

**A STUDY ON THE FACTORS THAT AFFECT
STUDENTS' DECISION IN SHIFTING TO MASS COMMUNICATION**

A Research Paper

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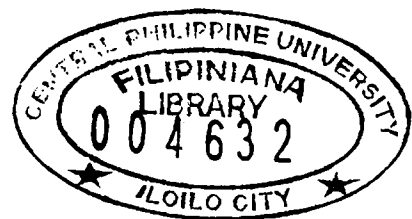
Central Philippine University

Iloilo City

by:

Salve Rose L. Bugna

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ABSTRACT

The study investigated factors that affect students in shifting to mass communication. Specifically, it sought to identify the participants' profile in terms of age, course, year, gender and previous course. Specifically, the study answered the following objectives; (1) Famous Media Personalities, (2) Peer Groups, Parents and Family members, (3) Willingness to work in media, (4) Opportunities, (5) Skills and Abilities, (6) Money.

This research study used survey as its method of and a validated researcher made questionnaire as its instrument. It was concluded that, (1) most of the respondents were female with a percentage of 53.3%, (2) most of the respondents were from first year with a percentage of 30%. (3) most of the respondents took up Packaging Engineering before with a percentage of 30%. (4) most of the respondents reason was influenced by their parents. Based on the aforementioned conclusion, the following recommendations are offered: Respondents have to overcome their own principle in understanding the course they have to change even if there will be some decisions being employed by their parents. This could likewise develop their own principle about the course. Other solution involves letting the child decide on his/her own.