

THE IMPLICATION OF PUBLIC PERCEPTION ABOUT NEWSPAPERS
ON DEVELOPMENT COMMUNICATION

An Undergraduate Thesis Presented to

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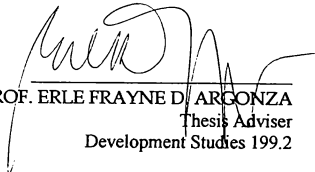
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This thesis, entitled "The Implication of Public Perception about Newspapers on Development Communication", has been prepared and submitted by Catherine Landingin Nuñez in partial fulfillment of the requirements for the Degree of Bachelor of Arts in Social Sciences major in Development Studies.



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ABSTRACT

This study entitled **The Implication of Public Perception About Newspapers on Development Communication** was done to determine the relationship between public perception about newspapers and its implications on the field of development communication. As a separate field from mass communications, development communication seeks to use communication to educate people and use it as a tool for development. The study on public perception was particularly focused on the province of Masbate, mainly because it was a rural area. The survey method was used to gather the desired information, followed by both qualitative and quantitative analyses of the data. The results showed that public perception about newspapers have an impact on development communication. Aside from this, some factors were also cited that caused such kind of perception. This study therefore suggested ways in which rural areas can benefit from development through communication resources

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the past twenty years, I could have gone elsewhere.
You have seen me at my best and worst yet still,
never fail to be there when everything seems lost for me.
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gather my respondents. I know that you have your
own duties to attend to but still,
you found time to go with me around and talk to people.
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Thank you for all the joys and pains spent together; they will all be
memories. But it doesn't stop here. We still have a long way to go
and I look forward to more years of friendship and togetherness. Time may
have changed us but it doesn't change our friendship.*

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end after graduation. Thank you for becoming part of my 'circle of friends'
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time spent whenever I needed inputs. I may not always be with you
physically but you know that I will always support our cause.
Padayon sa inyo!*

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despite life's difficulties, for hard work is never not rewarded.
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I hope it does not end here.*

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*If it were not for you and your loving grace, I would not be here doing
all that I have done. These people would not have become a part of my life.*

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CHAPTER I

INTRODUCTION

A. BACKGROUND OF THE STUDY

The Philippine press plays an important role as a medium for information dissemination. The role of the press in society, as one journalist puts it, is not that of a judge but that of a minefield through which authority, great and small, and at every level of policy and administration, must step warily, conscious that every false step may blow it up.¹ At present, it has even taken on the role to check and balance the three main branches of the government namely: the executive, legislative and the judiciary. Because of this function, the press has to be adversarial in nature. It has to report, without fear or favor, the shenanigans of the government: abuses or malpractices of public officials and how funds are being spent.² Moreover, as a medium of communication, it is considered one of the main tools in shaping people's consciousness regarding political, social, and economic issues, both local and national. Public opinion is a direct manifestation of how remarkable the impact of the Philippine press has in the society. Our views and beliefs on certain matters, particularly of national interest, have been built through the passing of time.

The study of the development of the press in a society presupposes the study of the history of that society itself.³ The Philippines had been under colonial rule ever since the Spanish came in 1521, the Americans in 1898, and the Japanese in 1942. Philippine culture and lifestyle were practically transformed by these colonizers and the media, specifically the press, was no way to be excluded in this transformation. Since 1900, the development of a Filipino press was remarkably and dramatically rapid. The postwar period is an

¹ Abaya, Hernando J. *Our Vaunted Press: A Critique* (1968)

² Malinao, Alito L. *Journalism for Filipinos* 1991

³ Pineda-Onofreo, Rosalinda. *The Manipulated Press: A History of Philippine Journalism Since 1945*

important one in Philippine history, for it has laid the foundations of contemporary reality. The most ecstatic with the entry of the Americans were the group of publishers who saw in the fresh batches of US newspapers a new pattern in US journalism.⁴ But it was the U.S. Armed Forces that played a great role in “rehabilitating” the Philippine press and shaping the environment in which they would operate.⁵ Many of the Manila newspapers supported the unequal economic and military agreements between the governments of the Philippines and the United States. It was a “reaffirmation of the indissoluble ties” between the two governments and the peoples and a manifestation of the “union whose cement is the mutuality of principles, of ideals, and of cooperation.”⁶

An important fact about the Philippine press is that ownership is concentrated in a few hands. Because they own the means of production, they are able to control what has to be written in the newspaper. Also, the advancement of communication technology has had a major impact on development that can and will be used by these people to promote their interests, personal or otherwise.⁷ Their primary purpose is to inform the public on important issues, but truth of the matter is that they are nothing but business enterprises. Moreover, they are there to make profit. It now becomes a conflict between private profit and public interest and it is always obvious which side prevails.⁸ Thus, widening of the information gap is inevitable. Modern communication technology is quite expensive therefore only the socially elite can afford to acquire one.

On the other hand, the common tao, especially the poor for that matter, who are the least accessible to social services, can do nothing but accept the information fed to them

⁴ The Roces Family Publishers: With A History of the Philippine Press. 1987

⁵ Op. cit. p.18.

⁶ Loc. Cit. p. 53.

⁷ K. Sadanandan Nair and Shirley White. Perspectives on Development Communication. 1993.

without questioning its basis and legality. It may not be considered a basic need central to human way of life, but information is important as it does shape man's quality of life, and that of a nation, due to its extreme influence.⁹ We have a communication system where access is defined in terms of ability to pay and where media content is heavily biased towards foreign images and lifestyles while local programs are oftentimes irrelevant and divorced from social realities.¹⁰ Mass media, as an information tool, is supposed to exist for a public purpose. Being the main objective of mass media, communication through newspapers is aimed at educating people in order to bring about development. But, given the current setting, it is safe to say that content is expected to work for the interests of the political and economic power holders.¹¹ They will survive for they are the least likely to even attempt to criticize the distribution of wealth and power and those who tend to say the opposite are unable to do so publicly for they do not have the needed resources in effective communication.¹²

B. STATEMENT OF THE PROBLEM

Mass media, as an information tool, is supposed to exist for a public purpose. Being the main objective of mass media, communication through newspapers is aimed at educating people in order to bring about development. But, given the current setting, it is safe to say that content is expected to work for the interests of the political and economic

⁸ Teodoro, Luis V., de Jesus, Melinda Q. The Filipino Press and Media = Ang Pamahayagan at Midya, Demokrasya at Kaunlaran sa Pilipinas. 2001.

⁹ Op. Cit. p. 13.

¹⁰ Florangel Rosario-Braid. "*The 1986 Constitution: Prospects for a new Communication Order*". Communication and Society: The Philippine Context. Florangel Rosario-Braid. 1991.

¹¹ Ibid. p. 165.

¹² Op. Cit.

power holders.¹³ They will survive for they are the least likely to even attempt to criticize the distribution of wealth and power and those who tend to say the opposite are unable to do so publicly for they do not have the needed resources in effective communication.¹⁴ This automatically hinders the purpose of the newspaper to be an instrument of development through the proper flow of information, which is intended to improve man's quality of living.

In line with this, the researcher would like to find out readers' perception of newspapers today. Is there a relationship between public perception and the concept of development communication? If there is a relationship, how are they related? How does one affect the other and vice versa? How does the public perception affect man's development? Based on this public perception, is there any form of development on the part of the reader? What is/are the manifestations/s? And finally, does the print media of today help bring about development that will produce a desirable society?

C. STATEMENT OF OBJECTIVES

The general objective of this research is:

1. To determine the implication/s of the public perception on development communication

Specifically, this study aims:

1. To examine public perceptions about newspapers
2. To determine the factors behind and the correlates of public perception about newspapers

¹³ Ibid. p. 165.

¹⁴ Op. Cit.

3. To determine whether community of residency is a predictor of choice of newspaper
4. To find out the type of column/section that is preferable
5. To find out if the material/s used in the production of the newspaper has any bearing on the preference of people reading the newspaper

D. THEORETICAL FRAMEWORK

THEORETICAL ISSUES

A key variable of the study is public perception about newspapers. Based on the public perception, this research will attempt to establish factors, if any, which affect these perceptions. Another issue to be resolved is if community of residency is a predictor of the choice of newspaper/s read by people. The different sections of the newspaper will be important in determining if public perception has bearing on the development that occurs within an individual, or if there is any at all. Also, the research will attempt to find out if public perception about newspapers is important in the emerging field of development communication.

THEORETICAL DERIVATIONS

Marx believes that in order to defend and understand the freedom of a particular sphere, one must proceed from its essential character and not its external relations.¹⁵ He questioned the true character of the press; whether it acted in accordance with its nobility

¹⁵ Karl Marx, "Debates on Freedom of the Press", Marx and Engels, Collected Works, Vol. I. 1975. pp. 174-175.

in nature or is the press free which degrades itself to the level of a trade.¹⁶ The writer does not look on all his work as a means but an end to itself; and that, if the need arises, he sacrifices his existence to its existence.

Famous Chinese philosopher Mao Zedong, a Marxist himself, supported Marx's theory. During the *Talks at the Yanan Forum on Literature and Art* held in 1942, Mao said that literature and art fit well into the whole revolutionary machine as a component part, that they operate as powerful weapons for uniting and educating the people and for attacking and destroying the enemy, and that they help the people fight with the enemy with one heart and one mind. Furthermore, he stated that "A basic principle of Marxism-Leninism is to enable the masses to know their own interests and unites to fight for their own interests. The role and power of the newspapers consists in their ability to bring the Party programme, line, general and specific policies, its tasks and methods of work before the masses in the quickest and most extensive way." In another event, *The United Front in Cultural Work*, he was quoted as saying, "There are two principles for the united front: the first is to unite, and the second is to criticize, educate, and then transform... our task is to unite with all intellectuals, artists and doctors of the old type who can be useful to help them, to convert them, and to transform them. If we do it properly, they will welcome our help." On the question of the remoulding of the intellectuals: newspapers are educating the people everyday. The writers and artists, scientists and technicians, professors and teachers are all educating students, educating the people. Being educators and teachers, they have the duty to be educated first. And all the more so in the present period of great change in the social system.¹⁷

¹⁶ Ibid.

