

KULE V2.0:

A STUDY ON THE PREFERENCES OF STUDENTS OF THE UNIVERSITY OF THE  
PHILIPPINES-DILIMAN IN THE PHILIPPINE COLLEGIAN

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April 2012

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Aaron Simon E. Caparaz

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## ABSTRACT

This study is about the preferences of students of the University of the Philippines Diliman in the Collegian in the aspect of content, layout and design, stand in local and national issues and frequency of the newspaper.

It aims to connect the gap between the students and college publications that fail to cater to the needs of the students. Oftentimes, college publications like the Philippine Collegian are being taken for granted by students. One probable cause for this is the publication's failure to reinvent itself and cope with the fast-changing culture of the students in the university.

This research will make use of surveys to gather information from students in the university. With the use of the Uses and Gratifications Theory and the Expectancy-Value Theory, the researcher will analyze the expectations of students in relation to their exposure to the medium (the college publication).

## TABLE OF CONTENTS

Title Page	i
Permission Page	ii
Approval Sheet	iii
Biographical Data	iv
Acknowledgements	v
Abstract	vi
Table of Contents	viii
List of Tables	ix
List of Figures	x
List of Appendices	xi
I. INTRODUCTION	1
A. Background of the study	1
B. Rationale of the study	3
C. Statement of the problem and objectives	3
II. REVIEW OF RELATED LITERATURE	5
III. FRAMEWORK ANALYSIS	12
A. Theoretical Framework	12
B. Conceptual Framework	17
C. Operational Framework	19
IV. DEFINITION OF TERMS	21

V.	METHODOLOGY	23
VI.	RESULTS AND DISCUSSION	29
VII.	SUMMARY AND CONCLUSION	38
VIII.	IMPLICATIONS AND RECOMMENDATIONS	53
	BIBLIOGRAPHY	55
	APPENDICES	58

## LIST OF TABLES

Number	Title	Page
1	Respondents per college	29
2	Distribution of respondents per year level	30
3	Respondents' frequency of readership of college newspapers	30
4	Frequency of readership of the Collegian	31
5	Frequency of readership of the Collegian per year level	32
6	Types of stories in the Collegian as preferred by the respondents	33
7	Incorporation of national stories in the Collegian	33
8	Preferred number of localized stories in the Collegian	34
9	Preferred number of national stories in the Collegian	34
10	Preferred color scheme in the Collegian	35
11	Comparison between the old and the new Collegian: student preferences	35
12	Respondents' preferred stand of the Collegian to people in power.	36
13	Preferred tone of stories in the Collegian	36
14	Preferred frequency of release of the Collegian	37
15	Students' preferences with regard to an online version of the Collegian	37

## LIST OF FIGURES

Number	Title	Page
1	Theoretical Framework	16
2	Conceptual Framework	18
3	Operational Framework	20
4	Percentage of students who read college newspapers regularly	38
5	Frequency of readership of the Collegian among those respondents who read college newspapers regularly	39
6	Frequency of readership of the Collegian by year level	40
7	Types of stories/sections as preferred by the respondents of the Collegian	41
8	Students' preferred types of stories in the Collegian vis-à-vis frequency of readership of the student-publication	41
9	Incorporation of national stories in the Collegian	42
10	Preferred number of local and national stories per issue of the Collegian.	43
11	Preferred color scheme of the Collegian	43
12	Comparison between the old and the new Collegian: student preferences	44
13	Comparison between the old and the new Collegian vis-à-vis frequency of readership of the Collegian	45
14	Students' preferred stand of the Collegian to people in power	46
15	Students' preferred stand of the Collegian vis-à-vis frequency of readership	47
16	Preferred tone of stories of the Collegian	47
17	Preferred tone of stories of the Collegian vis-à-vis frequency of readership	48

18	Students' preferred frequency of the release of the Collegian	49
19	Preferred frequency of release vis-à-vis regularity of readership	49
20	Students' preferences with regard to an online version of the Collegian	50

#### LIST OF APPENDICES

Letter	Title	Page
A	Sample front page of the old Philippine Collegian	58
B	Sample front page of the new Philippine Collegian	59
C	Sample back page of the old Philippine Collegian	60
D	Sample back page of the new Philippine Collegian	61
E	Sample opinion page of the old Philippine Collegian	62
F	Sample opinion page of the new Philippine Collegian	63
G	Sample literature page of the old Philippine Collegian	64
H	Sample literature page of the new Philippine Collegian	65
I	Sample front news of the old Philippine Collegian	66
J	Sample front news of the new Philippine Collegian	67
K	Survey form	68

## CHAPTER I. INTRODUCTION

### A. Background of the study

Red, anti-administration, and an instrument for radical activism are the characteristics that best describe The Philippine Collegian for the past few years. Locally known as Kule, the publication has lived up to its reputation as part of the mosquito press that defied the Marcos regime. It has been consistent in exposing the problems in the society and the university and in criticizing the lapses of the government. It has been known for its creative editorial cartoon that mirrors the major issues the paper addresses.

Unfortunately, the publication failed to re-invent itself with the changes in the university throughout the years. The three-fold tuition increase last 2007 marked the time where there was a huge decrease in the number of under-privileged students. According to an article of the Collegian dated June 15, 2011, from 2007-2011 three out of four students opted to be in the bracket B category of the Socialized Tuition and Financial Assistance Program (STFAP) where family income is between P500,001 to P1,000,000. In 2011 alone, over 900 students out of 1700 freshmen were qualified to be in bracket A where family income is over one million pesos.

The culture in the university changed as the number of rich students increased. The academic oval started to experience heavy traffic due to the influx of cars. High-tech gadgets were a common view and the needs and interests of the students began to change. This new breed of scholars was more determined to graduate rather than be immersed in social and political issues. These factors contributed to the students skewing away from activism which in turn had an effect on their use of Kule.



Kule started to lose its popularity with the students. Even though it is the university's official publication, many students were unfamiliar with the issues that it raised and even its mere existence. The weekly issues were still quick to disappear from their drop-off points in the different colleges but their usage was far from what was intended. Doodles and formulas would fill the blank spaces of the papers while some issues were used to dry wet surfaces.

The publication tried to cope by re-inventing itself in the first semester of academic year 2011-2012 under the leadership of a new editor. It adopted a modern layout and deviated from its normal colors of red, brown and black. It adopted a more colorful theme that made use of yellow, green and blue. It changed its fonts, spacing of elements and style among others. It started to focus on "soft news" rather than fill its pages with hard news about politics and the government. It also featured more stories about local issues in the university.

However, amidst these improvements, students still ignored Kule. Informal interviews with students from different colleges conducted by the researcher even showed that a lot of students did not recognize the changes it made.

Kule was first known as the 'College Folio' back in 1910. It is one of the first undergraduate journals in the Philippines. It became the 'Varsity News' in 1917. The name 'The Philippine Collegian' was officially established in 1922. Since its establishment, Kule has been known to be bold and fearless in its fight for democracy and academic freedom. (Valenzuela, 1933)

During the 1950s, Kule played a role in the clash between the university administration and the national government under former President Elpidio Quirino, when the latter tried to force the university to grant Indonesian leader, Sukarno, an honorary degree. Kule published a

special issue that was distributed on the streets of Manila regarding the national government's trampling of the academic freedom in UP. (Ordonez, 2011)

### B. Rationale of the Study

The problem with this scenario is that every student contributes to the funding of the Collegian. It is automatically added to the tuition as part of the student fund. The students act as captured buyers in the process. It is a big waste of money and effort for the Collegian if students don't consume what they pay for. If the new version of the Collegian still does not appeal to the students, then the big question would be, what do they really want? What do they prefer to read?

