

## Abstract

Parental mediation, especially for housewives, is vital in helping mitigate the negative effects of media particularly in television. Various mediation researches have been conducted; however, parental mediation in relation to MTRCB's rating system has not yet been adequately addressed. It is in this light that the awareness of housewives towards the MTRCB ratings be measured in relation to their mediation techniques used during primetime viewing. The research utilized Nathanson's (1998), Valkenburg et al. (1999), and Clark's (2011) Parental Mediation Theory and scale to assess the 3 styles of television mediation, namely: Active, Restrictive, and Co-Viewing for the analysis of the data. The researchers used a 21-item questionnaire as the main data gathering tool which was validated through a focus group interview and expert interview. A 7-point Likert scale was used to assess commonly used parental mediation techniques on their children during primetime: A checklist was also used for knowing the reason for mediation and circumstance on when housewives mediate. The questionnaire was created to identify the commonly used mediation technique of housewives in relation to their MTRCB knowledge. Findings suggest that housewives Co-view with their child but usually combine this with either Active or Restrictive mediation. Housewives also tend to utilize MTRCB ratings as a guide to help them mediate with their children.

**KEYWORDS:** Parental Mediation Techniques, MTRCB ratings, Housewives, Parent-child communication