

**THE SOCIAL RESPONSIBILITY OF LOCAL AM RADIO DRAMAS:
PERCEPTION OF SELECTED SICOOGON ISLAND RESIDENTS**

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ABSTRACT

This is an explanatory research study designed to determine the perception of the selected Sicogon Island residents about the social responsibility on local AM radio dramas here in Iloilo Province. Specifically the study answered the following objectives: (1) describe the profile of Sicogon residents, (2) identify which local radio station/s the respondents listen to, (3) know what specific radio drama/s the respondents listen to, and (4) identify the perceptions of Sicogon residents on the status of local AM radio dramas in terms of their contents. Applying the Social Responsibility Theory, a researcher-made questionnaire was used to gather the data. It was found that majority of the respondents often listen to DYRI RMN Iloilo, majority of the respondents often listen to “Ini ang Akon Problema” (a radio drama of DYRI RMN Iloilo), and majority of the respondents agreed that the moral lessons in radio dramas through the value presented were good, desirable and appropriate to acquire; that the language used in radio dramas implied a bad-double meaning, used bad expressions, and connoted malice; and that the airing of crime and violence in radio dramas are expressly detailed and that it gives them an idea on how to commit it.