FRAMEWORK

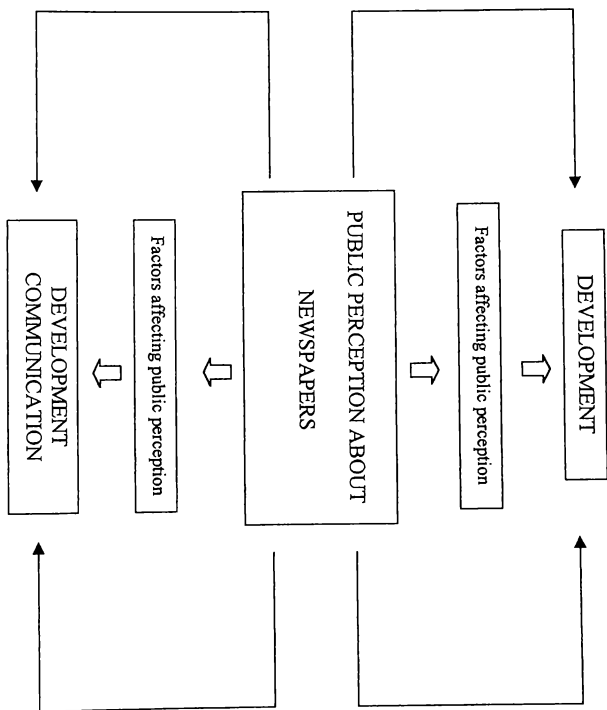
Public perception about newspapers arises from the fact that, at present, there is a preconceived notion of the character of the press. The press is merely an instrument used by the ruling elite for “image building” to promote its economic and political interests. It is not concerned with the majority; rather it is built on keeping the status quo. That is why the character of the press must be first examined to verify or oppose this notion.

Communication is the tool to get people involved through education. For the masses, they must first unite to form a solid block. Then, they must come together with those writers who could be of help in further information dissemination. Once they have been united, the next task of the masses is to convert these to their cause and then later, transform them into being one who will truly serve the purpose of the masses. But, before this could be done, the writers must allow immerse themselves in the lives of the masses in order to obtain first-hand experience. They must allow the masses to educate them, to share with them their thoughts and opinions, for they may be more useful than the usual information they get for their stories. Only then can a writer contribute to the development of the people, by allowing them to participate in the discussion of issues.

Particularly, newspapers as tools of communication must operate as powerful weapons for uniting and educating the people and for attacking and destroying the enemy, the ruling elite, and that it must help the people fight with the enemy with one heart and one mind. It must enable the masses to know their own interests and unites to fight for their own interests.

¹⁷ Mao Zedong. Speech at the Chinese Communist Party's National Conference on Propaganda Work. 1957.

E. CONCEPTUAL FRAMEWORK



The diagram shows that public perception about newspapers is the independent variable. Based on this, the study will determine if any form of development occurs within the individual. The factors affecting public perception are the confounding variables because although it is not the focus of the study, this will be used to gauge the level of development of an individual. On the other hand, based again on public perception about newspapers, the study will attempt to find out its implications on the discipline that is development communication.

F. OPERATIONAL FRAMEWORK

1. Development – a widely participatory process of social change in society, intended to bring about both social and material advancement for the majority of the people through their gaining control of their own environment.
2. Development Communication – the art and science of human communication applied to the speedy transformation of a country from poverty to a dynamic state of economic growth that makes possible greater economic and social equality and the larger fulfillment of the human potential.
3. Public perception – the general perceived notion about a certain element in the society they live in.

G. SIGNIFICANCE OF THE STUDY

This study is significant for it further boosts knowledge about the concept of development communication. The purpose of communication through newspapers, as a tool, is getting people involved through education.¹⁸ Given the present state of the print media and the accompanying social crises, this specific study will help development communication and its practitioners strive for a better recognition in society. The future agenda for development communicators must deal with the process of people's participation in message development, which can be achieved through communication competency, decision-making, information generation and flow, etc.¹⁹ Although it is only starting to be established as a separate field, subsequent studies on development communication will help enhance its importance and contribution in increasing social awareness.

In the practical sense, the study is important for it focuses on the print media as a medium of communication and is treated separately with radio and television. Public perception about newspapers, in particular, will assist in the reorientation and further redirection of the role of print media as an instrument in shaping people's consciousness and therefore, improving their standard of living. But one must understand that in order for this to happen, the changing and shaping must occur first within themselves. They can neither be manipulated nor coerced to develop. Moreover, it will help the print media realize that they must continue in their struggle for press freedom; to deliver news that encourage development among peoples not hinder it by allowing themselves to be dictated by corrupt minds. Man must be a subject, not an object; a participant, not a spectator of the

¹⁸ CFA Media Group. Monograph on Development Communication. 1990.

¹⁹ Op. cit. p. 9.

development process; people are not targets but should be the beneficiaries of development.²⁰

Aside from this, the study would also provide significance in theory in the sense that it would give people a wider viewpoint regarding the field of development communication. This would also help communication experts formulate new theories and concepts to further improve the discipline. It is important because it will help people realize that development communication is a more specific field than mass communications because aside from information dissemination, it seeks to educate people and use it as a tool for development.

H. SCOPE AND LIMITATION

The study's main task is to find out the impact of public perception on mass media to that of development communication. Public perception is deemed important because it has somewhat led to current state of the mass media. Development communication, being a separate field from mass communication, aims to use information as a tool in educating people, thus contributing to their overall development.

On the other hand, the study particularly focuses on a predominantly rural area. This was believed to be important to the since it is seldom that we find good communications systems in such places. For someone living in the city, it had become more interesting to conduct the study in an unfamiliar place. Moreover, the print media was the communication system given preference since it was the most invisible form as compared to radio and television. It must be noted that newspapers are materials wherein

²⁰ Loc. Cit. p. 31.

the news are merely written without such supporting information as in live reports or footages. Numerous studies on different aspects have been done with regards to radio and television that it became more fitting to study the print media. This will also help the print media in realizing that, aside from radio and television, they also play a role in educating people. That the print media is also an instrument in serving the needs of the people to attain development is also an important factor.

CHAPTER II

REVIEW OF RELATED LITERATURE

Many studies and publications on communication and media have been used for similar researches; depending on what topic a research is focused on. On the other hand, the field of development communication has yet to be established as an independent discipline. The following literatures are previous works done that contributed to the present status of the said fields.

The Filipino Press and Media: Democracy and Development (2001) is a collection of published material mirrors the ideas and concepts, principles and practices, which have shaped a national commitment to a press and news media as instruments of social and political development. The volume focuses specifically on the news media, which is engaged in work that promotes a role for the press in national development and in the growth of national democracy. On the other hand, *Journalism for Filipinos* (1991) focuses on the journalist as keeper of the Journal, who does not merely report or interpret; moreover, he too, makes a stand or becomes an active participant in the national life. He breaks away from the confines of his socio-history regimen, but pursues vital issues and lends his thinking on areas of concern.

The work of the *Social Weather Stations Bulletins* (1988,1989), which monitored the public's perception of mass media's value as general vehicles of news dissemination, seemed to oppose what had been stated above. The survey was done on two counts: as sources of news that are vital to the nation; and in terms of credibility. However, particular conclusions cannot be drawn from here because the topic under study was mass communication in general, which is newspaper, radio, and television.

Roberto Cristi, in his undergraduate thesis entitled *The Closure of the Manila Times: A Study on the Issue of Press Freedom (2000)*, studies in-depth the factors that contributed to the closure of one of the oldest newspapers in the country. Such occurrence gravely questioned the role of the government and other factions of society on the issue of press freedom. A similar study entitled *A Study on the Current State of Campus Journalism in the Top 20 Colleges and Universities in Metro Manila (2002)*, deals with the issues hounding campus journalism. Official school publications do not merely exist to represent the school, moreover entertain its students. These publications exist because this is seen as a manner by which the students are able to express views and opinions of local and national interest. The results of the study proved that despite the state of repression of the campus press, it continuously struggles to increase social awareness among its students.

The State of the Philippine Press: Report of the National Press Club Seminar Committee (1983) talks about the issues hounding the Philippine Press during the pre and post Martial Law era. Significant emphasis was given to the Martial Law period because this was proven to be the darkest ages for Philippine Journalism. The contributors in the said report unanimously agreed that the press, given its extreme influence, must not write for the benefit of the ruling elite, moreover, the government. They should write in a manner that will help educate the people on the truth so as to arise in them a social consciousness that was taken away during the period of Martial Law. Similarly, *News for Sale: The Corruption of the Philippine Media (1998)*, discusses the problem of media corruption in the Philippine context, which seems peculiar to the realities of the developing world, specifically the poverty and the lack of resources that one finds in the media environment. The publication represents an effort to search for solutions to a problem that

has become intolerable. An example cited was the recent elections, which brought to light a disturbing interaction of politics and press in this country that raises questions about the integrity of the institutions as they now stand. It had become a question of the role of the press as an instrument of truth, and in particular, the people for whom they write their stories.

In the field of development communication, the thesis entitled *Development Communication Programs: The Extent of Coverage by AM Radio Stations in Cagayan Valley (1999)* focuses on the radio media as a tool for promoting development among the people. Its location being far north, it is probably safe to say that radio media is the most portable means of communication, thus the focal point of the study. For organizational purposes, the thesis *A Study on the Communication Strategies, Approaches and Methods Employed by the Education for Life Foundation (1999)* focuses on the concept of development before implicating communication as a means of promoting it. Furthermore, it specifically defines the role of the press in the diffusion of information that should contribute in the arousal of interest, thus creating social awareness and consciousness.