This study can possibly help college publications, specifically the Philippine Collegian, to adjust and re-invent its newspapers to fit the needs of the students. It can also help publications of a much wider circulation than a campus newspaper to reach young individuals who may share the same preferences as students.

This study can also benefit students as it may act as a bridge between them and the editorial boards of campus publications by conveying their preferences to the latter.

### C. Statement of the problem and Objectives

The main problems tackled in this study can be broken down into the elements that comprise a newspaper, namely: content, style and design, and its stand on issues being covered.

Specifically, the questions that this study would like to raise are: What are the kinds of stories students would prefer to read in their campus paper? What is the preferred layout and design of the students? Would they like a traditional newspaper design or a modern approach that breaks symmetry? And finally, what should the stand of the paper be toward national issues that would reflect the student body's own ideas?

### *Objectives of the study*

The general objective of this study is to know the preferences of UP students in a college publication like the Philippine Collegian in terms of content, style and design, and stand toward issues.

Specifically, the study aims:

- to know whether students would prefer more stories on local (university) than on national issues.
- to know what kind of news, whether soft or hard news, would students want to see in most pages in the campus newspaper.
- to know whether students would prefer to have the traditional design of the Philippine Collegian that is closely patterned to the conventional design of newspapers or the current design of the publication that is unconventional and modern.
- to know what the students want as stand of the newspaper in local or national issues.

## CHAPTER II. REVIEW OF RELATED LITERATURE

Campus journalism has been a consistent topic of theses every year. The scope of published research has touched a wide variety of topics from reportage, ethics, proficiency and literacy, to the differences among publications and the effect of such media on its users. Many books that teach the way to have a successful school publication have already been published to serve as guides for student-journalists.

For purposes of this research, the review shall focus on the system of campus journalism, media consumption of students, the ways to have an effective publication, and principles of design. The final part of this review is a conclusion that will synthesize the reviewed materials and emphasize the need for this research.

### A. Campus Journalism in the Philippines

Campus journalism in the country has contributed a lot to the development of journalism and the practice of democracy. During the Martial Law years, some campus papers became a part of the 'mosquito press' that was resilient amidst the pressures of the Marcos dictatorship. This helped a lot in strengthening the fight against the administration in the campuses through secretly circulated issues.

The concept of campus journalism dates as far back as 1910 when the College Folio of the College of Engineering in the University of the Philippines Diliman (UPD) was published. This sparked the birth of a series of campus publications like The Torch of the Philippine Normal University, The Guidon of the Ateneo de Manila University and The Varsitarian of the University of Santo Tomas. (Escote, 2008)

Today, most colleges and high schools in the country have their own campus publications. Campus papers vary in sizes and frequency depending on the size of the student population and activities in their campuses. (Malinao, 2005)

A campus publication can be described as a student-publication, run by students for the students. Many universities have multiple campus publications that are published by different colleges or organizations. For example in UP Diliman, aside from the Kule, there are the UP Newsletter and UP Forum published by the UP administration and numerous college-based student-publications like the Engineering Logscript, Tinig ng Plaridel (Mass Communications) and the Education Quarterly.

The goal of a campus publication is to help provide relevant information and analysis to help make informed decisions, raise the level of discourse, and shape their public opinion. (Arao, 2010)

Joaquin Roces, chairman of the International Press Institute (1968), put forward four principles in analyzing the status of campus journalism. He said that campus journalism contributes to the practice of free press in the country. It is a method of exercising the freedom that is written in our constitution. He then compared a professional newspaper with a student-publication saying that both are alike in working within the bounds of responsible journalism that practice ethics and serve the interest of the readers. Third, Roces suggested that a campus newspaper be free and be encouraged in schools as it enhances the discussion of students on national issues and makes them conscientious citizens. Lastly, he pointed out that campus journalism is a tool in teaching students about journalism.

The third principle that Roces mentioned may make some say that campus journalism should focus on local community issues more than the national ones. There are still proponents, though, who say campus journalism should focus on the former as it edges the national newspapers in analyzing national issues in the context of local concerns. Campus publications connect national issues that are significant to the lives of students. (Arao, 2010)

#### B. The status of the Philippine Collegian

A comparative study done by Eric Cabahug (2008) revealed that during that time, the Philippine Collegian was critical and informative, The Guidon informative and balanced, and The Varsitarian well balanced. The Guidon and Varsitarian failed to give a strong stand in issues due to influences in the environment. Students from private universities were also more apolitical while state-run universities, like UP, had a more radical and liberal crowd.

This was supported by a thesis done in 2008 by Marysol Bolane that studied in detail the differences in the coverage of political news of The Philippine Collegian, The Guidon and Matanglawin (Ateneo de Manila University).

The study came up with the number of politically related news that the three publications featured from 2005-2007. Philippine Collegian ranked first with a total of 144 articles while The Guidon and Matanglawin had 89 and 54 articles respectively. The researcher found out that the Philippine Collegian covered more issues that are about the administration while The Guidon and Matanglawin covered news that were connected to the political system. (Bolane, 2008)

For the Philippine Collegian alone, students' feedback on its coverage of national issues from the school year 2005 to 2006 differs a lot from their feedback from 2006 to 2007. In a single year, the reaction of students toward the reportage of national issues by the Philippine

Collegian changed from being ‘okay’ with it and seeing it as balanced, to it suddenly being ‘too negative and criticizing.’ (Ramos, 2009)

### C. Media Consumption of Students

The rise of online newspapers contributed to the decline of newspaper readership in the country as there was now a faster and more accessible source of news for the new technologically dependent generation. The access to the online realm is improving much with the development of the wi-fi and local area networking in universities in Metro Manila.

The active audience is always selective in the media it chooses. Members of the active audience shift their energies to activities that yield more benefits. Reading a newspaper is now deemed a passive activity compared to reading online newspapers that can be done while surfing the net or downloading. A Nielsen report in 2009 said that the internet played a big role in drawing markets away from print publication. The print media cannot grab new markets among the youth.

Internally, the decline of newspaper readership is also attributed to a failure of publications to engage the readers’ taste. In a study conducted last 2007, results show that more than 68% of teenagers do not know where to buy a newspaper. (Jaena, 2007)

Foreign studies also support this decline of newspaper readership among the youth. A research done by Joan Shorenstein Center on the Press Politics and Public Policy (2007) showed only 16% of people aged 18-30 read news daily. Half of the total respondents of the study said they rarely read the news.

Using a more intellectual sample of young people, the same trend of the decrease in the number of college students using newspapers is apparent.

In a research that studied the media consumption of students from the three top universities in Metro Manila, almost two out of three students prefer reading news online than in print. Only a little less than 10 percent of the students who were surveyed read news from print everyday as compared to 49 percent for online news. Almost all read news online while only 78 percent reads newspapers. Almost two thirds of the respondents also taught that online news sites have better style and design than newspapers. (Ramos, 2009)

With regard to content, college students in the city are more interested in soft news rather than on hard news. Soft news are stories about people, sports, entertainment and odd news while hard news are stories about crime and politics.

Soft news offer a uniqueness that make them memorable for a reader while hard news are numbing due to the resulting perceived sameness of the articles. Students often want something that is light and fun to read. Short articles find students wanting more and thus they research more about them. (Batac, 2009)

#### D. The Importance of Visual Communication in Newspapers

For a newspaper to be successful, it must have three qualities: (1) It must contain the information people want and need. (2) It must attract the audience. (3) It must be interesting. Visual communication or design can help make a newspaper attract the desired audience and help it be attractive. Visual communication can also make the paper interesting. (Graham, 2002)

Newspapers usually do not have a table of contents to direct readers to editorial content because there is no time for the editor to labor over organizing the content of the news. Usually, newspapers are structured to have different sections such that the most news-worthy appear in the first section of the paper. Because newspapers have no covers like magazines or books, the headlines of a newspaper's front page carry the burden of selling the paper. (Evans, 2006)



The aim for visual communicators is to place multiple ‘points of entries’ that will allow readers to be drawn to the editorial content without them initially reading it. A ‘point of entry’ consists of elements that draw a reader’s attention to items on a page and help him to navigate through a publication. For newspapers, the headlines should consist of a lot of points of entries to capture the audience’s attention (Evans, 2006)

According to Graham (2002), the nature of the newspaper poses a challenge for visual communicators in the aspect of devising methods of presenting information in the most effective way possible. Some of the elements that graphic communicators use to achieve this are type, art, borders, photographs, drawings and typographic devices.

