

TV NETWORKS PRODUCING THE MOST RELIABLE NEWS AS PERCEIVED BY  
ADULTS FROM BRGY. LA FURTUNA, BAROTAC VIEJO, ILOILO

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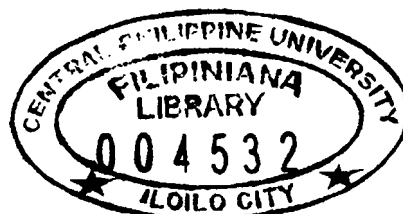
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By

Era Mariz C. Murillo

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ABSTRACT

This study aimed at the determining the most reliable news as perceived by adults from Brgy. La Furtuna, Barotac Viej. The study was anchored on Uses and Gratification wherein the approach is central focus on active audiences, goal-oriented media usage, the multiplicity of needs served, and that individual user of media can articulate their reasons for using certain media has revived the approach and reestablished its usefulness in exploring new media technologies. (Blumler & McQuail, 1969). Representatives from each group were chosen using the stratified random sampling with systematic random start. A questionnaire-checklist as the instrument was utilized to gather data. Results show that ABS- CBN most appealing TV network that produces the most reliable news as perceived by adults from Brgy. La Furtuna, Barotac Viejo, Iloilo. The results of the study show that majority of the respondent's prefer TV network is ABS-CBN since this is the only station that has a high coverage when it comes to signal and viewing.