

Abstract

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This study determined the effects TV primetime programs to ABB/ABC student of MPC. Specifically, it answered the following questions: 1) What are the primetime programs in ABC-CBN and GMA? 2) What are the factors that affect students in primetime program in terms of: a) emotional aspect; b) social aspect? 3) What are the effects of primetime program on ABB/ABC students in terms of: a) values; b) human behavior; and c) human interest? 4) What are the contributions of primetime programs to the student?

The methods used in this study were the descriptive and evaluative methods. Forty ABB/ ABC students of MPC were used as respondents.

The major findings of the study were: 1a) along primetime program in ABS-CBN, TV patrol (4.06) ranked first, followed by agua bendita (3.14) and Noah (2.98) Kristine (2.82), last the average weighted mean was 3.39; and 1b) Along primetime programs in GMA, 24 Oras and East of Eden (2.96) (2.58) ranked first and second, respectively while Ilumina (2.38), last the average weighted mean was (2.58); 2a) in terms of emotional factors, expression of emotions and feelings ranked one (3.57) followed by storyline of the program (3.36); while reflection of real life situations (3.24) ranked last. And the average weighted maen was 3.39; 2b) in terms of social, factors, socializing different people (3.52) ranked top followed by enhancement of communication skills (3.41): while influence on lifestyle (3.40) ranked last. The average weighted mean was (3.44); along values, educational effect (3.77) ranked first, behavioral (3.67), next while moral effect (3.66) last. The average weighted mean was 3.70; 3b) along human behavior, improvement on the behavior (3.51) ranked first; while influence through words/actions (3.42), last. The average weighted mean was 3.46; 3c) along human interest, inspiration brought by the program (3.34) was first rank, satisfaction in the flow of the story (3.32), next

weighted mean was 3.30; and 4a) gaining more knowledge (3.78) ranked first, entertainment (3.65), next; were the top two, while information (3.52) last. The average weighted was 3.65.

The major conclusions of the study were; 1a) the TV Primetime programs in ABS-CBN were significant to MPCeans ; and 1b) the TV Primetime programs in GMA were considered less significant by the students; 2a) in terms of emotional factors shows in TV Primetime programs had significant effect on the students; 2b) in terms of TV primetime program relative to social factors, had more significant effect on the values of the students: 3a) along TV Primetime programs had more significant effect on the values of the students; 3b) Along TV primetime program had more significant on the behavior of the students: 3c) Along TV primetime programs had more significant effect on the interest of the students: and 4a) the TV Primetime programs had more significant contributions to students in terms of knowledge, entertainment and information.