The quality of a paper, its surface characteristics and its color have an impact on how a publication is perceived. A well designed publication balances pages containing lots of visual activity with text-heavy pages. Visual points of entries stand out as opposed to pages that have large areas of text and little visual activity. Even though points of entries are important, it is also ideal to keep a visual balance in mind, so much so these points are balanced with pages that contain little activity. (Evans, 2006)

#### E. Basic Design Principles

This next section will discuss strategies to become an effective visual communicator using newspapers through the use of some basic design principles and techniques.

According to Conover (1995), the principle of contrast is one of the easiest ways to give readers a visual treat and draw their attention on the page. Designs with little contrast often lack variety and are usually boring. Contrast occurs when two or more elements look dramatically different from one another. A number of ways to achieve contrast include tweaking type fonts, pairing decorative types with plain sans serif types, pairing thick and thin lines, usage of warm

and cool colors, vertical columns of text broken by allowing strong horizontal elements and images to intrude.

Conover also said that a good page layout needs good balance in order for it to be perceived as easily readable and functional. People are more comfortable with balanced designs and are more likely to stick around to read the page. A balanced design is one in which the visual weights of all the elements are equally dispersed throughout the layout. Visual weight is the illusion of physical weight of a visual element. Visual weight can be achieved with color, size, and even with images.

Aside from this, Conover said that most beginners either clump all of the words and graphics tightly together or spread them to cover all the spaces in the paper. In both cases, he believes there is a lack of organization, which makes it harder for the readers to figure out the message of each page. Balance requires a thoughtful arrangement of elements that will prevent one from leaving large areas blank or prevent one from completely overloading other areas.

Using a symmetrical balanced layout is one easy way to achieve balance, according to Conover. This involves mirroring elements from side to side or from top to bottom. This type of layout shows a strong sense of formality but lacks movement and visual energy. The asymmetrical layout on the other hand is an unequal arrangement of elements to achieve harmonious balance, Conover said. This style of layout offers more variety in the choices of elements. It is hard to achieve but is equally effective as it shows unpredictability, dynamism and modernity.

## CHAPTER III. FRAMEWORK ANALYSIS

This research will make use of the Uses and Gratifications (U & G) theory and the Expectancy Value theory as they both focus on the audience or consumers of media rather than on the medium itself. The goal of these theories coincides with that of this research, which aims to study what people do with media and why people use a particular media. The study will help reveal the motivations and beliefs that drive college students in making their choice of media, particularly where college publications are concerned.

### A. Theoretical Framework

#### *1. Uses and Gratifications Theory*

The uses and gratifications (U&G) theory originated from the functionalist perspective on mass media communication. It was first developed in research to show the effectiveness of the radio as a medium in the 1940s. From then on, mass communication theorists applied the U&G perspective in the context of various mass media such as television and electronic bulletins (Luo, 2002) For example, radio soap operas were found to satisfy their listeners with their advice, support, or provided occasions for emotional release (Herzog, 1944) while newspapers give readers a sense of security, provide shared topics of conversation and a structure to the daily routine. They are not just carriers of information. (Berelson, 1949) These diverse dimensions of satisfaction upon usage were called “gratifications.” (Herzog, 1944).

Some of the basic assumptions of the U & G theory that contribute to an understanding of this study are: the audience is assumed to be active and goal-directed rather than passively influenced by the media, the audience knows its needs and knows how to meet its needs, and

lastly audience members are also largely responsible in choosing the media to meet their needs.

(Littlejohn, 2008)

During the 1970s, researchers were able to highlight five areas of gratification in media texts for audiences, namely: surveillance, personal identity, personal relationships, diversion and entertainment. (Blumler and Katz, 1974)

- **Surveillance** - is based around the idea that people feel better since they know what is going on in the world around them. One way of doing this is by knowing the news. By watching or reading about news, we learn about what is happening in the world. This knowledge leaves us feeling more secure with our own lives. Surveillance is based on the idea of awareness thus. We use mass media to be more aware of the world around us, satisfying a desire for knowledge and therefore satisfying a desire for security (BBC, 2002)
- **Personal Identity** – this need explains how being a subject of the media allows us to reaffirm our identity and our positioning in society. This can be clearly seen in the local setting where audiences watching soap operas are able to find someone to represent themselves, someone to aspire to, and someone to despise. These soap operas help the audience define its own personal identity. (BBC, 2002)
- **Personal Relationships** – this need can be divided into two parts namely, relationship with the media, and using media across relationships. The use of mass media can be an intimate experience, allowing the audience to form a relationship with the characters of the media. This is obvious in TV, where continuous viewing of the same shows makes the audience more knowledgeable about the characters until he or she already feels close to them. (BBC, 2009) The other side of this area of gratification is the use of media to

build or improve personal relationships. Media content can become common knowledge and thus be a stimulus for conversations. (BBC, 2009)

- **Diversion** – This area of gratification can be linked to escapism. The audience members jump into the world of the mass media to experience feelings and emotions that alter or make them forget their feelings in the real world. An example is the use of media for entertainment purposes. (BBC, 2009)

## *2. Expectancy Value Theory*

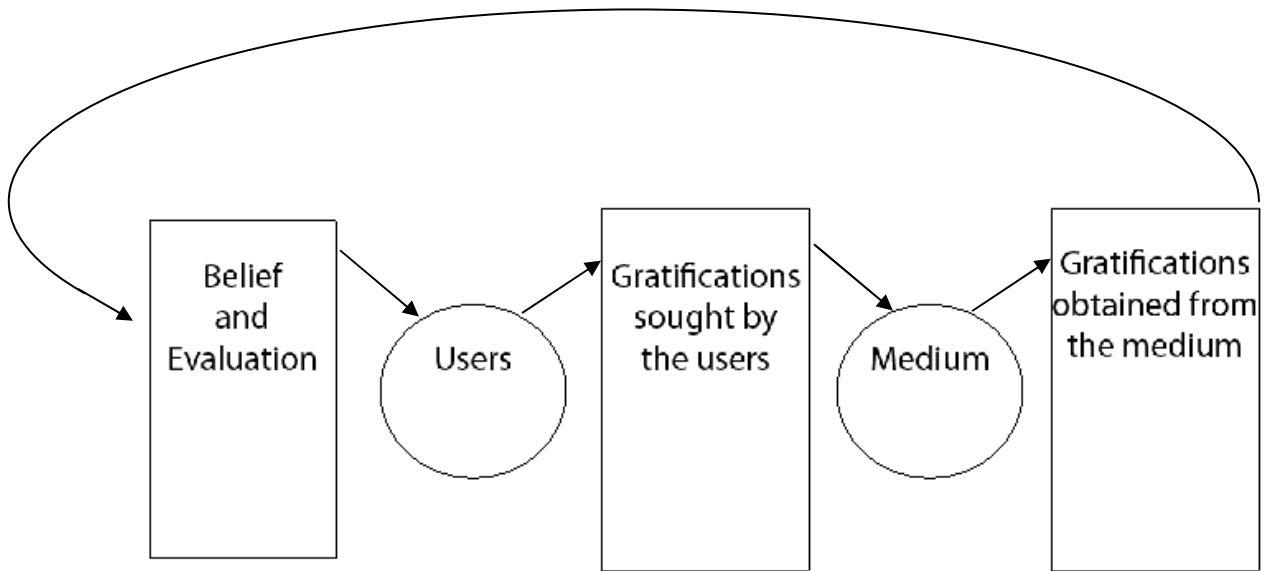
The Expectancy Value Theory (EVT) supports the U&G theory as it connects the gratifications that audience members receive with their attitudes toward and beliefs about what a particular medium gives them. This theory aims to fill the assumption of the U & G about the needs of the audience being inherent. (Littlejohn, 2008)

EVT suggests that people orient themselves in the world according to their expectations (beliefs) and evaluations (Palmgreen, 1984). Behavior is a function of the expectations one has and the value one ascribes to the goal he or she is working to achieve. Such an approach predicts that, when more than one behavior is possible, the behavior chosen will be the one with the largest combination of expected success and value. (Fishbein, 1972) Like the U & G, this theory assumes that people are goal-oriented beings. The behaviors they exhibit in response to their beliefs and values are undertaken to achieve some end.

