THE INFLUENCE OF FILIPINO PARENTS’ PERSUASIVE COMMUNICATION TO THE ACADEMIC PERFORMANCE OF ADOLESCENTS

An Undergraduate Thesis
Presented to
The Faculty of College of Liberal Arts and Communications
Undergraduate Studies
De La Salle University – Dasmarinas
Dasmarinas, Cavite

In Partial Fulfillment
Of the Requirements for the Degree
Bachelor of Arts in Communication

MARIAH JOENELLE V. BALDO

February 2017
ABSTRACT

At home, parents often engage in persuasive communication in motivating their child to perform academically good in school. However, parents have different styles in convincing their children to study, and researchers also argue on which style would generally be effective to most students. This study employed a case study of Filipino parents’ use of persuasive communication. Moreover, the adolescents’ processing of their parent’s persuasive communication and their resulting attitude changes towards their academic performance were also studied. The Compliance Gaining were used to classify the interpersonal persuasion styles and the frequency of persuasive communication is determined by the number of home or school-related situations where they persuade their adolescents to study. The cognitive processing of persuasion by the adolescents was guided by the Elaboration Likelihood Model. The results showed that Filipino parents use Personal Expertise, Positive Expertise, Positive and Negative Esteem of Others to persuade their adolescents to study, and mostly during adolescents’ pastime. The results then showed that adolescents who elaborated the persuasive message perform better in school, as opposed to those who did not. Also, the study revealed that the adolescents preferred positive encouragement or supportive styles in motivating them to study.

Keywords: Academic performance; persuasion; parents; adolescents; influence
# TABLE OF CONTENTS

## INTRODUCTION

- Background of the study ........................................ 1
  - Persuasive Communication of Parents ....................... 3
  - Exposure Frequency of Parents’ Persuasive Communication 5
  - Adolescents’ Attitude towards Persuasive Communication 6
- Theoretical Framework ......................................... 8
- Research Problem Statement ................................. 16

## METHOD

- Research Design .................................................. 18
- Subjects of the Study ............................................ 18
- Research Instrument ............................................. 22
- Data Gathering Procedure .................................... 22
- Analysis of Data ................................................ 24

## RESULTS AND DISCUSSION

- Tabulation, Interpretation, and Analysis of Data .......... 26
- Conclusion ......................................................... 59
- Recommendations for Future Research ..................... 59

## REFERENCES

................................................................. 57
TABLE OF CONTENTS

APPENDICES

APPENDIX A  70
APPENDIX B  73
APPENDIX C  77
APPENDIX D  78
APPENDIX E  82
APPENDIX F  83
APPENDIX G  91
APPENDIX H  100
APPENDIX I  113

AUTHOR’S PROFILE  150
LIST OF TABLES

Parents’ Profile

Adolescents’ Profile

Table 1.1. The Persuasive communication styles and tone used by parents, as accounted by the parents.

Table 1.2. The Persuasive communication styles and tone used by parents, as accounted by the adolescents.

Table 2.1. Situations where the Persuasive communication of Parents are most frequent, as accounted by the parents.

Table 2.2. Situations where the Persuasive communication of Parents are most frequent, as accounted by the adolescents.

Table 3.1. Adolescents’ cognitive processing of their parents’ Persuasive Communication and their attitude change.

Table 4.1 The most convincing and influential persuasion styles for the adolescents.

LIST OF FIGURES

Elaboration Likelihood Model

Conceptual Framework