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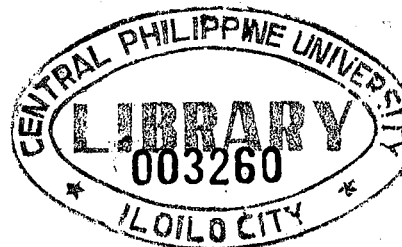
**MASS MEDIA EXPOSURE AND READING COMPREHENSION SKILLS OF
SOPHOMORE STUDENTS IN NORTHERN ILOILO POLYTECHNIC
STATE COLLEGE SYSTEM**

A Thesis

**Presented to
The Faculty of the College of Arts & Sciences
Graduate Programs
Central Philippine University
Jaro, Iloilo City**

**In Partial Fulfillment
of the Requirements for the Degree
Master of Arts in English**

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**HAZEL KAYE S. VILLANUEVA
APRIL 2018**

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ABSTRACT

This descriptive-correlation study determined the mass media exposure and reading comprehension skills of 341 out of the 3,062 sophomore students in an SUC in Iloilo during the school year 2016 - 2017. The statistical tools used in this study were the frequency distribution, percentage, mean, median, Chi-square, Cramer's V, Z- test, ANOVA and Scheffe's Test. The highest tendency for students with more than 30 minutes each week for mass media is to watch TV. Most of the students belonged to the Instructional level, revealing their need for external assistance to be able to glean the most out of an English reading material. Regardless of the school location, the extent of the students' exposure to mass media remains the same. The female students were found better in reading comprehension than the males. Lastly, the reading comprehension skills of the students were not in any way affected by neither any type nor any extent of mass media exposure. This means that watching TV, listening to the radio and reading print materials do not affect the reading comprehension abilities of the students regardless the amount of time they spend on these activities.