Development news is a reporting model, which comes up with an in-depth analysis of the development process by providing readers a thorough understanding of the changes taking place in their country and how they might benefit from these changes. Costa defined this in his thesis *Development News Reporting: A Study on Inter Press Service and Depthnews (1999)* adding that it is an evaluation of the development programs and projects which provide and interpretation of the meaning of development for the individual and the nation as a whole, as quoted from Shah (1992). However, it must be noted that both Inter

Press Service and Depthnews are news agencies devoted to disseminating development oriented news and information in the Third World.

The Flow of Development Information: A Systems Approach (1996) by Cosmilla aims to determine the existing communications system utilized in the First District of Laguna and ascertain if it facilitates an equal flow of information between the government and the people. Gauging the extent to which existing development programs conform to the needs of the people will do this. Without the correct and adequate information about target audiences, existing development program remain ill-conceived and inappropriate to the needs of the people, which is attributed to the lack of communication. Dysfunctions arise due to the lack of a system that would adequately facilitate the two-way flow of information (that of the government and the people).

Development information relates to messages that promote human development through empowerment. In *Media Sociology: The Dynamics in Crafting Development Messages (1999)* by Razo, it is in the media that the climate of development lies. It can help in national integration, serve as the voice of national planning, help teach at necessary skills, extend the effective market, and prepare to perform new roles. It is also said that an unbiased media approach can induce change and even cause change if it presents not only attitudes, but also an altruistic position to the audience. Such issues related to development information are political and economic issues, education, employment and labor welfare, infrastructure, etc. as compared to showbiz news, trivia, and public service. Nonetheless, the study's main objective was to understand, analyze and assess the dynamics in the selection and production of development information by Radyo Ukay in Davao Del Sur.

Communications in the Rural Third World (1980) by McAnany reminds us that majority of humankind live in the rural villages of low-income countries and that the lot of this vast majority is one of relative and absolute poverty. The concern about information's role in rural development is not new. What is new is the definition of the problem – reaching and improving the lot of the poor. This change of the target audience has had pronounced impacts on a number of development efforts, including communications. Given the new focus upon the poor majority, the role of information and communication had to be reexamined in terms of equity (who benefits from information) and productivity (what impact information has on agricultural productivity, health, and income, as well as on knowledge, attitudes, and behavior of rural people).

The *Monograph on Development Communication: Proceedings of the 1st National Congress on Development Communication (1990)* sponsored by the Communication Foundation for Asia Media Group emphasizes that the main task of development communication is using media to get people involved in development projects that would answer their needs. Its rationale is to place communication and media technology in the service of development, stressing that it is a total approach. It does not only involve economic programs, moreover, the development of the people is the main focus of this approach. Thus, development communication is the science that uses communication to change and motivate people through education. It is born out of the need to be educated and informed. It is meant to break the wall of ignorance, thus breaking the bonds of poverty and oppression.

The book *Communication for Rural Mobilization and Development (1984)* points that a responsive communication system facilitates interaction and participation among

development planners and the receivers of change. In the countryside particularly, there is the problem of trying to awaken the rural folk to new ideas and to the potentials of new approaches and technology without producing psychological frustration and anxieties. Through community channels, the people are able to express and articulate their needs to development planners until such a time that this practice becomes a part of the society's communication strategy. For true to be achieved, it must proceed from the actions of the people.

CHAPTER III **METHODOLOGY**

A. RESEARCH DESIGN AND METHOD

A non-experimental design was used to analyze and interpret the gathered data. Information was merely taken down as said given by the subjects. The survey method was used to draw the required information from the public to describe how newspapers, as sources of information contribute greatly to the development of man. Also, based on the gathered data, the researcher attempted to explain public perception about newspapers and its relationship with development communication.

B. SAMPLING DESIGN

Due to lack of funding and limited timeframe on the research, sampling was done using the non-probability design. Some segments of the population had no chance of being included in the sample or cannot be specified. Thus, standard errors were not made and the use of inferential statistics was not applied. Particularly, quota sampling was performed wherein sampling units in the study area, which is Masbate, were selected at the convenience of the researcher until the required quota or allotted number of respondents was reached, which totaled one hundred (100) respondents.

C. RESEARCH INSTRUMENT

The survey questionnaires were written in the vernacular in order for the respondent/s to have a better understanding of the study at hand. Questions were in open-ended form, thus giving the respondent/s more freedom in answering the survey. The

general information basically included name, sex, and occupation. Occupation is particularly important as a determinant of socio-economic status. The following are the summary of the items:

1. Do you read newspapers? Yes or No? Please state your reason.
2. What newspapers do you usually read? Please state your reason.
3. What section/s of the newspaper do you usually read? Please state your reason
4. Why do you not read the other section/s of the newspaper?
5. Do you know any writer of the newspaper you read? Yes or No?
6. Do you believe in the news/articles that they write? Yes or No? Please state your reason.
7. Do you believe in the news/articles written in the newspaper? Yes or No? Please state your reason.
8. Do you believe in the newspaper as a "source of news and information"? Yes or No? Please state your reason.

Aside from yes and no, the respondents were asked to state their reasons in order to justify their answers to the questions. The sections of the newspaper were classified into two categories: 1) the business, editorial, national news, and world news sections are those that develop social consciousness by arousing social interest in the reader and; 2) showbiz, horoscope, cartoons, lifestyle, and other similar sections arouse interest but does not develop social consciousness in the reader because these are basically written for entertainment. Public perception about newspapers will depend on its readability and credibility. This will be determined by the number of readers who believe in the newspaper as a source of news and information. In order to find out its implication on development

communication, public perception will be related with the reasons for reading the newspapers; people may read newspapers only for information and not to initiate social action.

D. MODE OF ANALYSIS OF DATA

Both qualitative and quantitative analysis was used to interpret the gathered data. For the quantitative analysis of the study, percentage was used to determine the significance of public perception with its relation to development communication. Percentage was used as a descriptive measure of statistics to describe the relationship of a part to the whole. Rank Order Analysis was also used which is another descriptive measure for weighted means, where means are ranked according to size and magnitude averages.

E. PROCEDURE

ACTIVITY	PERIOD
1. Library Research	Sept. 29 – Oct. 11, 2002; Jan. 6-20, 2003
2. Data Gathering (survey)	Jan. 25-28, 2003
3. Collating of Data	Jan. 30-Feb. 25, 2003
4. Library Research	Feb. 28- Mar. 20, 2003
5. Revising	Mar. 8 – Apr. 10, 2003

The researcher religiously went to different libraries in order to become familiar with the concept of development communication. Both published and unpublished materials were taken into consideration in further enhancing knowledge about the said subject. Upon acquaintance with the concept, accompanied with a desire to fully

understand the subject, the researcher proceeded to formulating a questionnaire, which was used to draw the desired information to answer the stated objectives.

After the questionnaire was checked and approved for dissemination, the researcher proceeded to the study area to conduct the survey. Specifically, this was conducted from the period January 25-28, 2003. The study area is the hometown of the researcher's father. Contact persons were relatives of the researcher. But due to unfamiliarity with the place, a companion, the researcher's cousin, was brought along to assist in giving out the questionnaire and to explain the aim of the said subject. The survey was conducted in the town of Mobo, in the following barangays: Poblacion (District I and II) and Umabay Exterior. Some respondents also came from Masbate City, particularly in Brgy. Tara. It was inevitable that some would be hesitant to write on the questionnaires themselves that the researcher had to write down their answers. Sample population totaled one hundred (100) respondents. Once the survey was finished, gathered data were analyzed and interpreted using the modes of analyses stated above. These were used in answering the objectives of the study.

CHAPTER IV

HISTORICAL BACKGROUND OF MAJOR NEWSPAPERS

A. THE MANILA TIMES

The Manila Times has a long and venerable history, and a list of men who have been connected with it at one time or another constitutes a veritable galaxy that would do honor to a world's constellation of personalities famous in the arts, literature, and business.

On October 11, 1898, shortly after news was received in Manila that the Paris Conference had started its sessions that finally approved the treaty, which transferred the Philippines from Spanish to American sovereignty, Thomas Gowan, an Englishman who had resided in the islands for sometime, published *The Manila Times* to meet the demand for an American paper in Manila. The demand, of course, principally came from the men of the United States Army who had occupied the Philippine capital.

On Saturday, Sept. 23, 1972, Manila woke up with nary a newspaper in sight. The night before, President Ferdinand Marcos had imposed Martial Law throughout the country, although the declaration was antedated Sept. 21. *The Manila Times* was one of the media organizations closed down by the imposition of authoritarian government. It was to remain closed down—as would a number of other media outlets—for the next 14 years.

On Feb. 5, 1986, days before Edsa I that ousted Mr. Marcos, the Roces family (the Ramon Roces group) revived *The Manila Times*. One-time *Times* reporter, Sheila Coronel, now Executive Director of the Philippine Center for Investigative Journalism recalled that the Roces family had hired some refugees from the Marcos-controlled press like her, Lorna Kalaw-Tirol and Malou Mangahas who was to become editor in chief of the *Times*, to staff the new paper. Coronel and her fellow reporters kept vigil through the four nights of Edsa

1, covering events during the day and rushing to the office in the evening to file their reports. Three years after its rebirth, the Roces family citing financial dearth, sold the paper to business tycoon John Gokongwei.

The Manila Times, under the administration of then president Joseph Estrada, was a paper under siege. When the *Times* published a story calling the former movie actor an “unwitting godfather” to a supposed fraudulent deal, Estrada sued the *Times* for P101 million. Terrorized by Estrada’s seething anger, the Gokongweis were forced to apologize to Estrada to stop him from harassing them on their alleged tax problems.

The printed apology prompted Estrada to withdraw the libel case. *Times* publisher Ermin Garcia Jr., clarified that they did not retract the story that caught Estrada’s ire. On July 23, 1999, the nation’s most trusted newspaper closed shop. The 180 employees of the *Times* mourned the demise of the paper, which had been critical of the Estrada administration. Clad in black, *Times* workers posted banners in the newsroom that said “Defend Press Freedom.” In an earlier interview, editor-in-chief Malou Mangahas said the purchase of the paper by a group headed by businessman Reghis Romero III was part of an effort to stifle newspapers that were critical of the government.

