

RADIO-ACTIVE: A STUDY ON THE ROLE OF RADIO IN THE 21ST CENTURY

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

Iloilo City

In Partial Fulfillment of the Requirement in

MasCom 325 (Research Paper in Mass Communication)

by

Kemuel Kish Molina

April 2019



RADIO-ACTIVE: A STUDY ON THE ROLE OF RADIO IN THE 21ST CENTURY

by

Kemuel Kish Molina

ABSTRACT

This study aimed to determine the role of radio in the 21st century. Specifically, this study used the one-shot survey method to determine if radio was still a key player in terms of communication and information gathering, and their reason for listening to radio as perceived by the respondents when taken as a whole and classified according to age, sex, place of residence and monthly family income. The study used a researcher made questionnaire duly answered by thirty (30) randomly selected through convenient sampling by the citizens of the municipality of Ajuy, Iloilo, of which fifteen (15) were from Barangay Poblacion, Ajuy, Iloilo and fifteen (15) were from Nasidman Island, Ajuy, Iloilo. Data collected through the questionnaires were analysed and interpreted using frequency distribution and percentage. The results of the study showed that radio was still a key player in terms of communication and information gathering; the reason behind this was because the people saw radio as a credible medium. Based on the results of the study, the researcher recommends that media practitioners should maintain their station's credibility since it was the biggest factor that influenced a person's decision to listen to radio.