

## **Abstract**

Viñas, Gretchen A., 2010. "Writing Radio News Headline: A Challenge to Broadcasting Students". Mariners' Polytechnic Colleges, Naga City.

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Keywords: Radio News Headline.

This study was undertaken to discuss the impact of good radio news headline to the audience. Specifically this study will answer the following questions: 1) What are the elements of the formats of radio news headline? 2) What are the characteristics of a good radio news headline? 3) What are the factors that contribute in making radio news headline attractive to listeners along: (a) human interest of news; (b) importance of news; and (c) content of news?

The method used in this study was descriptive method where the AB broadcasting students of Ateneo de Naga and Mariners' Polytechnic Colleges were the respondents. A questionnaire was used as the main tool in collecting data. The data gathered were analyzed and treated through the use of frequency distribution, percentage, ranking and weighted mean.

The major findings were: 1) For the elements of formats of radio news headline, appropriateness of airing time ranked first (2.90) followed by effects of radio news headline and attention drawer (2.50). The average weighted mean was (2.80); 2) Informational and knowledge enhancing were first in rank (3.25); while emphatic listening (2.80) ranked last. The average weighted mean was (3.02); 3a) Along interest on news, entertainment in listening (2.70) ranked first followed by satisfaction and interest in listening with weighted mean of 2.65 and 2.60, respectively; while emotional effects (2.35) ranked last. The average weighted mean was (2.58). 3b) along importance of the news, the degree of importance of the news, the degree of importance (3.15) ranked first, followed by both informational headline and having updates in community (3.10). The average weighted mean was 3.12; and 3c) along with the content of the news, helpful and interesting (3.1) ranked first; influential and consistent ranked next; while informative (2.75) ranked last. The average weighted mean was 2.90.

The major conclusions were: 1) The elements of the formats adopted in making of radio news headline were much applied by

radio stations; 2) The characteristics of a good news headline had much impact on the satisfaction of the students in listening through the radio, 3) Factors along interest, importance and content of news were much associated with news headline.