

SURVEY ON THE PERCEPTION OF MASS COMMUNICATION STUDENTS ON
WHAT MAKES A MOVIE TRAILER INTERESTING

A Research Paper

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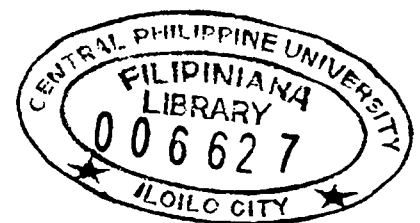
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Abstract

This research study was designed to determine the perception of students on factors associated on what makes a movie trailer interesting. Specifically, the study answered the following objectives (1)determine the demographic profile of the respondents; (2) determine the perception of respondents on factors that what makes movie trailers interesting; and(3) determine the medium that affects the perception of respondents on on factors associated on what made a movie trailer interesting. A total of 68 enrolled Mass Communication students of Central Philippine University during the second semester of the A.Y. 2015-2016 were chosen as the respondents of this study. This study was anchored by the theory established by Harold Lasswell which is the Laswellian Theory. The data were gathered through a survey using a validated researcher-made questionnaire. It was concluded that (1) most of the respondents were aged 18 and 20; (2) majority of the respondents were female; (3) majority of the respondents were in their fourth year; (4) most of the respondents believed that all the factors presented by the study were very important; and (5) most of the respondents perception were affected by the internet.