In U & G, the extent to which audience members seek gratifications from any segment of media is determined by this formula: as you gain experience with a medium, the gratifications that you obtain will in turn affect your beliefs, which will reinforce your pattern of use. (Littlejohn, 2008)

### *3. Conclusion*

U & G allows researchers to focus on the audience rather than on the content and explains how individuals use mass communication to gratify their needs, discovers underlying motives for individuals' media use, and identifies the positive and the negative consequences of individual media use. EVT, on the other hand, connects the gratifications obtained by the audience to its expectancies (beliefs) and evaluation, which in turn affect its needs.



*Fig 1. Integrated Uses and Gratification Theory and Expectancy Value Theory*

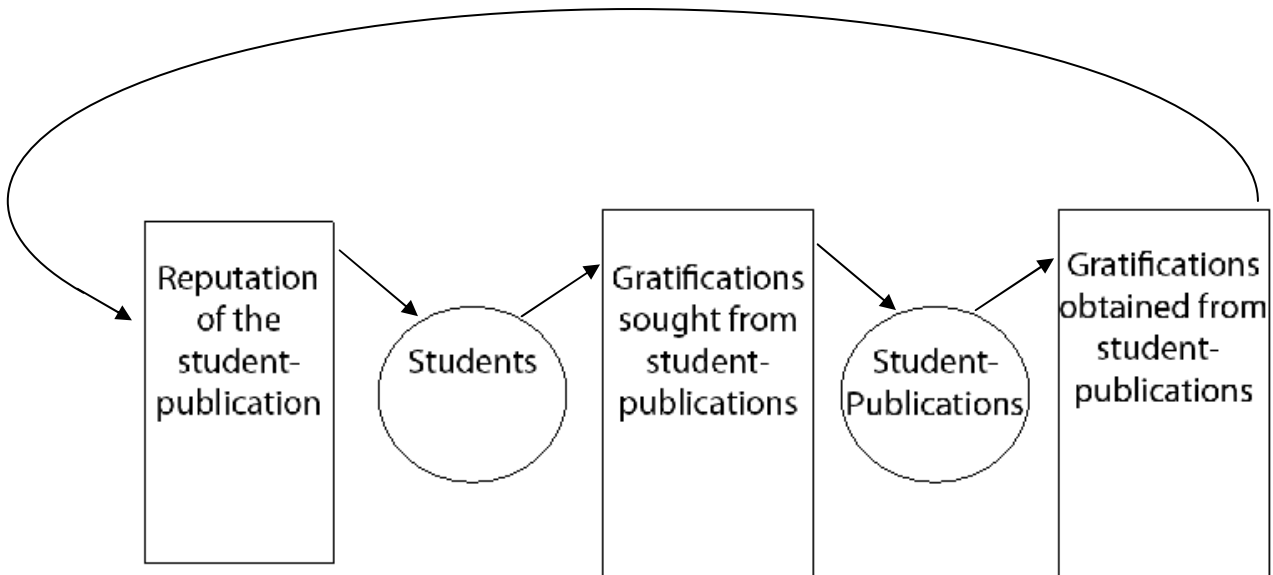
## B. Conceptual Framework

The integrated U & G and EVT framework provides a basic structure for this study where the preferences of students for a college publication are concerned. The users in this framework will be the students, and the medium in which they seek to obtain their gratifications are student-publications.

The gratifications sought by the students will be the same as reflected in the theoretical level because the categorization by Katz and Blumler is able to encompass different mediums and audiences (Mings, 1997). According to Littlejohn (2008), students also seek the same gratifications as those sought by the general population from newspapers. Students look for information, entertainment and things to talk about when reading the news.

The main mode of belief and evaluation of a campus publication constitute the reputation of the publication among the student population. The obtained gratifications of students from the student-publications influence how the student-population thinks and behaves toward them.





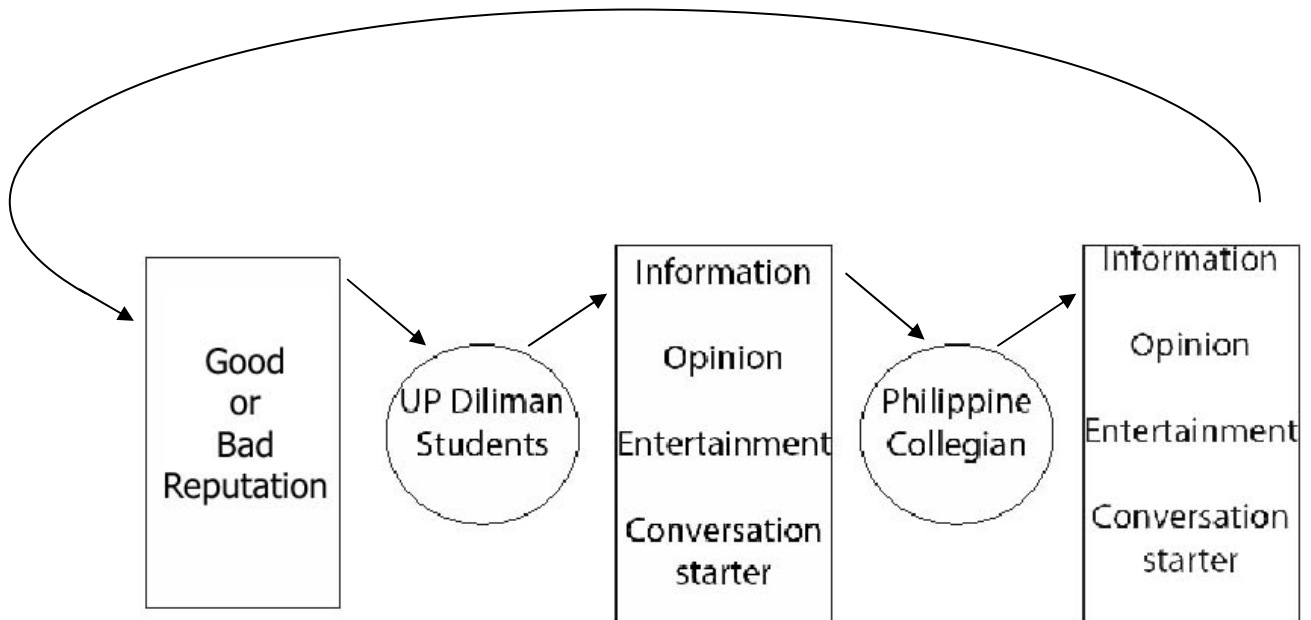
*Fig 2. Conceptual Framework*

### C. Operational Framework

The target users of this study will be students from the University of the Philippines – Diliman (UPD). Although there are a lot of newspapers inside the university, the medium to be studied will be the main campus publication which is the Philippine Collegian. Respectively, these two will be the users and the medium in the framework.

