

**A STUDY ON THE PERCEPTION OF SELECTED LIVE AUDIENCE
ON THE RYZZA MAE SHOW**

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By

Ferrer, Angelica R.

Herrera, Bea Fel C.

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ABSTRACT

The study entitled A Study on the Perception of Selected Live Audience on The Ryzza Mae Show is conducted to know and understand the reasons why people tend to watch the talk show despite the gaps in culture, language, age, values and common interest. The method used in this study is descriptive and is about the perception of the audiences who watch The Ryzza Mae Show. The study contained facts about the reasons why The Ryzza Mae Show became a trend in the Philippine television and why it attracts more audience to watch the show. How the talk show is different from other talk shows was also considered. The study made use of theories, related literatures and other research studies exposed to support the study. The researchers used descriptive survey as an instrument and conducted survey to selected audience of The Ryzza Mae Show to identify the perceptions and views towards the show. The study aimed to fulfill the other aspects that other studies have not exposed in terms of how the talk show came out as an interesting topic that can capture different audiences. The researchers discovered that appeal is one of the main reasons, why television viewers spend time watching The Ryzza Mae Show. The show helped the viewers to forget and to escape reality by watching and imitating the trends of the talk show as what the cha-cha dance craze does to viewers. The study provided information that explains the main purpose of the television viewers in watching The Ryzza Mae Show.

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