Months before the *Times*’ closure, Estrada crony Mark Jimenez was said to have already shown interest in buying the *Times* but wanted to remain an undisclosed partner. Reports said Jimenez even paid a visit to John Gokongwei as early as April 1999. A member of Estrada’s inner circle confirmed that Jimenez indeed purchased *The Manila Times*. But Jimenez’ wish to be an unidentified buyer would be granted. From Oct. 11

until November, *Times* was operating under its supposed owner Romero who reportedly fronted for Jimenez.

In the last week of December, after a series of critical stories against Estrada's friends, lawyer Katrina Legarda who was also editor in chief went public claiming she was being pressured by *Times* owners with regards to editorial policies and which story should get published and not. Just before the millennium, 10 *Times* editors resigned citing increasing pressure from the owners. Legarda followed suit. Eventually, Jimenez admitted ownership of the paper before the May 14 elections.

On Aug. 8, Dante Ang formally sat as publisher and chairman of The Manila Times. Ang promised to give news that is accurate, fair and comprehensive. He's also proud of the *Times*' Opinion Page, which he said is more ruminative and reflective, delving more deeply into the meaning of the news and into the motive of those who make the news. In particular, Ang said *Times* would churn out enterprise-driven investigative stories. It would also honor its rich heritage and would snoop into the future, Ang said. The chairman and publisher said a strong editorial, advertising, and production staff that possesses a high degree of professionalism and experience that honor the ethics of trade would aid him. The *Times*, under new owner Dante Ang, will capitalize on its rich and illustrious—if tumultuous—history since 1898. Ang's vision is to make the *Times* “handsomely profitable” as well as one of the top influential dailies in the country.

B. THE MANILA BULLETIN

The *Manila Daily Bulletin* that published its first issue on February 2, 1900 is the only paper that started that year. It had an uninterrupted publication except for the years of the Japanese occupation. Carson C. Taylor, a teacher from Illinois, who served in the US Army during the Spanish-American war, established it with a capital of \$400.00. Messrs. Taylor and H.G. Farris, editor, constituted the entire staff of the paper. In the words of the owner, the *Manila Daily Bulletin's* announced purpose "was to give the public accurate and reliable shipping and commercial information and nothing else." It supported mainly by the shipping interests, who had not been able to get the proper kind of service from the daily press. However, the advertising columns were open to all who chose to take advantage of the opportunity offered.

The *Manila Daily Bulletin* was distributed free to all who would accept it, with the idea of demonstrating its value, and to get the public to depend on it for information as to arrival of ships, mail, etc. When this was considered to have been accomplished, it was put on a subscription basis in 1904. The *Bulletin* had four pages with a 10" x 12" page size.

Since its founding, the *Bulletin* has consistently devoted its best efforts towards informing and interpreting the news, presenting facts fairly, impartially, and authoritatively, conscious of its responsibility, to observers of the contemporary scene and to historians of the future who must depend on its objective and interpretative reporting for an evaluation in depth of the march of Philippine progress. All these have endowed the *Bulletin* with a reputation and prestige unequalled in the Philippine field of journalism.

The readership of the *Bulletin* constitutes, in large measure, people from the 'AB' income group. Independent surveys conducted for the paper show more than 70% of the *Bulletin* readers in this class. Likewise, the survey shows that these readers possess a high

degree of educational background and usually belong to the professional, technical, managerial, and proprietary class. The proven commercial influence of the *Bulletin*, which is unsurpassed by any local newspaper, has also come out in the surveys. However, despite the various innovations and expansion projects the *Bulletin* had undertaken in the past few years, resulting in its much-increase circulation, the *Bulletin* is still regarded as THE business paper in the Philippines today.

The publisher's credo laid down in 1957 has governed *Bulletin's* editorial policy all the years hence. This has bore fruit. On June 1971, an independent survey conducted by Asia Research Organization pointed out to the *Bulletin* as the 'most reliable and unbiased newspaper' in the Philippines today. This substantiates the daily claim in the front page of the *Manila Daily Bulletin* that is *THE PHILIPPINES MOST TRUSTED NEWSPAPER*.

The *Manila Daily Bulletin* was in the midst of the entire turmoil attendant to the year 1972. The newspapers were all closed, and the *Manila Times*, *Manila Chronicle*, *Daily Star*, *Evening News*, *Philippines Herald*, and *The Sun* were eventually sequestered and have since then failed to reopen. The *Philippine Daily Express* reopened a day after of suspension of publication with no change of name. A new newspaper, *Times Journal*, was given permission to publish one month thereafter. The closed *Manila Daily Bulletin* remained close until after two months, and reentered the publishing scene as the *Bulletin Today*.

The *Bulletin Today* is thus ready to meet the challenges of the 80's. Sustained growth in terms of circulation and advertising has since its reopening in 1972 placed the *Bulletin* as the leading paper. Likewise, surveys still point to the *Bulletin's* wide lead over competition in terms of that factor most vital to news papering – credibility. Still and all,

the *Manila Daily Bulletin*, now the leading newspaper, still remains the Philippines' Most Trusted newspaper.

After the 1986 EDSA Revolution, the *Bulletin Today* took on its old name, *The Manila Bulletin*, to shed itself of the 'crony-paper' stigma.

C. MALAYA

The *Malaya* was actually born on December 4, 1981 as a weekly tabloid. Edited by Teddy Cecilio, the eight-page catered principally to the 'masa', its news and features were in conversational Tagalog for easy reading.

Malaya's independent and fearless reporting reached its highest point on August 21, 1983, when ex-Senator Benigno Aquino Jr. was assassinated at the airport tarmac. While the government-controlled newspapers played down the event, *Malaya* fed the public with details, cramming its little precious space with photos that revealed the dastardness of the deed and the anger of a people spread out in succeeding issues. As hunger for truth heightened, *Malaya* editors were pressed to satisfy it, deciding to change the tabloid into a broadsheet, increasing its frequency to three times weekly. That was on December 19, 1983.

As circulation steadily took an upswing, *Malaya* kept abreast with the competition, changing into a daily. What the general public did not know was the fact the *Malaya* was coming without a telephone and printing press. Yet it was dishing out the day's events, chronicling them with items and details that its competitors did not dare publish. If they did, with a paucity, if not distortion of facts. As a sign of progress, *Malaya* came out with its first Sunday magazine, edited by Mario Hernando and Esther Dipasupil, veteran writers.

On August 25, 1986, *Malaya* was turned over to Amado Macasaet, former assistant publisher and assistant editor. With Macasaet at the helm, changes were made in the paper, from its page makeup to its staff to keep up with the demands of the times and to keep abreast of the mushrooming competition.

Two years later, in March 1988, *Malaya* transferred to new and more spacious offices in C.C. Castro building on Timog Ave. On the same year, *Malaya* went high-tech, computerizing its editorial operations. Up to the present, *Malaya* continues to introduce change in keeping its avowed goal of excellence.

D. MANILA STANDARD

(The following are excerpts from articles in celebration of the 13th and 15th anniversaries of the paper)

The slogan under the *Manila Standard* logo proudly proclaims ‘The Future is Ours.’ To shape to, if we may add, as far as being competitive in a fiercely competitive industry. If we may be allowed some breast beating, the *Standard* is presently one of the four major broadsheets in a crowded field to be in the black.

The *Manila Standard* has undergone a number of changes: format, size, and color. But it has stayed with its ideals – banner the standards of fairness and objectivity, not merely reporting the news but helping interpret and analyze the events; offering divergent, contrary, even irreverent views coming together to form an incisive provocative read; and focusing on the mainstream but at the same time keeping an eye on the fringes.

Our strong commitment to truth defines our long history of service to the nation. Yet, in ever-changing landscape, we continue to offer diversity and highlight varied points of interest – now and in the future.

Since its inception and launch on February 11, 1987, the *Standard* has had little change in its ownership – from businessman Manda Elizalde to industrialist Andres Soriano III who in turn, sold half of the paper's ownership to taipan Alfonso Yuchengco who, consequently sold his share to ICTSI president and chairman Enrique K. Razon.

With Razon and Soriano, two captains of the industry behind the *Standard*, the reading public, and we know that the newspaper is in for the long haul with no political agenda. The editorial of the first issue of the *Manila Standard* said: "We believe there is room for *Manila Standard* because it aspires to discover a new and challenging level in Philippine journalism."

E. BUSINESS WORLD

Business World, the country's leading business newspaper, represents three decades of professional economic journalism.

This tradition of excellence began when *Business Day* first came off the press on February 27, 1967. In its maiden issue, the paper pledged, "competent and responsible reporting of the news." The paper expanded its operations in the years that followed to keep in step with the growing business community, eventually making *Business Day* Southeast Asia's first business daily.

Business Day was considered a standard of fairness, credibility and integrity in the journalistic game and its publisher/president and editor-in-chief Raul L. Locsin closely guarded the principles behind the paper's existence.

Unlike its predecessor, *Business World* has had to compete from the very start with other business dailies and several other papers with expanded business sections. But the

paper managed to position itself comfortably in the overcrowded industry. Indeed, not all business papers are created equal.

Today, the business paper comes out Monday through Friday with national and foreign circulation totaling 54,000. With the paper's excellent news coverage and style of reporting, a readership survey conducted late last year by an independent research group revealed that subscribers pass their copies on to an average of five other persons. Its subscribers are trendsetters and decision-makers -- leaders in business, industry and government. General broadsheets included, *Business World* ranks fourth in the industry in terms of advertising revenues. This, despite its five days a week frequency compared to the seven days of the other papers.

