



Abstract

The paper established an analysis of communication through Facebook posts of Non-Catholic students from De La Salle University - Dasmariñas using the Computer-Mediated Communication Theory, which denotes how communication is produced when people interact via computer for specific reasons. Along with the Grounded Theory, which expresses similarities in communication patterns that contemplate how Non-Catholic students of DLSU-D expressed their respective stands and religious beliefs by posting on the internet.

As a qualitative research, content analysis, focus group discussion, and interview/s were exercised by the researchers in analysing the role of social media, most particularly of Facebook, as a medium for self-expression, patterns of communication, and the very implication of their respective Facebook posts to the Non-Catholic students of DLSU-D. This paper is not solely for the researchers' benefit, nor an act of rebellion or promotion for future papal visits. Rather, it exemplifies reality which is behind commemorations, such as the Papal Visit 2015, and it was created in hope of recognition, so as to serve as an eye-opener for the smallest audiences to the most humungous, in order to pave way for better decisions in dealing with religious celebrations.

Keywords: Papal Visit, Facebook, Non-Catholics, Computer-Mediated Communication, Grounded Theory