

**SIGNIFICANCE OF RADIO AS A SOURCE OF INFORMATION AND
ENTERTAINMENT TO EDUCATION STUDENTS OF
CENTRAL PHILIPPINE UNIVERSITY**

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

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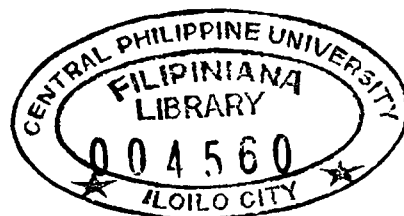
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ABSTRACT

The study was conducted to determine the significance of radio as a source of information and entertainment among the 3rd year and 4th year education students of Central Philippine University. Among 100 prospective respondents, 96 answered the survey questionnaires. Specifically, this study sought results of the following objectives (1) determine the demographic characteristics of the respondents according age, sex, and year level; (2) to determine whether education students are using radio as information and entertainment resource; (3) to determine the reasons for using radio as mass medium for information and entertainment to CPU College of Education Students; and (4) to evaluate the respondents' perception of the advantages of radio usage in their future profession as educators. A validated researcher-made questionnaire was used for the survey. Results showed that most of the respondents were females, and most are third year education students. Majority are 20 years old, and majority of them are still listening to radio to gather information such as news, weather forecasts and flash reports; as for entertainment, they prefer listening to music, drama and anecdotes/jokes. For those who still believe that radio as a powerful being a source of information and entertainment, they consider it as the most practical way to access updates whereas those who do not listen to radio anymore, they reasoned out that anchors are biased; therefore, they do not want to listen at all. It is recommended that future researchers may venture on the use of radio sites via internet websites, radio reporters are to focus on information dissemination rather than just commentaries, and lastly to future educators to not neglect traditional media so it would not become obsolete in the future.