

## ABSTRACT

**LANILA, JONATHAN C.**, Mariners' Polytechnic Colleges, Panganiban Drive, Naga City, April 2013. "THE INFLUENCE OF TELESERYE ON TELEVISION VIEWERS IN NAGA CITY."

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The study was undertaken to determine the influences of teleserye to the television viewers especially in Naga City. It answered the following questions: 1) What is the media profile of viewers of teleserye? 2) What is the most preferred type of teleserye by the viewers? 3) What is the level influence of the teleserye along: (a) moral aspect; (b) social aspect; and (c) emotional aspect of the different viewers?

The method used in this study was the descriptive - evaluation method where 100 residents of Camella Homes Subdivision in Barangay Del Rosario, Naga City consist of young adults were used as respondents. A questionnaire was formulated and used as a major tool in gathering data. The data gathered were analysed and treated through the use of frequency distribution, percentage, and ranking; weighted mean and cross tabulation.

The findings of the study were the number of TV set at home of the respondents was one; they watched teleserye every day, they spent 2 hours watching teleserye daily; they watched teleserye with the whole family; the typed they watched was melodramatic and the most common teleserye they watched was produced by ABS CBN. Respondents were hooked in a particular teleserye every day. The top three most watched teleserye were: Walang Hannggan, 88 or 88%; Princes and I, 61 or 61%; and Lorenzo's Time, 47 or 47%. In terms of the level of influence of teleserye, emotional aspect, (2.79) ranked first followed by social aspect (2.56) ranked second while moral aspect (2.13) ranked third.

The study concluded that every household had one television set; people of all ages watch teleserye every day with their whole family as one of their family hobby and bonding time. Teleserye had the influencing power to target audience especially to the Naguenos. Filipinos were fond of watching

teleserye particularly in rural areas as their way of entertainment. This is also touched the Filipino values. Filipinos preferred melodramatic type of teleserye and they patronized it because of its unique story that people can relate with and the way the actors and actresses. The emotion of the characters in the teleserye also flows to the emotions of its viewers. Filipino teleserye were found to be a reflection of the Filipino culture, values, and life.