

ABSTRACT

The study was conducted primarily to analyze the comparison of the communication strategies employed by the two university-wide media organizations namely, UP Mass Communicators' Organization (UP MCO) and Ateneo Association of Communication Majors (Ateneo ACOMM), which primarily promote media literacy in their universities. Qualitative approach is done in this study to obtain information from the subjects. Data were gathered through focus group interviews, interviews and document analysis. Key officers from Ateneo ACOMM and UP MCO represented their organizations in the focus group interviews. The presidents and advisers of the two media organizations were interviewed to support the primary data. Documents given by the organizations were also analyzed. An expert interview was also done to validate all the data gathered. The results of this study showed that Ateneo ACOMM and UP MCO have both online and on-the-ground communication strategies in promoting media literacy. However, they differ in certain aspects. Ateneo ACOMM, as the premier media organization in its university, maximizes its abilities and number of officers in the organization to promote media literacy. Meanwhile, UP MCO does more of the partnerships with the other organizations that also focus on media and communication. The findings of the study may be a great help to media organizations and institutions as they may develop the urge to maximize their potentials and create a new dimension by adopting the communication strategies of the two media organizations in promoting media literacy. Additional studies are recommended to further discuss and understand the topic and the research methodology should be expanded to include a quantitative approach in the study. Other theories may also be used to explore another aspect of the study.

Key words: Comparative analysis, Communication strategies, Media literacy, UP MCO, Ateneo ACOMM, University-wide media organizations