Over the last 10 years, *Business World* has exhibited remarkable growth. Immediately after its rebirth, the company revived two other products -- the monthly BusinessWorld Files and the annual *BusinessWorld Top 1000 Corporations in the Philippines*. It incorporated World Press, Inc. a wholly owned printing subsidiary, in 1991. In 1994, the company moved to its new home in Quezon City and embarked on its innovative library computerization program. The paper also introduced new sections last year to meet the market's rapidly changing needs. In October 1995, *Business World* ventured into on-line publishing.

Business World's success over the years was made possible only by a firm belief that a newspaper is a public trust. Everyone in the organization has committed himself to this philosophy.

CHAPTER V

MASBATE

A. PROFILE

1. BRIEF HISTORY

When Captain Luis Enriquez de Guzman anchored on the shores of Masbate in 1569, he found tiny settlements along the coasts engaged in flourishing trade with China. Chinese traders visited Masbate and founded small settlements during the Shri-Vijayan and Madjapahit periods. Ruins of cave-like dwellings resembling 'kiva' (possibly built by the Indians who accompanied the Chinese traders) were found along the coasts of Aroroy, Palanas, and Masbate. Porcelain jars dating back to the 10th century were excavated in Kalanay (Aroroy) in the 1930s. Historical accounts show that the Christianization of the Bicol Region actually began in Masbate in 1569:

Father Alfonso Jimenez was the first missionary to the islands of Masbate, Burias, Leyte, and Samar. Then he went to Ibalon (Bicol) in the province of Camarines, where he resided many years, and made many religious incursions into Albay and Sorsogon. Fray Jimenez is considered the apostle of the island of Masbate.

In December 1600, Dutch Commander Admiral Oliver van Noorth, sought refuge at San Jacinto Harbor after his fleet lost to the Spanish Armada in Manila. He was later engaged in a fierce clash with Limahong's fleet at Canlibas-Matabao passage. At the height of the Galleon Trade, Mobo contributed first class lumber for the construction of galleons, making it the center of trade in the province and the capital of the province in the early part of the Spanish occupation,

In 1864, Masbate was declared a separate province from Albay. Guiom was made the capital while Ticao became a commandancia-politico-militar. Shortly before the

declaration of Philippine independence by Pres. Emilio Aguinaldo, the town of Masbate was established as the provincial capital.

The Americans came to Masbate in 1900 to extend their pacification campaign. In December 1908, Masbate was annexed to the province of Sorsogon. A bill declaring Masbate an independent province was approved on February 1, 1922.

As early as 1906, the Masbate representative made the proposal to the United States Congress to grant the Philippines her independence.

The first Japanese elements arrived in Masbate the dawn of January 7, 1942 from Legazpi. They landed in several places without facing opposition – the province was too stunned to mount any resistance. The Japanese occupation reduced Masbate to total economic shambles. Economic activities were limited to fishing, buying/selling, or stealing. Food production ground to a halt. *Camote*, *pakol*, banana blossoms, pith, and even such obscure fruits like *barobo* were used as food substitutes. *Lakad-bulan* served as cigarette, tea or coffee. Barter transaction prevailed. For lack of nutrition and sanitation, many people succumbed to beri-beri or malaria. Lice and ticks infestations spared only a lucky few.

Dr. Mateo S. Pecson, who was governor of the province, having refused to cooperate with the Japanese, evacuated the provincial government to Guiom, a command post used by the guerillas. Pecson was eventually arrested by the Japanese and incarcerated in Cavite. He managed to escape and later joined the guerilla movement in Central Luzon.

In 1944, Provincial Board Member Atty. Jose S. Almario was conscripted by the Japanese to govern the province. During the Liberation, he was arrested by the guerillas

and charged with collaboration. He was exonerated and saved from set execution by a letter from gen. Douglas MacArthur.

Dr. Emilio B. Espinosa, the lone house representative of Masbate, fought against a congressional bill authorizing the conscription of Filipinos into the service of Imperial Japan and for this he was detained in Fort Santiago.

When Masbate was formally liberated in April 3, 1945, Pecson was sent to Masbate by Pres. Osmeña to organize the civil government. Pecson took the reins of government on May 11, 1945.

2. POPULATION

Based on the 1995 POPCEN, Masbate has a total population of 653,852. This is an increase of 53,937 or an average growth of 1.74% over the 1990 survey. This rate is 5th among the six provinces in Region V and is below the regional growth rate of 2.04%.

The POPCEN shows positive growth in all municipalities except Monreal. Half of them grew at a faster rate than the provincial average. Masbate, the Capital and the largest municipality of the province in terms of population, grew at a rate of 2.2%. Batuan, the smallest municipality in terms of population size, Cawayan, Dimasalang, and Milagros recorded at least 3.0% growth rate. On the other hand, Placer, Baleno, San Jacinto, Aroroy (the second largest municipality), San Pascual, and Mobo had growth rate of less than 1.0%. More than half of the people, approximately 58.7%, speak Masbateño while one-third, about 33.3%, speak Cebuano. Only 2.0% speak the Bicolano dialect.

Masbate has a population density of 162 persons per square kilometer, which is lower than the national density of 229. However, four of its municipalities, namely,

Masbate, San Fernando, Uson, and Batuan have higher population density than the national average. Milagros remained to be the most sparsely municipality in Masbate with a density of only 69 persons per square kilometer, followed by Mandaon, with 102 and Baleno, 107.

The province is predominantly rural with 528,441 (80.8%) living in rural areas and an urban population of 125, 411 (19.2%). Rural-urban is about 4:1.

The population of Masbate is slowly growing older where a slight increase has been noted in the median age from 17.2 in 1990 to 17.4 in 1995. When compared with the national median age of 20.4 years, the population of Masbate is generally younger. Aroroy, Milagros, Mobo, Monreal, and Placer have the youngest population with a median age of below 17 years while Baleno, Pio V. Corpus and Cataingan have the oldest population with a median age of above 20 years.

The proportion of elderly population in Masbate in 1995 is slightly higher than that of the Philippines, 3.2% and 3.5%, respectively. In 1995, every 100 persons in working ages (15-64) have to support about 88 persons under 15 years old and about 7 elderly persons. These numbers are higher than the national youth dependency ratio of 66 persons and older age dependency ratio of 6.

Males are predominant in Masbate. There are 102 males for every 102 females. This sex ratio is higher than that of the Philippines (101.4). Area wise, it is in the urban areas that females outnumber the males where the sex ratio is 96 males per 100 females. The sex ratio in the rural areas, on the other hand is 104:100. Among the municipalities, Cataingan has the highest sex ratio at 109 males for every 100 females. Monreal follows closely at 108. Females are predominant in the municipalities of Masbate, Palanas, and Pio V. Corpus.

3. ECONOMY

The province of Masbate has a total of 2,6334.84 km² (263,384) of certified A&D lands. Agricultural activities, however, are not limited to these areas. Some areas classified as timberland are either leased out to private individuals or illegally occupied. Total agricultural land area is 2,747.50 km² (272,750 has.); 113.66 km² (11,366 has.) or 4% of total agricultural activities are in areas classified as timberland.

Among the provinces of Bicol, only Masbate showed an increasing cattle production by an average of 3,790 head/year. In 1998, commercial, semi-commercial and backyard operations registered a total number of 76,030 cattle head. Although Masbate is the cattle-producing province of Bicol, it has only one abattoir classified as 'A' while the rest (7) are all unaccredited.

The province's fishing industry is faced by a slight negative trend of production since 1990. Some years back, the second and third districts posted remarkable surplus of production of over 50% sufficiency level. Generally, the province is producing just enough fish for its increasing population. Sufficiency levels in the municipalities of San Pascual, Claveria, Monreal, San Jacinto, San Fernando, and Batuan is 106.19 metric tons. The municipalities of Aroroy, Baleno, Masbate, Mobo, Milagros, Mandaon, and Balud have a sufficiency level of 100.55 metric tons. In the municipalities of Uson, Dimasalang, Palanas, Cataingan, Pio V. Corpus, Esperanza, Placer, and Cawayan, sufficiency level is down to 96.74 metric tons.

Trading is the dominant economic activity in most parts of the province. Copra, cattle, and aquamarine products are regularly shipped out to Metro Manila, Cebu,

Batangas, Lucena, and neighboring islands. Selected commodities are exported abroad: shrimps and prawns (Japan), mudcrabs (Taiwan), headless squid (Japan and USA), processed scallops (Japan and Europe), crabmeat (USA) and mollusks.

4. COMMUNICATION

Masbate is served by 3 telephone systems, namely: Piltel, RCPI, and PT&T. It also has a telegraph station, which is equipped with Icom transceivers, generators, antenna system, telegraph key typewriters, VHF transmitter and receiver, power transformer, oscillator, telephone and fax and computer. It has connections with Manila, Legaspi City and all the 21 municipalities of the province.

The earliest newspaper published in Masbate was the *Masbate Times*, written in English and edited by Mario Bona. This was followed by the *Masbate Chronicle* in 1964, which was edited by Cornelio T. Arreglo. In 1967, the *Masbate Tribune* began publication in English and Masbateño.

The lifting of Martial Law and the consequent restoration of press freedom spawned several newspapers. *The Masbate Star* and *Tambuli*, both edited by Edgar J. Tamayo; *Sidlak*, edited by Rene Ra. Agao; *Masbateño*, published and edited by Alex G. Almario; and *Panahon*, published and edited by Nestor Joson. None of these is still in circulation.

There are several publications now circulating in the province: *Guardian*, *Latigo*, *Trumpet*, *Publiko*, *Masbate Standard* and *Masbate Times*.

5. EDUCATION

Although a high proportion of its population has attained elementary education only, Masbateños in general are highly literate (90.8%). Simple literacy rate of the population 10 years old and over in 1990 is slightly higher for females (91.2%) than males (90.5%).

The percentage of the 10-year-olds and adults who have basic literacy is almost constant for the past decade from 91.17% (367,113) in 1985 to 91.68% (418,258) in 1992. This has remained constant in spite of a high population growth due to intensified literacy classes. Of those with basic literacy in 1992, 278,839 are females representing a high 61.11%.

