

HEADLINES FROM RADIO AND NEWSPAPER: A SURVEY ON THE PREFERENCE OF  
SELECTED RESIDENTS OF SAN JUAN, MOLO, ILOILO CITY

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**Abstract**

This study aimed to compare the preference of selected residents of Zone 3, Brgy. San Juan, Molo, Iloilo City on the headlines from radio and newspaper. Specifically, the study answered the following objectives (1) determine the profile of the respondents in terms of age, gender, and educational attainment, (2) determine what medium they prefer when it comes to headlines, (3) know how the medium interest their judgment, and (4) determine what could possibly help them continue listening and reading through this certain medium. The study was anchored by Uses and Gratification Theory, an approach propounded by Elihu Katz in 1970.

This research study used survey as its method and a validated research questionnaire as its instrument. The data gathered were subjected to certain statistical test such as frequency, percentage, rank and mean. Results show that (1) majority of the selected residents were ages 21 to 40 years old, female, and high school graduate, (2) majority of the respondents preferred broadcast media when it comes to headlines. Likewise, they prefer to listen Aksyon Radyo daily. (3) Majority of the respondents broadcast media when it comes to headlines were topics to be discussed and catchy headlines, (4) majority of the respondents' considered the following factors in listening to radio: news delivery.