, and endorser to the viewers, and the insights of the respondents on weight loss advertisements. Their perceptions were identified, grouped and discussed and presented in tables. The theory on Uses and Gratification was used as basis of the analysis and discussion. Results of the study showed that Fit n' Right is considered as the most appealing advertisement, and Fitrum was found to be the most effective. As regards impact, an advertisement with graphic designs was ranked first, endorser was ranked second and the message was ranked third as elements that affect the respondents. As regards insights, the weight loss advertisements have left a tremendous impact to the respondents by changing their perceptions and influencing their decisions. Some recommendations are that male should be encouraged to expose themselves in weight loss advertisement since most of them are not familiar with the product and most of the endorsers are females. Also respondents should be acquainted with the weight loss product that they are using or they will use for them to be aware of its effect to their health or much better they should ask a doctor about it.