

ARE MASS MEDIA PRACTITIONERS NOT TRUE PROFESSIONALS? A STUDY
ON MASS COMMUNICATION STUDENTS' PERCEPTION TOWARDS
LICENSURE EXAMINATION

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by

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ABSTRACT

This is an exploratory research study designed to determine the perception of 4th year Mass Communication students of Central Philippine University and West Visayas State University in Iloilo City during the Second Semester of S.Y. 2012-2013 towards Licensure Examination. Specifically, the study answered the following objectives (1) determine the profile of the respondents, (2) determine whether the respondents are in favor or not on having a Licensure Examination among MassCom graduates, (3) determine the respondents perception on the advantages of having a Licensure Examination, (4) determine the respondents' perception on the disadvantages of having a Licensure Examination.

This research study used the survey method and validated researcher-made questionnaire as its instruments. It was concluded that (1) most of the respondents were female, (2) majority of the respondents were from West Visayas State University, (3) majority of the respondents were in favor of Licensure Examination for Mass Communication graduates, (4) majority of the respondents want to be called a Licensed Mass Communicators, and (5) most of the respondents agreed that many are working in media although they are not a MassCom graduate.