The gratifications sought by UPD students are: to acquire information through news in the local and national level, to be entertained, to read opinions of people, and to have a common topic that can stimulate conversations in the campus.

The reputation of the Philippine Collegian as perceived by UP students can be either good or bad.



*Fig 3. Operational Framework*

#### IV. DEFINITION OF TERMS

College Publication	a publication created and produced by college students.
Frequency of release	how often the Collegian is printed and released.
Frequency of readership	how often a student reads a student-publication.
Images	pictures, photos and cartoons that are used in the Collegian
Layout	the overall arrangement of elements in the Collegian
Local issues	problems inside the university or in the UP system
Local news	stories about the university, its students, the greater UP system, the educational system, or those that directly affect the students.
National issues	problems concerning the country.
National news	stories about the country or about the national government.
New Collegian	version of the Collegian reproduced from AY 2010-2011 up to present
Old Collegian	version of the Collegian reproduced from AY 2009-2010
Proximity of elements	spacing of news items, images, figures, etc. in the Collegian
People in power	individuals who hold a position of authority in the university or in the national government.
Reputation	overall image of the Collegian to UPD students. It can be: <ul style="list-style-type: none"> <li>Good - students attribute positive characteristics to the newspaper. E.g. “nice” “interesting”</li> <li>Bad - students attributive negative characteristics to the newspaper. E.g. “boring” “irrelevant”</li> </ul>

Stand	<p>the overall position of the Collegian toward local or national issues. It can be:</p> <p>Anti – publication is inherently against people in power</p> <p>Neutral - publication takes no sides</p> <p>Pro – publication is in support of the people in power</p>
Tone of stories	<p>the general feel of stories in the Collegian. It can be:</p> <p>Critical – stories deeply scrutinize the issue and uncover all angles.</p> <p>Supportive – stories highlight the good in the issue at hand.</p> <p>Neutral – stories highlight the bare facts without emphasis on anything.</p> <p>Constructive - stories highlight elements that contribute to the solution of the issue or the problem being covered.</p>
Usage of color	the overall color scheme of the Collegian
Use of lines and shapes	the usage of lines and shapes as borders, fillers, placeholders, etc. in the Collegian
Variety	diversity of stories in the Collegian

## V. METHODOLOGY

The study used a survey to determine the preferences of college students in a college publication like the Philippine Collegian. In detail, the survey contained questions that measure the students' exposure to a college publication and determined their preferences with regard to the content or the types of stories that it should contain, what its stand in local and national issues should be, and what its design should be.

### A. Research design

The survey was used in this study to give emphasis on the users of the media. The survey research design is a tool for assessing opinions and trends. A well designed survey can accurately represent a population in small-scale and large-scale research. The survey method was advantageous to the researcher due to its flexibility to extract both quantitative and qualitative information from the respondents.

The cross-sectional type of survey was employed in this study as it is the fastest and cheapest way to gather information from a large population at one point in time. This method was partnered with random sampling to ensure that the sample becomes highly representative of the population. The only disadvantage in the use of the cross-sectional approach is that this only provides a snapshot of the study for a given time, this compared to a longitudinal approach that can plot out a trend in the field of study.

The survey consisted of both quantitative and qualitative questions to extract essential information from the respondents that cannot be obtained through quantitative questions alone.

## B. Variables

To be able to study the preferences of UP students in a college publication, this study used independent, dependent and discrete variables. An independent variable is a stimulus variable which is chosen by the researcher to determine its relationship with an observed phenomenon. A dependent variable on the other hand is a response variable which is observed and measured to determine the effect of the independent variable. Lastly, a discrete variable represents a finite or a potentially countable set of values.

The exposure of the respondents to any college publication is the main independent variable in this study. According to the Expectancy Value theory, the gratifications sought by a consumer from any medium are influenced by his or her beliefs and evaluation of the same medium, and by the gratifications themselves that he himself or she herself already obtained from the medium. Gratifications are the independent variable because they will provide the foundation for the preferences of the students in a college publication.

The dependent variable in this study are the actual preferences of students in a college publication with regard to its content or the types of stories it contains, its stand in local and national issues, and design. This is the dependent variable because the preferences are a reflection of the gratifications sought by a consumer. They rely on the experiences and evaluation of the consumer of a certain medium.

In this study, the preferences of students in a college publication are affected by their experiences in their usage of the existing publications in UP and their experiences in college life. The latter will not be measured in this study as this delves away from the focus of this research.

The reputation of the publication is dependent on the evaluation of the students of the publication. The reputation can be good or bad depending on the attributes given by the students to the newspaper.

### C. Sampling Techniques

The researcher chose 65 undergraduate students (approximately .5 percent of the student population of 3<sup>rd</sup> year students and above) from different colleges in UP Diliman. The respondents were selected through random sampling to ensure a representation of the student-population.

The simple random sampling method is the purest form of probability sampling where each member of the population has an equal and known chance of being selected. This method helps researchers to avoid bias in their study.

Normally, a random sampling would require a master list of all possible respondents in a population. However due to the huge number of members of the population being studied and the limited access of the researcher to such files, the selection of respondents purely depended on the availability of students during the time the survey was distributed (for one month) in the selected survey areas.

### D. Respondents

The respondents were undergraduate college students from UP Diliman who were enrolled in the second semester of school year 2011-2012 and who have been in the university for at least three years. This qualification ensured that the respondents witnessed the transition of the layout of the Philippine Collegian from school year 2009-2010 to 2010-present.

The selection of respondents was regardless of gender, year, or course.



### E. Data Gathering and Analysis

The researcher personally surveyed the respondents inside the campus. The data-gathering process involved classroom surveys, library surveys and *tambayan* surveys to ensure representation from different colleges in UP Diliman. An online survey was also adopted to meet the number of students to be surveyed. This helped the researcher to disseminate the questionnaire faster and make data-gathering easier.

After gathering all of the questionnaires, the researcher tabulated the answers obtained and recorded the results using a software to allow easy storage and access. The researcher then used statistical tools to analyze these, hence the quantitative part of the survey. A coding system was implemented to group and to distill the information from the qualitative questions of the survey and the interview.

### F. Scope and Limitations

The scope of the research has been limited to third year students and older. The study has covered all possible colleges in the university as shown by the results of the random sampling.

The layout of the publication reviewed by the respondents for this study was that appearing in Collegian issues for the school year 2009-2010 (the old layout) and for the school year 2010-2011 up to present (the new layout). For the online survey, only the front page, back page, opinion page, one news page, and literary page were used as references to answer questions that aimed to compare the old and the new Collegian.

## G. Timetable

<b>Date</b>	<b>Activity</b>
December 2, 2011	Submission of proposed thesis
January 6, 2012	Submission of revised proposed thesis
January 14, 2012	Start of survey
January 28, 2012	Start of online survey
February 8, 2012	End of data gathering
February 8 – 15, 2012	Analysis of survey results
February 15, 2012	Submission of the results of the survey
February 27 – March 4, 2012	Writing of the final draft
March 5, 2012	Submission of the first draft
March 12-19, 2012	Writing of the second draft
March 19, 2012	Submission of the second draft
March 27, 2012	Writing of the third draft
March 28, 2012	Submission of the third draft
March 30, 2012	Binding of the thesis

## G. The researcher

The researcher is a sixth year graduating student taking up a bachelor's degree in Journalism.

The researcher is currently not a member of any college publication but was a sports editor of Tinig ng Plaridel, the official student-publication of the College of Mass Communication, two years ago. He is a member of the UP Association of Computer Science Majors and UP Cineastes' Studio. He was affiliated with other college-wide and university-wide organizations.