As of July 1989, the functional literacy for both sexes in the province is estimated to be at 70.80%, a little less than average of 70.90%. Of the provincial total, males have a functional literacy of 70.90% for males and 70.70% for females.

The 1990 Census of Population and Housing revealed that there were 37,657 illiterates in Masbate, or 29.38% of the total number of illiterates in the Bicol Region. Of the illiterates, 57.38% (19,723) are males and 47.62% (17,934) are females. 14.64% (95,513) of illiterates live in the urban areas centers while 85.36% (32,144) are in the rural areas.

CHAPTER VI
PRESENTATION, SUMMARY AND ANALYSIS OF DATA

Table 1. Newspaper Readability

	YES	SOMETIMES	NO	TOTAL
MALE	15	13	20	48
FEMALE	17	11	24	52
TOTAL	32	24	44	100

From the table above, that more people did not read newspapers was the top answer. Still, the answers of the respondents were not limited to yes and no. The second most popular answer was that people seldom read newspapers. That people read newspapers came in last. In percentage form,

Table 2. Newspaper Readability (%)

	YES	SOMETIMES	NO	TOTAL
MALE	35.71%	54.17%	45.45%	48%
FEMALE	53.12%	45.83%	54.54%	52%
TOTAL	32%	24%	44%	100%

Since the top answer was that people did not read newspapers, the respondents were asked to state their reason for nor not doing so. Numerous reasons in different forms were given but the top five (5) reasons were calculated and tallied below.

Table 3. Reasons for not reading the Newspaper (%)

REASON	MALE	FEMALE	TOTAL
1. Blurry vision	20%	30%	24%
2. Busy with work	26.66%	20%	24%
3. There is no newspaper	20%	20%	20%
4. No money to buy one	20%	10%	16%
5. Living in the mountains	13.33%	20%	16%
TOTAL	60%	40%	100%

The top answer was a tie between 'blurry vision' and 'busy with work' which was answered by six (6) respondents each. The blurry vision reason was equally distributed between the males and females with three (3) respondents each. Regarding this, it could be inferred that health reasons are evenly possible for both sexes. Nevertheless, two (2) more males than females answered that they were busy with work thus not being able to read a newspaper. This shows that still, men are the ones who take responsibility in order to provide their family the basic needs. The second main reason given by the respondents was 'that there was no newspaper', as stated by five (5) of them. Other reasons were also given such as there was no money to buy a newspaper was the fourth top answer together with four (4) respondents. Another four (4) people said that they were in the mountains so it was impossible to read, even see a newspaper. Another four people (4) preferred to watch television than read the paper. Another four (4) said that they were not fond of reading the newspaper. A respondent gave an answer that he did not know how to read that is why he did not read newspapers.

Table 4. Reasons for not reading the Newspaper

REASON	MALE	FEMALE	TOTAL
1. Blurry vision	3	3	6
2. Busy with work	4	2	6
3. There is no newspaper	3	2	5
4. No money to buy one	3	1	4
5. Living in the mountains	2	2	4
TOTAL	15	10	25

Since Masbate is a predominantly rural area, most of the people performed domesticated work or worked in the agricultural sector. However, it can be seen from the table below that most of the respondents were housewives, which comprised eleven (11) of the total respondents. Seven (7) respondents were farmers, which was second top occupation. The third top occupation was fish vendor, which came in with three (3) respondents. The 'labandera', carpenter, driver, housekeeper, those who gave no answer and those who did not have work had two (2) respondents each. The rest of the given occupations comprised of at least a respondent each.

Table 5. Occupation of Respondents not reading the Newspaper

Occupation	Number of Respondents	Number of Respondents (%)
1. Housewife	11	25%
2. Farmer	7	15.90%
3. Fish vendor	3	6.82%
4. Labandera	2	4.54%
5. Carpenter	2	4.54%
6. Driver	2	4.54%
7. Housekeeper	2	4.54%
8. Not given	2	4.54%
9. Rice mill operator	1	4.54%
10. Construction worker	1	2.27%
11. Teacher	1	2.27%
12. Medical secretary	1	2.27%
13. Housemaid	1	2.27%
14. Fisherman	1	2.27%
15. Barangay official	1	2.27%
16. blacksmith	1	2.27%
17. Manghihilot	1	2.27%
18. Gov't. employee	1	2.27%
19. Ahente sa hayop	1	2.27%
20. No work	2	4.54%
TOTAL	44	44

Table 6. Occupation of Respondents who seldom read the Newspaper

OCCUPATION	No. of Respondents	No. of Respondents (%)
1. Housewife	7	29.17%
2. Carpenter	4	16.67%
3. Government employee	2	8.33%
4. Housekeeper	2	8.33%
5. Fisherman	2	8.33%
6. Casual midwife	1	4.66%
7. Conductor	1	4.66%
8. Farmer	1	4.66%
9. Blacksmith	1	4.66%
10. Labandera	1	4.66%
11. Buy & Sell agent	1	4.66%
12. Public health Nurse	1	4.66%
TOTAL	24	(100%)

On the table above is the breakdown of the respondents' who seldom read the newspaper and their occupation. It must be noted that even though top respondents were housewives (7), they still had little time to read a newspaper. The second top occupation was carpenter, which came in with four (4) respondents. The government employee, housekeeper, and fisherman were at tie for the third top occupation with two (2) respondents each. The rest of the occupations had a respondent each.

Table 7. Reasons for seldom reading

REASON	No. of Respondents	No. of Respondents (%)
1. busy	10	41.67%
2. 'pag nakakabili'	4	16.67%
3. newspaper is far	2	8.33%
4. when I go to the city	2	8.33%
5. if there is a newspaper	2	8.33%
6. if I see one	2	8.33%
7. when I like the headline	1	4.17%
8. lack of time	1	4.17%
9. no money to buy one	1	4.17%
10. blurry vision	1	4.17%
11. depends on availability	1	4.17%
12. rather watch TV	1	4.17%
13. if I only want	1	4.17%
TOTAL	27	(100%)

It must be noted from the table above that the total number of respondents exceeded its original quantity of twenty-four (24) because some respondents gave more than one answer. This was taken into consideration since this could also affect data

analysis in the later parts. However, the top reason, which came with ten (10) respondents, said that they were too busy working to even look at the newspaper. Four (4) people answered that they were only able to read a newspaper if they were able to buy one, which was the second top answer. There were also such reasons as the newspaper was far, they seldom see a newspaper thus they seldom read, availability of a newspaper, and they only read the newspaper if they see one, which were tied for the third answer with two (2) respondents each. One (1) female respondent answered that she only read the newspaper if she liked the headline. Another cited poor eyesight as the reason for seldom reading. Also, one (1) respondent preferred to see the news on television than to read. Another respondent said that he reads the newspaper only when he wants to read one.

Despite being a mainly rural area, there were still thirty-two (32) respondents, fifteen (15) males and seventeen (17) females who read the newspaper. It must be noted, however, that most of these respondents are professionals in one-way or another. The table below shows the breakdown of the respondents' occupations.

Table 8. Occupation of Respondents who read Newspapers

OCCUPATION	No. of Respondents	No. of Respondents (%)
1. Teacher	8	25%
2. Government employee	4	12.5%
3. Farmer	3	9.38%
4. Housewife	3	9.38%
5. Not given	2	6.25%
6. Electrician	1	3.12%
7. Policeman	1	3.12%
8. Carpenter	1	3.12%
9. Saleslady	1	3.12%
10. Day care worker	1	3.12%
11. Labandera	1	3.12%
12. Fisherman	1	3.12%
13. Businessman	1	3.12%
14. Government official	1	3.12%
15. Housekeeper	1	3.12%
16. Contractor	1	3.12%
17. No work	1	3.12%
TOTAL	32	(100%)

The top occupation of the respondents was teacher, which registered eleven (11) respondents. Four (4) government employees came in at the second spot. Farmer and housewife were at the third spot with three (3) respondents each. Two (2) respondents did not state their answer while the rest of the occupations had a respondent each. Out of the reasons that were stated, the main reason why people read newspapers is for them to know the news, which registered fifteen (15) respondents. Ten (10) respondents, who said that they read the newspaper to know what is happening in the country, was the second main reason. There were three (3) respondents who answered that they read the newspaper to get information, thus being the third main reason. However, there were also respondents who

gave no reason at all. It is therefore safe to say that people read the newspaper in order to find out the current events, thus acquiring information and gaining knowledge.

Table 9. Reasons for reading the Newspaper (%)

REASON	MALE	FEMALE	TOTAL
1. Know the news	40%	52.94%	46.88%
2. Know what is happening the country	33.33%	29.41%	31.25%
3. Get information	20%	5.88%	12.5%
4. Not given	0	5.88%	12.5%
5. Get detailed information	0	5.88%	12.5%
6. Get political agenda	6.67%	0	12.5%
TOTAL	46.88%	53.12%	100%

Table 10. Reasons for reading the Newspaper

REASON	MALE	FEMALE	TOTAL
1. Know the news	6	9	15
2. Know what is happening the country	5	5	10
3. Get information	3	1	4
4. Not given	0	1	1
5. Get detailed information	0	1	1
6. Get political agenda	1	0	1
TOTAL	15	17	32

Out of the reasons that were stated, the main reason why people read newspapers is for them to know the news. There are also some who answered that they read the

newspaper to get information. However, there were also respondents who gave no reason at all. It is therefore safe to say that people read the newspaper in order to find out the current events, thus acquiring knowledge and gaining information.

A total of fifteen (15) respondents said that they read the *Philippine Daily Inquirer* and this came out as the top answer. But out of these, six respondents (6) stated no reason for reading the said paper. Next to the *Inquirer* was a Masbate local newspaper entitled *Panahon*, as stated by a total of seven (7) respondents. Only three (3) respondents read the *Philippine Star* while the *Manila Bulletin* and a respondent each read the *Manila Times*. Four (4) respondents said that they read *Pilipino Star Ngayon*, a tabloid. A respondent each read *Bigwas* and *Publiko*, two other local provincial newspapers. It must be again noted that some respondents gave more than one choice of newspaper thus exceeding the quantity of thirty-five (35) respondents.

