

A CONTENT ANALYSIS OF “PALAD” AND THE PERCEPTION OF  
SELECTED STUDENTS AMONG THE SEVEN COLLEGES OF DE LA  
SALLE UNIVERSITY-DASMARIÑAS

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## ABSTRACT

“Heraldo Filipino” is the official student publication of De La Salle University – Dasmariñas and its official literary folio is “Palad”. Every year, “Palad” is published for the students. The aim of this study is to conduct a content analysis of the 2011 to 2015 issues of “Palad” to ascertain “Heraldo Filipino” is adherence to its credo in its literary publication and to determine the perception of selected students among the seven colleges in the university.

The results from the content analysis show that “Palad” and its literary pieces reflected voice. On the other hand, only a few literary pieces reflected virtue and vigilance. The results from the focus group discussion show that the participants perceive Palad as a publication that had more articles focusing on dark themes and problems with self. The participants also thought that the publication did not present any issues that mirror the society during the years that it was published.

**Keywords:** Palad, Heraldo Filipino, Perception, Voice, Virtue, Vigilance,

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