The researcher is an active member of Victory Christian Fellowship and its students' branch, LIFEBOX. He currently leads a Bible study group in the College of Engineering.

The researcher is a sports enthusiast, having been a member of different sports clubs throughout high school and college. His hobbies include blogging, graphic designing, long-distance driving and cooking.

## VI. RESULTS AND DISCUSSIONS

### A. Profile of respondents

The researcher studied a total of 65 University of the Philippines-Diliman students from different colleges. The respondents were chosen via random sampling method as indicated in the methodology. The respondents were handed a survey questionnaire and a set of old (reproduced for school year 2009-2010) and new (reproduced for school year 2010-2011 up to present) issues of the Philippine Collegian for reference.

#### *1. By College*

Forty-eight percent of the respondents came from the College of Engineering while the other respondents came from 10 other colleges. The College of Mass Communication has the second most number of respondents (seven), while the School of Library and Information Sciences, College of Social Science and Philosophy, and College of Education ranked third with five respondents each.

*Table 1. Respondents per college*

College	Number of respondents
School Library and Information Science (SLIS)	5
College of Mass Communication (CMC)	7
College of Engineering	32
National Center for Public Administration and Governance	1
College of Social Science and Philosophy	5
College of Science	3
College of Home Economics	2
College of Business Administration	3
College of Human Kinetics	1
College of Education	5
School of Statistics	1
Total	65

## 2. By year level

Majority of the respondents were third and fourth year students (35 and 22, respectively). Other respondents are fifth year students and older. This criterion was applied to ensure that the respondents have experienced reading the old version of the Collegian that was used for reference to answer the survey.

*Table 2. Distribution of respondents per year level*

Year Level	Number of respondents
3 <sup>rd</sup>	35
4 <sup>th</sup>	22
5 <sup>th</sup>	3
6 <sup>th</sup> and above	5

## B. Exposure to college publications

### 1. Respondents' frequency of readership of college newspapers

Sixty out of 65 respondents said that they read college newspapers regularly. College newspapers in this question, however, were not limited to the Collegian. Other college newspapers therefore also counted. Five of the respondents said that they have never read a college newspaper.

*Table 3. Respondents' frequency of readership of college newspapers*

	Yes	No	Total
Regularly reads a college newspaper	60	5	65

*2. Frequency of readership of the Collegian among those respondents who read student-publications regularly*

Half of the 60 respondents who read student-publications regularly said that they only read the Collegian once a month, while only 15 respondents read once a week. Seven respondents said that they read twice a month while only three read once per semester. Five respondents gave other answers. These include ‘whenever they feel like it’ and ‘whenever they have time to pick up an issue,’ among others.

*Table 4. Frequency of readership of the Collegian*

	Number of readers
Once a week	15
Twice a month	7
Once a month	30
Once per semester	3
Others	5
Total	60

*3. Frequency of readership of the Collegian among those respondents (categorized by year level) who read student-publications regularly*

For each year level, the category of once a month always obtained the highest number of votes. The category of once a week garnered the second highest number of votes for both third year and fourth year students (eight and six votes respectively). Only three third-year students answered once per semester

*Table 5. Frequency of readership of the Collegian per year level*

	3 <sup>rd</sup> year	4 <sup>th</sup> year	5 <sup>th</sup> year	6 <sup>th</sup> year and above	Total
Once a week	8	6	0	1	15
Twice a month	5	1	1	0	7
Once a month	15	10	1	4	30
Once per sem	3	0	0	0	3
Others	1	3	1	0	5
Total	32	20	3	5	60

### C. Preferences

#### *1. Content*

##### a. Types of stories/sections in the Collegian as preferred by the respondents

Among the choices for preferred types of stories in the Collegian, news still got the highest number of votes (52 out of the 65 respondents voted for this). Opinion, feature and entertainment stories followed with 42, 38 and 35 respondents voting for them respectively. The other types of stories failed to get at least 50 percent of the votes from the respondents. Other types of stories that were mentioned by the respondents but were not included on the list were those pertaining to games and fashion.

*Table 6. Types of stories in the Collegian as preferred by the respondents*

Type of story	Number of votes
News	52
Opinion	42
Literary	32
Feature	38
Science and Technology	31
Sports	28
Entertainment	35
Comics	27
Others	2

b. Incorporation of local (university-wide) and national news in college newspapers

The UP Collegian has been known to cover national news. However, 16 respondents answered that they don't want to see national news in college newspapers. Forty nine of the 65 respondents, though, still wanted to see news about national issues in college newspapers.

*Table 7. Incorporation of national news in college newspapers*

	Yes	No
Do you want to see national stories in a college newspaper?	49	16



c. Ratio of local news to national news in the Collegian

Among those who wanted to see national news in college newspapers, many chose to have more local stories than national ones, and not the other way around, in the Collegian. The results of the survey say that most students would prefer to have an equal number of local and national stories, or more local stories than stories that talk about the issues outside the university, in the Collegian.

*Table 8. Preferred number of localized stories in the Collegian*

LOCAL	1 story	2 stories	3 stories	4 stories	5 stories
Number of respondents	4	4	23	14	7

*Table 9. Preferred number of national stories in the Collegian*

NATIONAL	1 story	2 stories	3 stories	4 stories	5 stories
Number of respondents	13	8	25	2	4

## 2. Design

a. Color scheme of the Collegian

Forty-five out of 65 respondents chose to have colors associated with UP, maroon and green, as the official colors of the Collegian. Fifteen respondents did not want the Collegian to stick with the university's colors and opted to have a varied color scheme per issue. Only five respondents preferred the old color scheme of the Collegian, which consists of the color red. Other answers given by the respondents were blue, orange and yellow.

*Table 10. Preferred color scheme in the Collegian*

	Number of votes
UP Colors (maroon and green)	45
Red (old color scheme)	3
Varies per issue	15
Others: (blue, doesn't matter, etc)	2
Total	65

b. Comparison between the new and old Collegian

The comparison between the old and the new Collegian yielded results that are favorable to the latter. In almost all categories, the new Collegian was preferred to the old version. In the layout category, the new Collegian had 44 votes compared to 20 of the old. In the proximity of elements, the new Collegian had 37 votes while the old had 26. The new Collegian had 52, 39 and 43 votes as compared to the old version with 13, 25, and 20 in the categories of usage of color, images, and use of lines and shapes respectively. Content is the only category where both obtained 29 votes.

*Table 11. Preferences: the old versus the new Collegian*

	Old	New	Other Layouts	Difference (New-Old)
Layout	20	44	1	24 (44-20)
Proximity of elements	26	37	2	11 (37-26)
Usage of color	13	52	0	39 (52-13)
Images	25	39	1	14 (43-20)
Use of lines and shapes	20	43	2	13 (43-20)
Content	29	29	7	0 (29-29)

## D. Stand

### 1. Student preferences of the stand of the Collegian to people in power

With regard to the stand of the Collegian on issues involving the national government and university officials, 15 respondents would like the student-publication to have a more neutral approach. This is huge compared to 12 respondents who prefer the Collegian to have a more anti or critical approach to people in power. Only two respondents wanted the publication to exhibit a stand in support of people with authority.

*Table 12. Respondents' preferred stand of the Collegian to people in power.*

	Anti	Neutral	Pro
Preferred stand	12	51	2

### 2. Preferred tone of stories, local and national, in the Collegian

Even though the majority of respondents wanted the Collegian to have a neutral stand toward people in power, 30 respondents still wanted the student-publication to reflect a more critical stand in issues. Twenty five of the respondents wanted the Collegian to contain stories with a more constructive approach to such. No one wanted a supportive feel in the student-publication's approach to problems, while 10 wanted a neutral/informative approach to these.