Table 11. Reader's Choice of Newspaper

CHOICE OF NEWSPAPER	No. of Respondents	No. of Respondents (%)
1. Philippine Daily Inquirer	15	46.88%
2. Panahon	7	21.88%
3. Pilipino Star Ngayon	4	12.5%
4. Philippine Star	3	9.38%
5. Manila Bulletin	1	3.12%
6. The Manila Times	1	3.12%
7. Bigwas	1	3.12%
8. Masbate News Paper	1	3.12%
9. Remate	1	3.12%
10. Publiko	1	3.12%
TOTAL	35	100%

Table 12. Reasons for reading the choice of Newspaper

REASON	MALE	FEMALE	TOTAL
1. Not given	5	4	9
2. Stories are written in the native dialect	1	2	3
3. Easy to understand	0	2	2
4. Credible	2	0	2
5. 'Balanced News, Fearless Views'	2	0	2
6. It's the only paper	1	1	2
7. Cheap	0	2	2
8. Purely truth	2	0	2
9. Gives News in the Locality	1	1	2
10. Plenty of News	0	1	1
11. Simple use of words	1	0	1
12. The only paper left in the store	0	1	1
13. Has knowledgeable writers	0	1	1
14. To know current events	0	1	1
15. Proper Presentation of News	0	1	1
TOTAL	15	17	32

Table 13. Reasons for reading their choice of Newspaper (%)

REASON	MALE	FEMALE	TOTAL
1. Not given	33.33%	23.53%	28.12%
2. Stories are written in the native dialect	6.67%	11.76%	9.38%
3. Easy to understand	0	11.76%	6.25%
4. Credible	13.33%	0	6.25%
5. 'Balanced News, Fearless Views'	13.33%	0	6.25%

6. It's the only paper	6.67%	5.88%	6.25%
7. Cheap	0	11.76%	6.25%
8. Purely truth	13.33%	0	6.25%
9. Gives News in the Locality	6.67%	5.88%	6.25%
10. Plenty of News	0	5.88%	3.15%
11. Simple use of words	6.67%	0	3.15%
12. The only paper left in the store	0	5.88%	3.15%
13. Has knowledgeable writers	0	5.88%	3.15%
14. To know current events	0	5.88%	3.15%
15. Proper Presentation of News	0	5.88%	3.15%
TOTAL	46.87%	53.73%	100%

Nine (9) of the respondents did not state their reason for reading their choice of newspaper, which was the top answer. The second top answer, as stated by three (3) respondents, shows that local residents tend to read local community newspapers. The third top answer was a tie among the following reasons: easy to understand, credible, 'balanced news, fearless views', it is the only paper, cheap, purely truth, and gives news in the locality, which was stated by at least two (2) respondents each.

The respondents were also asked which section/s of the newspaper they usually read. Based on the objectives, this question will determine whether reading the newspaper develops social consciousness in the reader or they merely read for entertainment. The table below shows the results.

Table 14. The most read sections of the Newspaper

SECTION	NO. OF RESPONDENTS
1. Front Page/Headlines	21
2. Horoscope	7
3. Sports	5
4. Showbiz	5
5. Editorial	3
6. Economic/Business	2
7. All sections	2
8. World News	1

Table 15. The most read sections of the newspaper (%)

SECTION	NO. OF RESPONDENTS
1. Front Page/Headlines	65.63%
2. Horoscope	21.88%
3. Sports	15.62%
4. Showbiz	15.62%
5. Editorial	9.37%
6. Economic/Business	6.25%
7. All sections	6.25%
8. World News	3.12%

As mentioned in the earlier chapter, the researcher defined the section/s of the newspaper, which were considered as one of developing social consciousness, and one that is purely for entertainment. Based on the table, the front page is the most read part of the newspaper since it is the first page to be seen in the newspaper. However, the researcher did not intend to include the front page in the categories since the front page contained a mixture of both categories of news. Also it must be noted that since the questions were in open-ended form, most of the respondents gave more than one section that they usually read, thus exceeding the sum of 32 respondents. From the table above, it can easily be

inferred that most people read the newspaper for mere entertainment. This is proven by the next top three (3) answers after the front page. People tend to read more of the horoscope, sports, and the showbiz sections of the newspaper compared to the more important parts such as the editorial, business, and world news sections of the paper. However, two (2) respondents said that they read all sections of the newspaper, which means that information and entertainment are attained through reading.

Fifteen (15) respondents said that they knew some writers of the newspaper they read and when asked if they believed in what these writers wrote, six (6) respondents each answered 'yes' and 'some of the news'. The remaining three (3) respondents only 'sometimes' believed what was written. Most of the reasons stated were connected to the fact that the writers researched and investigated their stories well enough even before they write it in the paper (See Table 16).

Table 16. Writers' Credibility (%)

REASON	YES	SOMETIMES	ONLY SOME NEWS	TOTAL
1. Stories are researched well	33.33%	0	0	13.33%
2. When I understand the story	0	33.3%	16.66%	6.67%
3. Not given	33.33%	33.3%	16.66%	26.67%
4. Exaggerated	0	0	16.66%	6.67%
5. There are bases	0	0	0	6.67%
6. Creations of the mind	0	33.3%	33.33%	20%
7. They interview the person/s involved	33.33%	0	0	6.67%
8. Sometimes it's not true	0	33.3%	16.66%	13.37%
TOTAL	40%	20%	40%	100%

Table 17. Writers' Credibility

REASON	YES	SOMETIMES	ONLY SOME NEWS	TOTAL
1. Stories are researched well	2	0	0	2
2. When I understand the story	0	1	1	2
3. Not given	2	0	1	3
4. Exaggerated	0	0	1	1
5. There are bases	0	0	0	0
6. Creations of the mind	0	1	2	3
7. They interview the person/s involved	2	0	0	2
8. Sometimes it's not true	0	1	1	2
TOTAL	6	3	6	15

When asked if they believed the news written in the newspaper they read, the top answer came with eleven (11) respondents who answered 'yes', (9) answered sometimes/seldom, thus the second top answer; and the third answer came with four (4) who said only some of the news, and one (1) answered 'no'. The main reasons given were that it would not be written if it were not true, as said by three (3) respondents, and that reporters would ask or interview the person/s involved before writing down a story, also three (3) respondents. Another three (3) respondents said that sometimes the news were not true. A pair of respondents answered that some news were plain rumors while another pair said that television says otherwise. There were other reasons such as the news were exaggerated, it was written merely to destroy, or that it was only hearsay.

On the question whether they believed the newspaper is a 'source of news and information', the table below reveals the following results.

Table 18. Newspaper as a Source of News and Information

REASON	YES	NO	TOTAL
1. not given	6	0	6
2. It will not be written if it were not true	5	0	5
3. I prefer television	0	4	4
4. all media have the same sources	3	0	3
5. manner of destroying one's personality	0	3	3
6. media do not have the same sources	1	0	1
7. it is already heard on the radio	0	1	1
TOTAL	15	8	23

Table 19. Newspaper as a Source of News and Information (%)

REASON	YES	NO	TOTAL
1. not given	40%	0	28.09%
2. It will not be written if it were not true	33.33%	0	21.74%
3. I prefer television	0	50%	17.39%
4. all media have the same sources	20%	0	13.04%
5. manner of destroying one's personality	0	37.5%	13.04%
6. media do not have the same sources	6.66%	0	4.35%
7. it is already heard on the radio	0	12.5%	4.35%
TOTAL	62.22%	34.78%	100%

From the given information, it can be said that people believe in the newspaper as a source of news and information, that is, aside from radio and television. The given reasons by the respondents, although based on their own opinion, are basically not sound enough to justify their answers.

Based on the survey results, the respondents from the province, although generally low income-earning people and basically lived in subsistence, have a high regard for the print media as a communication system. Most of the respondents who said they read the newspapers read for the purpose of knowing the latest news regarding local and national issues. They also gain information in reading the newspaper. But the story does not end here. Knowing the latest events and even acquiring information does not actually develop social consciousness. It does not elicit in the reader a desire to induce change in his society, which is supposed to be the role of communication. All that the print media can do here is to bring the news to the people, to keep informed and abreast.

As for the respondents who said they do not read the newspaper, it is noticeable that the percentage in the province is high. A reason for not reading the newspaper would be the fact that the respondents are too busy working to even look at the paper. For a person living in the province, it is not even important anymore to know the news. All he does is work the whole day to bring home something to his family. He does not become indifferent if he is not updated with the latest events because the others share that same sentiment.

Information dissemination is also factor that affects the respondents' answers. In the urban areas, all media of communication are available, from television to radio to the newspaper. There are also computers for greater access to worldwide information. In the province, one would be lucky if the place was reached by electricity to even have a radio work for them. It would cost them transportation if they really wanted to get information. They would rather spend it on more important things such as food. For the people in the province, they always have less or no information at all. The tendency for them is to just believe whatever they see, hear and read without knowing the real facts regarding the story or issue at hand. It is therefore safe to say that rural people are less informed because it is hard for communication systems to reach them due to the lack of facilities.

Aside from information dissemination, education can also be considered a factor to readers' perception about newspapers. The less educated a person is, as in the province, there is a greater possibility that he is not capable of analyzing the situation/issue at hand. This, in turn, could turn into faulty statements. People in the province are perceived to be less educated, if not informed; therefore they are less knowledgeable in analyzing issues. They are also less capable of making a stand regarding certain issues that affect their lives.

