

**A STUDY ON HOW THE TELEVISION APPEARANCES OF SENATOR
FRANCIS “CHIZ” ESCUDERO AND REPRESENTATIVE
CYNTHIA VILLAR AFFECT THE OPINIONS
OF SELECTED VOTERS IN DLSU-D**

**An Undergraduate Thesis Presented to
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ABSTRACT

There are a lot of TV appearances of politicians in different TV programs, especially those of Rep. Cynthia Villar and Sen. Chiz Escudero before and during the campaign period. Viewers are bombarded with these TV appearances, and most of the politicians who have TV appearances, get the position they are campaigning for, whether it is for the national or senatorial election. And because of these instances, the researchers want to know whether the TV appearances of politicians can get them in the position, and why people vote for them. Is it because of their TV appearances or are there other factors affecting the people's decision in choosing their candidate? The researchers chose Rep. Cynthia Villar and Sen. Chiz Escudero since Rep. Cynthia Villar is a first timer in the senatorial candidacy while Sen. Chiz Escudero is a re-electionist in the senatorial standing.

One of the researches related with this study was conducted by Cruz, Prado and Taytay (2009) who have researched about the *Perception of CLA voters on the attributes of an ideal president*, wherein media exposure may persuade the viewers to vote for the politicians. Another research that helped this study is the one that was conducted by Turow (2009) in which he analyzed videos that the TV sets decode would perceive by the viewers as messages. But the research failed to consider other factors that may affect the public perception on the other uses of television. Lastly, the research conducted by Bionat (1998) further helped this study. His study is about

the power and influence of mass media in shaping the outcome of Philippine elections. The research helped by justifying that media exposure of politicians is one of their major tactics that can persuade the voters in choosing them.

The study used Agenda setting theory, Cultivation theory and Consonance and Dissonance theory to know the perceptions of the respondents on how they choose their candidate and how they make decisions. Agenda setting theory is relevant to the study since the concept of the study is about how TV influences voters' perception. For the Cultivation theory, it would give the study information on the different kinds of voters and how they can be persuaded. Lastly, the Consonance and Dissonance theory is applicable for the decision making of the voters and attitude change that may occur in their decision making. The method that the researchers used was descriptive quantitative method so as to find the answers about the perceptions of the respondents and how TV appearances can change the decisions of the respondents. The study used survey in gathering the data and in-depth interview for validating it. The formula that the researchers used to get the sample population of the respondents which are the DLSU-D voters during the summer term is Slovin formula. For the unit of sampling, the researchers used Probability sampling in which the sample population would be chosen randomly. In gathering the population that the researchers used, they requested from the University Registrar the population of the summer term enrollees and they also got the total number of staff at the Administration Building.

The result of the research is that the more frequent people would see the TV appearances of the politicians, the greater the name recalls of the politicians and the greater the media attention the TV stations are giving for the politicians. The more that they see the candidate in TV, the more they will recall the candidate and the TV appearance and the more that they will vote for that certain candidate. The study concluded that TV appearance is a very effective tool for politicians so that they can be voted by viewers.

Key Words:

TV appearances, May 2013 elections, Politicians

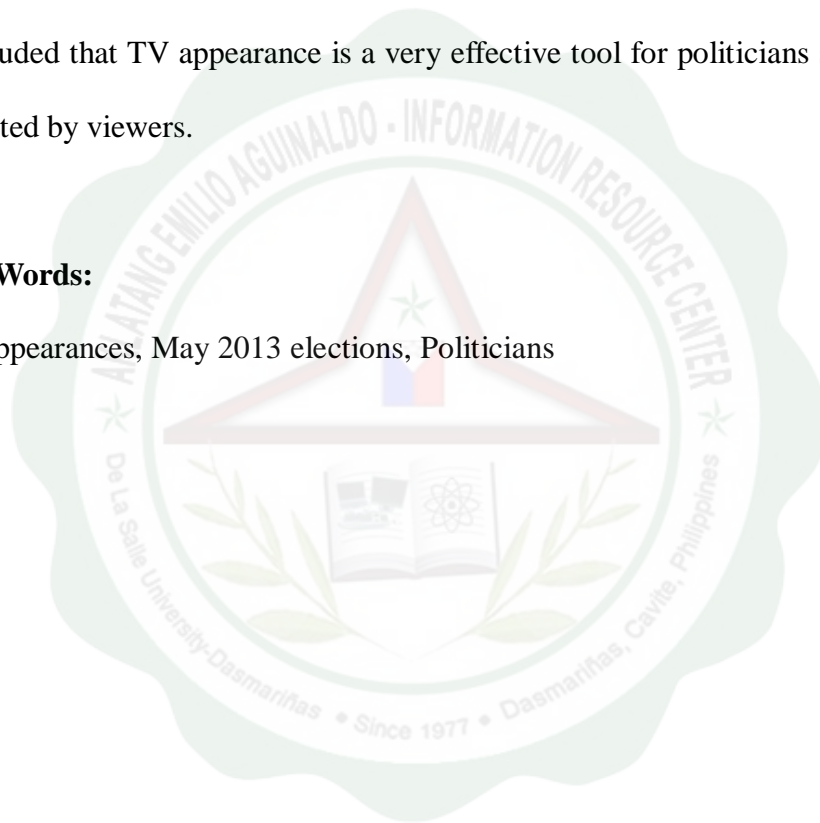


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