*Table 13. Preferred tone of stories in the Collegian*

	Critical	Constructive	Supportive	Neutral
Preferred tone	30	25	0	10

### E. Frequency of release of the Collegian

Seventy-two percent of the respondents or a total of 47 respondents preferred to retain the current frequency of release of the Collegian, or once a week. Thirteen respondents preferred that the student-publication be released twice a month. Three respondents wanted the student-publication to be released once a month, while two respondents wanted a more frequent release of the same, or two issues a week.

*Table 14. Preferred frequency of release of the Collegian*

	Everyday	1x week	2x month	1x month	2x week
Preferred Frequency	0	47	13	3	2

### F. Students' preferences with regard to an online version of the Collegian

Only four respondents do not want an online version of the Collegian. A common reason is that they do not think that this is necessary. However, 61 respondents wanted the Collegian to have an online version to facilitate sharing, improve access, and to help the environment.

*Table 15. Respondents' preferences with regard to an online version of the Collegian*

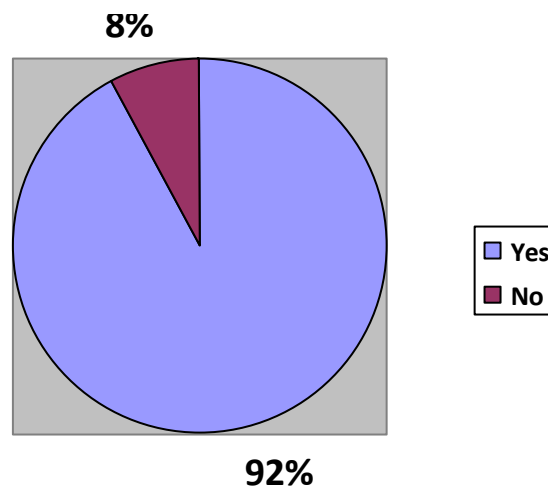
	Yes	No
Online version of the Collegian	61	4

## VII. SUMMARY AND CONCLUSION

### A. Exposure to college publications

The study discovered that a high percent of the respondents, or 92%, are still regular readers of college newspapers. College newspapers are not limited to the Philippine Collegian but include other newspapers produced by the university administration and the different colleges of UP, and those produced by other universities.

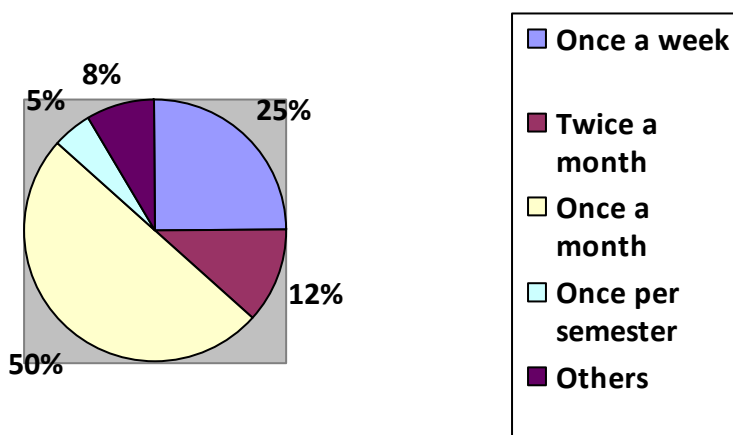
Figure 4. *Percentage of students who read college newspapers regularly*



Of those who read college newspapers regularly, half said that they only read the Collegian once a month, while only 25 percent of the overall number of respondents read once a week. The behavior exhibited by this small percentage is in line with the current frequency of release of the Collegian, which is once a week. The remaining 25 percent of the respondents

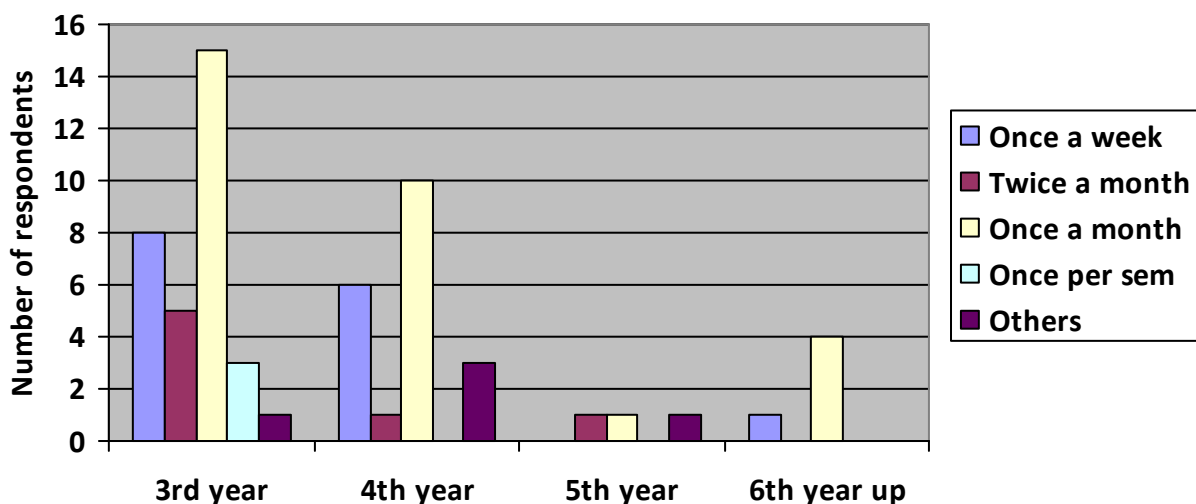
were divided and said that the publication should be released either twice a month, once per semester, or others.

Figure 5. *Frequency of readership of the Collegian among those respondents who read college newspapers regularly*



The same trend of readership can be observed if year level of the respondents is taken into account. There are fewer students who read the Collegian once a week as compared to the number of those who read it once a month. However, there are more third and fourth year students who read the student-publication once a week than third or fourth year students who read it twice a month. In the fifth and sixth year student categories, those who read the Collegian once a week and those who read it twice a month garnered almost the same number of respondents' votes.

Figure 6. *Frequency of readership of the Collegian by year level*

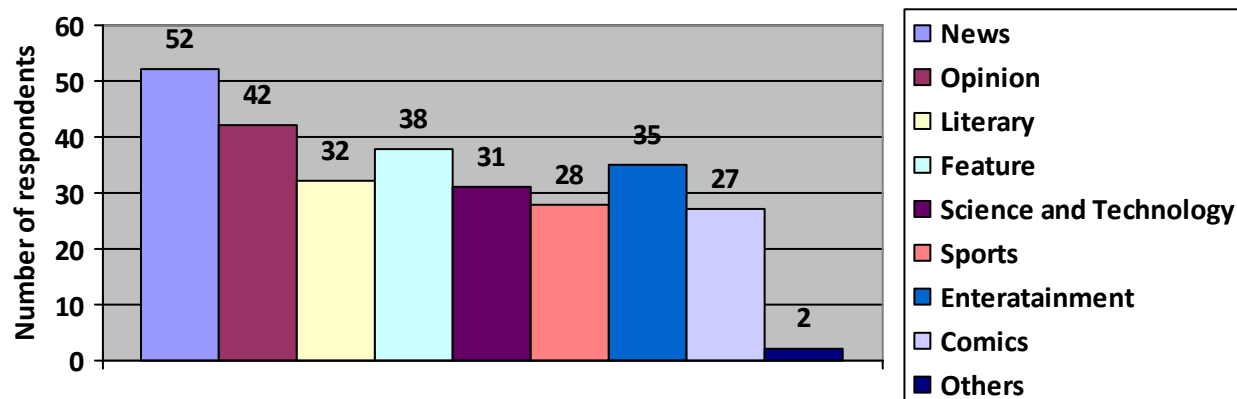


#### B. Content

The study discovered that not all the students wanted to see news in the Collegian. Only 80 percent of the respondents wanted to see this in the student-publication. This is a low figure, considering the fact that news is the essence of Kule. Opinion articles came in second with 65 percent of the total respondents voting for these, while feature articles ranked third with 58 percent voting for the same. These three sections are the core of most college newspapers, including the Collegian.