Table 20. Occupation of respondents who read newspapers

OCCUPATION	MALE	FEMALE	TOTAL
1. Teacher	2	6	8
2. Gov't. employee	3	1	4
3. farmer	3	0	3
4. housewife	0	3	3
5. not given	0	2	2
6. electrician	1	0	1
7. policeman	1	0	1
8. carpenter	1	0	1
9. saleslady	0	1	1
10. day care worker	0	1	1
11. labandera	0	1	1
12. fisherman	1	0	1
13. businessman	1	0	1
14. gov't. official	1	0	1
15. housekeeper	0	1	1
16. contractor	1	0	1
17. no work	1	0	1
TOTAL	17	15	32

Ho: There is an association between newspaper reading and the occupation of the respondent

Ha: There is no association between newspaper reading and the occupation of the respondent

Level of significance: $\alpha = 0.05$

Test Statistic: $X^2 = \frac{\sum (O_i - E_i)^2}{E_i}$

Critical Region: $X^2_{\text{computed}} \geq X^2_{0.05}$

Degrees of freedom = $(3-1) \times (2-1) = (2) = 10.597$

Computations: $X^2 = 2.755 < 10.597$

Decision: Do not reject Ho. There is an association between newspaper reading and the occupation of the respondent

Health conditions are a big factor especially for people in the provinces. Hospitals are not able to cure sicknesses such as poor eyesight due to lack of facilities. Poor eyesight was cited as one the reasons for not reading the newspaper in the province. It could also be that because of the low cost of living in the provinces, they would rather spend their income on basic necessities such as food, thus neglecting health and sanitation.

The surroundings wherein a person lives also affects how a person treats newspapers. In the urban areas, particularly in Manila, people would at least it make it a point to buy a newspaper, whether broadsheet or tabloid, to get the news. It is easily accessible because it sold everywhere – on the sidewalks, on the road while traveling or sometimes, if one is a subscriber, it delivered at your doorstep. Because of this, there is no reason for a person not to read a newspaper and know the news. In a populated city where things are fast-paced, one who is not updated will look naïve of his environment. On the other hand, people in the province do not treat the newspaper as a necessity. Because of the fact that they have to work the whole day and that reading the newspaper seems to be only a hobby, it is automatically not given much importance.

CHAPTER VI
CONCLUSION and RECOMMENDATION

CONCLUSION

The data yielded shows that there is a high percentage of the respondents, who are Masbateños, read newspapers. However, the reasons for doing such remain to be another topic. But based on this study alone, it can be inferred that people read newspapers in order to be familiar with the news and to gain additional information. Applying the concept of development communication, information must be used in order to educate people, to bring about an inner change for them to grow and develop. However, there is no initiative on the part of the people to take part in changing the situation. The fact that they are aware is enough for them live within the day even though they are affected by the situation. It is something that people have learned to with. We always reason out that it is the way it should be so there is no need to complain and protest. But they cannot be blamed for not taking part. A commoner would reason out that he would rather work in order to earn a meager income than waste his time in demonstrations that would not guarantee his survival.

On the other hand, arising from the fact that people read newspapers for merely information still poses a positive effect on development communication. Through constant reading of the newspaper and access to information, there a great possibility for people to become critical-minded regarding issues pertaining to their interests. Because of this critical-mindedness, people are more capable of analyzing the news and do not resort to

believing what is written in the paper especially if the news looks unbelievable. Reading specific sections of the newspaper as defined in the earlier chapter are those that tend to stimulate thinking in an individual and therefore make him capable of producing his own range of opinions. But it should not stop there. People must take part in the change they want to happen for it to really happen. Man must be a subject, not an object; a participant, not a spectator of the development process. People are not targets, but should be the beneficiaries of development.²¹

It can be said that there is still a high rate of 'miseducation' among Filipinos especially in the rural areas. As an information tool, communication is supposed to be used in order to educate people. Thus, the print media as a form of communication 'must help man's thinking'.²² It serves him by providing the facts on which to base a sound judgment, and the inspiration to carry out his resolve.²³ But because of the fact that they are not well educated, it is almost impossible to get sensible answers from such questions as the basis of a newspaper's credibility. Based on these, it is safe to say that there is no form of development that occurs in the reader. Although people read the newspaper in order to acquire information, it does not produce the desired effect, which is for these people to initiate the change.

Aside from this, there are those people who tend to take advantage of this by feeding them wrong information. Being the untaught that they are, they cannot do anything but to accept what is given to them because they feel that they were born with it and that

²¹ Loc. Cit. p. 31.

²² CFA Media Group. Communication and Development. 1981.

manipulate information disseminated proves such. There is always that tendency for people to easily believe whatever they read especially if they are untaught and unaware. And only those who wish to deceive other people for their own personal interests are clever enough to do such a thing.

²³ Ibid.

RECOMMENDATION

Development communication is the art and science of human communication applied to the speedy transformation of a country from poverty to a dynamic state of growth that makes possible greater economic and social equality and the larger fulfillment of the human potential.²⁴ However, achieving such a state of equality is rather difficult given the current state of the mass media, accompanied with the manner in which the people look at them. Communication is one of the major variables of social transformation and should thus be employed to achieve the highest social goals in the shortest time.²⁵ But because media infrastructure is concentrated in the urban areas, it is almost impossible to even develop in the rural areas. This may only worsen the inequalities that already exist between the areas, thus sinking the people more into dullness and ignorance.

In order to ensure that the masses are reached, there must be a need to democratize access to media.²⁶ We must remember that, at present, more than half of the total population belongs to the poverty threshold. Also, it is not anymore news that only those who are better off economically have the privilege to access the right kind of media. It is only fit and proper that the proper communication tools are invested on to be able to use them in helping improve their standard of living. Demassification of communication through the use of scaled down technology is suggested.²⁷ It is defined as the restructuring

²⁴ Op. Cit. p 13.

²⁵ Op. Cit. p. 135.

²⁶ Sheila S. Coronel in "Press Freedom and Responsibility: The Working Journalists' View" for Communication, Values and Society, Crispin B. Maslog. 1992.

²⁷ Loc. Cit.

of a company into smaller independent operating entities.²⁸ This is most appropriate for the country since it is composed of more than seven thousand islands. Because it is small-scaled technology, it can accommodate regional differences. The easy use of different communication channels and the selective access to information makes it more possible to contribute to human development. There is also a need to increase the number of trained people who are willing to work for rural development communication. Most people prefer to stay and work in the urban areas because of greater opportunities that await them. Moreover, it is sometimes used as a stepping-stone to work for a private company or other government agencies.²⁹

Basic education using the proper communication tools would still be the best manner to make more people aware and informed. Such communication tools must work by allowing its target audience, the poor, to easily comprehend information that is fed to them so as not to mislead them. Also the proper use of communication tools lets communication per se to not only perform its role as disseminator, but it also allows people to learn and act upon it because it also seeks to educate. As mentioned in the earlier chapter, development communication is a more specific field than mass communication because of this feature. But it is also important that before people are taught, those who are supposed to teach them are also willing to learn from their students. Communication is always a two-way process. Without feedback from the other party, it will simply result in a monologue. The teachers must be able to accept that they also play the role of students because, in one way or another, these people are going to instill in them a different set of

²⁸ Merriam-Webster Dictionary. 1992.

²⁹ Loc. Cit. p. 177.

ideas which they can later on use to help change the situation of the people. If people were aware and informed, there would be less room for deceit. People will have the chance to access right information and by doing so, they will be able to properly analyze information presented to them without making any faulty conclusion.

The most important thing that must be remembered is the participation of the rural people. The basic starting point concerns who and how many of the target audience take part in the program. Wherever information is available, it is not only the ones better off who should benefit from it. Without the participation of the target audience, the results may prove to be more unsuccessful, thus making their situation even worse. One of the aims of the new communication process is to make sure that the viewpoint of local people be taken into consideration before major decisions are concerned.³⁰ This is especially true if the people's life and welfare are to be directly affected by these decisions.

¹⁰ Op. Cit. p. 231.

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APPENDIX

Magandang Araw! Ako ay mag-aaral ng Unibersidad ng Pilipinas, kumukuha ng kursong BA Development Studies at nasa ika-4 na taon. Bilang bahagi ng aking thesis na pinamagatang "A Survey on the Credibility of Newspapers in Metro Manila and Masbate", mangyari lamang na sagutin ang sumusunod na mga tanong. Maraming Salamat!

1. Nagbabasa ka ba ng diyaryo?
☐ Oo ☐ Hindi
 Bakit? _____

2. Anong diyaryo ang madalas mong basahin?
 Bakit?

3. Anong bahagi ng diyaryo ang madalas mong basahin?

4. Bakit hindi mo binabasa ang ibang bahagi?

5. Kilala mo ba ang mga manunulat ng diyaryo na binabasa mo?
☐ Oo ☐ Hindi
 (Kung hindi, tumungo sa #7)
6. Naniniwala ka ba sa mga balitang isinusulat nila? Bakit?

7. Naniniwala ka ba sa mga balitang nasusulat sa diyaryo? Bakit?

8. Naniniwala ka ba sa diyaryo bilang "source of news and information"? Bakit?

Magandang Araw! Ako ay mag-aaral ng Unibersidad ng Pilipinas, kumukuha ng kursong BA Development Studies at nasa ika-4 na taon. Bilang bahagi ng aking thesis na pinamagatang "A Survey on the Credibility of Newspapers in Metro Manila and Masbate", mangyari lamang na sagutin ang sumusunod na mga tanong. Maraming Salamat!

1. Nagbabasa ka ba ng diyaryo?
☐ Oo ☐ Hindi
 Bakit? _____

2. Anong diyaryo ang madalas mong basahin?
 Bakit?

3. Anong bahagi ng diyaryo ang madalas mong basahin?

4. Bakit hindi mo binabasa ang ibang bahagi?

5. Kilala mo ba ang mga manunulat ng diyaryo na binabasa mo?
☐ Oo ☐ Hindi
 (Kung hindi, tumungo sa #7)
6. Naniniwala ka ba sa mga balitang isinusulat nila? Bakit?

7. Naniniwala ka ba sa mga balitang nasusulat sa diyaryo? Bakit?

8. Naniniwala ka ba sa diyaryo bilang "source of news and information"? Bakit?

