PERCEPTION OF 4TH YEAR HIGH SCHOOL STUDENTS OF CONCEPCION L. CAZENAS MEMORIAL SCHOOL TOWARDS TAGALOG-DUBBED HOLLYWOOD MOVIES.

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ABSTRACT

Nowadays, film industry as a medium of communication plays a vital role in providing information and spreading a country's culture. Film dubbing is a new form communication medium in which the original language version of the film is changed to the mother tongue of a country importing it. The study focuses determining whether Tagalog-dubbed Hollywood films are preferred by the selected respondents. The respondents' demographic profile was determined, their access/exposure to cable television was also determined; In adition, Knowledge Gap Theory and Spiral of Silence Theory were applied in this study to the respondents were also exposed to watch Tagalog-dubbed movies to find out their different perceptions towards Tagalog-dubbed movies. It was found out in the study that Knowledge Gap Theory exists the respondents who belong to the higher income bracket are more aware of dubbing as they are more exposed in watching such Tagalog-dubbed movies. This study concludes that most respondents find dubbing more entertaining and educational as they realized that viewers who cannot understand other language will now be able to enjoy watching movies. They also prefer dubbing over subtitling as they could enjoy more the characters speaking in the language which is commonly understood by the majority