

ONCE UPON A TIME: A SURVEY ON THE FILM ELEMENTS IN WALT DISNEY  
MOVIES THAT HAVE INFLUENCED THE VIEWING DECISIONS OF SELECTED  
STUDENTS OF THE COLLEGE OF ARTS AND SCIENCES FOR SCHOOL YEAR

2015-2016

A Research Proposal

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By

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**ABSTRACT**

**This Descriptive Research was conducted to find out what film elements in Walt Disney movies have influenced the viewing decision of selected College of Arts and Sciences students of Central Philippine University for School Year 2015-2016. Specifically, the study answered the following objectives: first, describe the profile of the College of Arts and Sciences respondents; and second, determine the film elements in Walt Disney movies that have influenced the viewing decisions of CAS students of CPU. Applying the Uses and Gratifications Theory, a researcher-made questionnaire was used to gather the data. It was found that majority of the respondents' viewing decision is strongly influenced by the Trailer of Walt Disney films, followed by the Genre and the Popularity on the Social Media. Storyline and the Actor/Actress' who serve as the voice of the characters has only influenced the viewing decisions of the respondents.**