

Abstract

Yukim, Klaudeth Jaira Mae A. "Mass Media Equipment: Its Learning Contribution to Broadcast and Communication Students". Mariners' Polytechnic College, Panganiban Drive Naga City.

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The study dealt with the learning contribution of the Mass Media Equipment. It covers the available mass media equipment and its impact to the broadcast and communication students.

The study aimed to determine if the mass media equipment contributes to the learning of the students. Specifically, the study answered the following questions: (1) What are the available mass media equipment in MPC? (2) What are the learning contributions of the mass media equipment to broadcast and communication students? (3) What is the impact of this learning contribution to broadcast and communication students?

The researcher upon gathering of data conducted a direct observation to survey the available mass media equipment in the school. Questionnaire was used as the primary tool and was personally distributed to the total number of 39 respondents consisting of the broadcast and communication students of Mariners' Polytechnic Colleges. The data gathered were analyzed and treated through the use of frequency distribution, percentage and ranking.

The major findings were; 1) Along the available Mass Media Equipment, Radio and Television (78%) tied at the first rank and DVD/CD player, computer, and Tapes/CDs (67%) also tied at the second rank, respectively, for male; while boom microphone ranked last. Television and computer (93%) tied at the first rank and microphone/ lapel (80%) was at the second rank, respectively, for female; while boom microphone (7%) was also the last. Overall findings for male and female show that television and computer (90% and 87%), was first and second; while boom microphone (5%), last. 2) Along the learning contribution of the mass media equipment to broadcast and communication students, skills development (78%) was at the

first rank, familiarity with the equipment and more learning of the actual operation (22%) tied at the second rank, respectively, for male; while wide interest to use the equipment ranked last. Skills development and familiarity with the equipment (100% and 60%) were first and second, respectively, for female; while wide interest to use the equipment (37%) was the last. Overall findings for male and female show that skills development (95%) was first and familiarity with the equipment (51%), second; while wide interest to use the equipment (28%), last. 3) Along the impact of this learning contribution to broadcast and communication students, more opportunity in the future career and enhance most student's hidden skills (78% and 44 %) were first and second, respectively. For male, while interest in lively discussion ranked last, enhance most students' skills (70%) was at the first rank, more opportunity in the future career and clear understanding of the procedures on how to operation the equipment (60%) tied at second, respectively, for female; while satisfaction on the part of students (23%) was last. Overall findings for male and female shows that more opportunity in the future career and enhance most students' hidden skills (64%) tied at the first rank, clear understanding of the procedures on how to operate the equipment (51%), second; while satisfaction on the part of the students (23%), last.

The major conclusions were: 1) Generally, the television and computer were the most available mass media equipment in the school, and were the top two among all the equipment, for this equipment were the most reliable in the media today. 2) Mass media equipment contributes to the learning process of the students, both male and female most especially in the development of the skills. But wide interest to use the equipment was the least in the list. 3) Generally, comparative data for male and female revealed that male considered more opportunity in the future career and female considered enhance most students' hidden skills as the impact of the learning contribution to broadcast and communication students. This meant that male and female had different views in the impact of the learning to broadcast and communication students.