

## ABSTRACT

**CEZAR, BERNA LOU A.**, March 2014. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. "LOCAL MEDIA: ITS ROLE TO LOCAL POLITICS IN TABAN, MINALABAC, CAMARINES SUR."

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The study was undertaken to determine the role of local media to local politics in Taban, Minalabac, Camarines Sur. Specifically, it answered the following questions: 1) What is the role of radio and television along political advertising and political image-building? 2) What is the importance of broadcast media in these two political concepts? and 3) What are the organizational and environmental factors associated in determining the role of media in politics?

The study used the descriptive-evaluative method and 50 registered voters of Brgy. Taban, Minalabac, Camarines Sur comprised the respondents. The data gathered were analyzed and treated through the use of frequency distribution, percentage, ranking and weighted mean.

The major findings were: 1) Along political Advertising, result shows that the role of media as information pathway and news disseminating channel (3.13) ranked first and along political image-building, create and reflect opinions emerged as the main role of media with 2.96 weighted mean and interpreted as moderately important. 2) The importance of broadcast media along political advertising; accessibility with an average weighted mean of 3.91 ranked first, followed by advertisement offers life-like representation with 2.79 average weighted mean. Zapping/changing channels to avoid commercials with 2.55 average weighted mean ranked third. Along political image-building; expose political violence with 3.30 average weighted mean emerged first followed by power/influence with 3.18 average weighted mean and credibility with 2.92 average weighted mean ranked third. 3) The following are the organizational factors associated in determining the role of media in politics; manpower (2.93) ranked first seconded by timeslot (2.92) and cost ranked last. Along environmental factors; competition (3.22) ranked first followed by station channels (3.07) and sensationalism (3.04) ranked 2<sup>nd</sup> and 3<sup>rd</sup> respectively.

The major conclusions were: 1) Media has the role of providing information upon which political decisions of leaders

and the general public are based and the watching function which refers to the role as a check on government- as a "fourth estate" independent of the other centers of power following the three branches of government- the executive, legislative and judicial. 2) Media is a free enterprise. Services can be obtained anywhere and anyhow. They are supposed to reach majority of the people. Therefore, media is very accessible. 3) Popularity of media personnel/manpower had a great impact rather than the placement of political ads as its cost. They also considered competition among broadcast stations that somehow influence voter's political views. Sensationalize political ads also contribute to catch the attention of the public.