

THE INEXISTENCE OF RADIO CLASSIFICATION BOARD: PERCEPTION  
TOWARD FM RADIO PROGRAMS

A Research Paper

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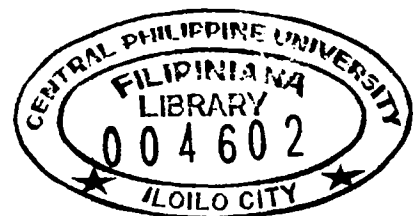
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**ABSTRACT**

This is a descriptive research study designed to determine the perception of Mass Communication students of Central Philippine University in Iloilo City during the Second Semester of S.Y. 2013-2014 towards FM radio programs. Specifically, the study answered the following objectives (1) determine the profile of the respondents, (2) determine the perception toward FM radio programs' content, language, decency and objectives.

This research study used survey as its method and validated researcher-made questionnaire as its instruments. It was concluded that (1) most of the respondents were female, (2) most of the respondents were at the age of 18, (3) Majority of the respondents were aware of the content of FM radio programs, (4) most of respondents were amused or entertained with the content of the programs, (5) majority of the respondents were not convinced that FM radio programs are suitable for all audiences (6) majority of the respondents agreed that FM radio programs use profane and sexually derogatory words, (7) majority of the respondents agreed that FM radio programs use slang and odd idiomatic expressions, (8) majority of the respondents were not convinced that FM radio programs establish a non malicious environment, (9) majority of the respondents agreed that FM radio programs also incorporate good values, and (10) majority of the respondents were convinced that the objectives of the programs are clear.