

ABSTRACT

Chua, Charity S., (2010). The Effectiveness of Disc Jockeys in Naga City. Unpublished Undergraduate Thesis. Mariners' Polytechnic Colleges. Naga City.

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The study primarily determined the level of effectiveness of the disc jockeys along Listenership and Social responsibility. It attempted to answer the following questions 1.) What is the profile of respondents along age, sex, preferred FM radio stations, and preferred DJ of the respondents? and 2.) What are the preferred characteristics and traits of DJs of the respondents?

The study used the descriptive research design. Fifty respondents were randomly selected from the population of college students. Data were subjected to descriptive statistical treatment.

Findings of the study were: 1.) From the total number of 50 respondents, twenty-eight 28 or 56 percent were male and the rest were female. As to age, 40 or 80 percent were 17 years old and only 2 or 4 percent were 19 years old. 35 or 70 percent of the respondents preferred to listen Energy FM and a minimal number of 1 or 2 percent of them show interest to Mom's Radio. As to the preferred DJ, Lady Pangga was preferred by 20 or 40 percent of the respondents while the least preferred were Sam, Silva, and Nicoliyala with 1 or 2 percent each. 2.) As to the characteristics or traits, 40 signified that they want most is for the DJs to have knowledge in conducting interviews; 38 signified that they want DJs to be knowledgeable on the topic that they share on air with the listeners; and 32 respondents want DJs to be knowledgeable in introducing the music. The characteristic or trait for them was the pleasing voice. 3.) As to the level of effectiveness, along listenership, DJs were basically Moderately Effective with mean scores ranging from 2.60 to 3.12. The respondents however, indicated engaging as the highest with a mean of 3.26 interpreted as Highly Effective. Along social responsibility, accuracy and truthfulness were

rated Moderately Effective by the respondents with mean scores of 3.23 and 3.12 respectively. Interestingly, sharing important issues to listeners was only rated 2.24 interpreted as Fairly Effective.

The study concludes that 1.) There were more male listeners whose age are 17 years old. Most respondents preferred Energy FM from among the FM stations and preferred Lady Pangga than other DJs. 2.) Respondents preferred the DJs to be more knowledgeable about issues and skilled in interviews than just a pleasing voice. 3.) Between listenership and social responsibility, the DJs were more effective in listening than their social responsibility.

The researcher wants to recommend that the DJs must develop more their characteristics or traits on conducting interview and be knowledgeable on current issues. This will make them and the station be patronized by the FM listeners. Further, the schools must offer updated curriculum on Communication to produce competitive graduates.