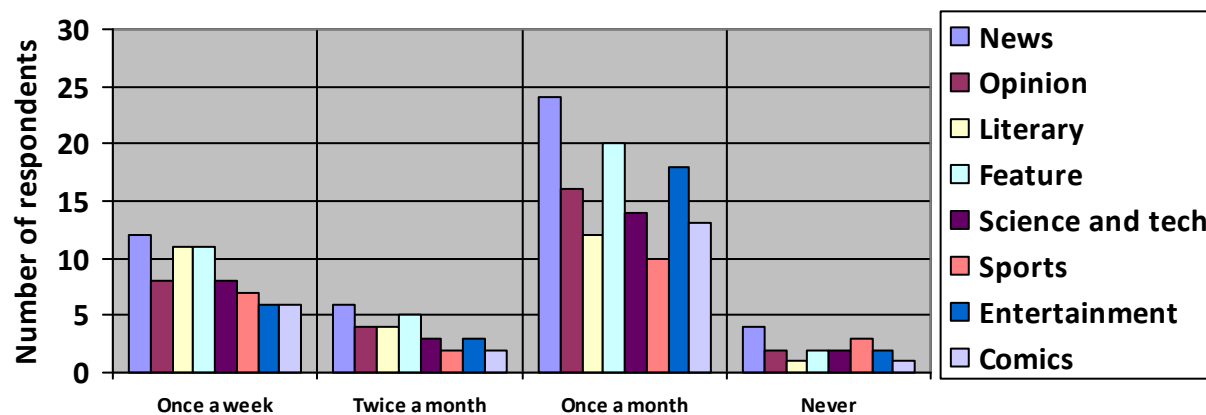
The entertainment section ranked fourth, with 53 percent of the respondents wanting to see this in the Collegian. This section has been nonexistent in the old and new issues of the student-publication. The literary, science and technology, sports, and comics sections followed the entertainment section, with 49, 47, 43 and 42 percent of the respondents voting for them respectively.

Figure 7. *Types of stories/sections as preferred by the respondents of the Collegian*



Most respondents frequently read the news, opinion, feature, and science and technology sections in the Collegian, but there is a decline in the number of respondents who read its literary section. It can also be observed that if a respondent's frequency of readership of the Collegian is less, it is the entertainment and sports sections that he or she mostly prefers to see in the Collegian.

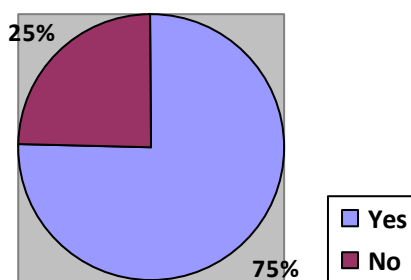
Figure 8. *Students' preferred types of stories/sections in the Collegian vis-à-vis frequency of readership of the student-publication*





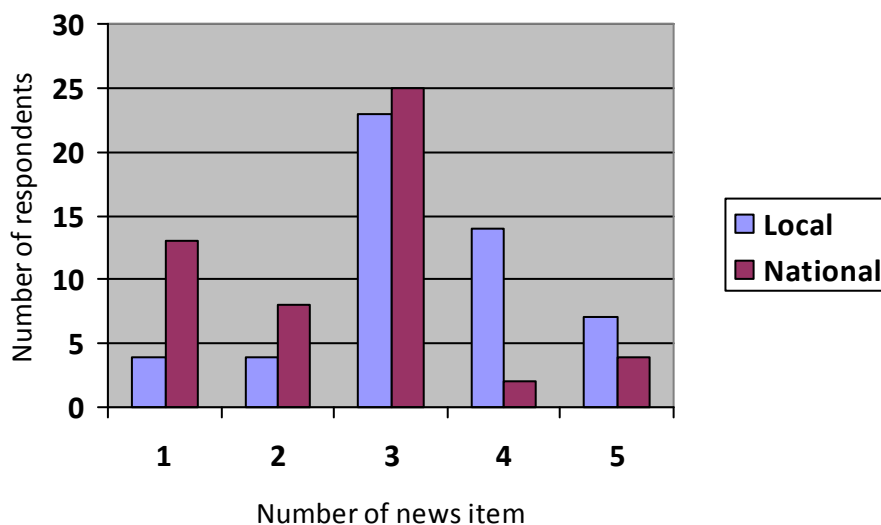
The UP Collegian has been known to cover national events. However, 25 percent of the respondents answered that they would rather not see stories of a national nature in the publication. This translates to one out of four students, and, upon analysis, is considerably high. Among those who wanted to see national stories in the Collegian, many chose to see more localized articles than national articles in the publication. The results of the survey say that most students would prefer to see the same number of local stories and national stories, or more local stories than national ones, in the Collegian.

Figure 9. *Incorporation of national stories in the Collegian*



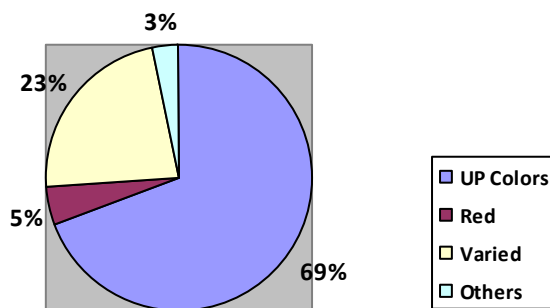
The results of the study reveal that the less frequently a student reads the Collegian, the more he or she does not want to see national stories incorporated in the Collegian. An inversely proportional relationship exists between the frequency of readership of the student-publication and the preferred number of national stories in the Collegian.

Figure 10. Preferred number of local and national stories per issue of the Collegian.



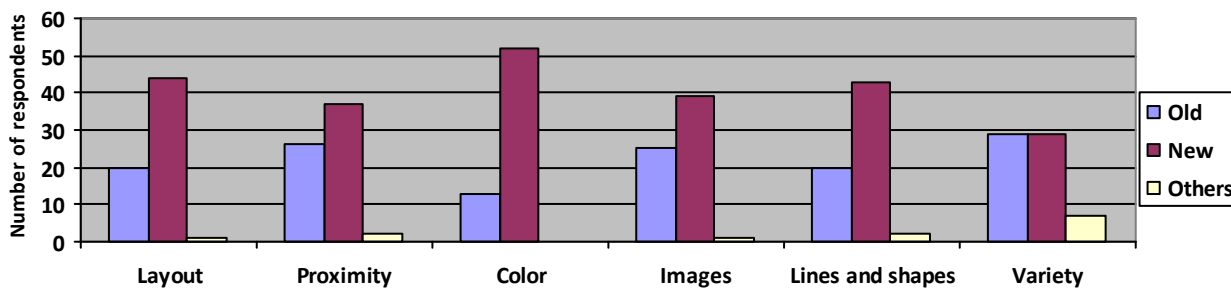
The colors of UP, maroon and green, were the most preferred color scheme for the Collegian of the respondents. It is a normal trend for universities to stick to their colors, even in their college publications, to enhance their identity. For UP though, it was a different case. The Collegian has been adopting a red color scheme for the longest time even if this is not the color of the university. A mere five percent of the respondents wanted the red color scheme for the student-publication. A varied color scheme per issue was the second most preferred option by the respondents. Twenty three percent of the respondents voted for this.

Figure 11. Preferred color scheme of the Collegian



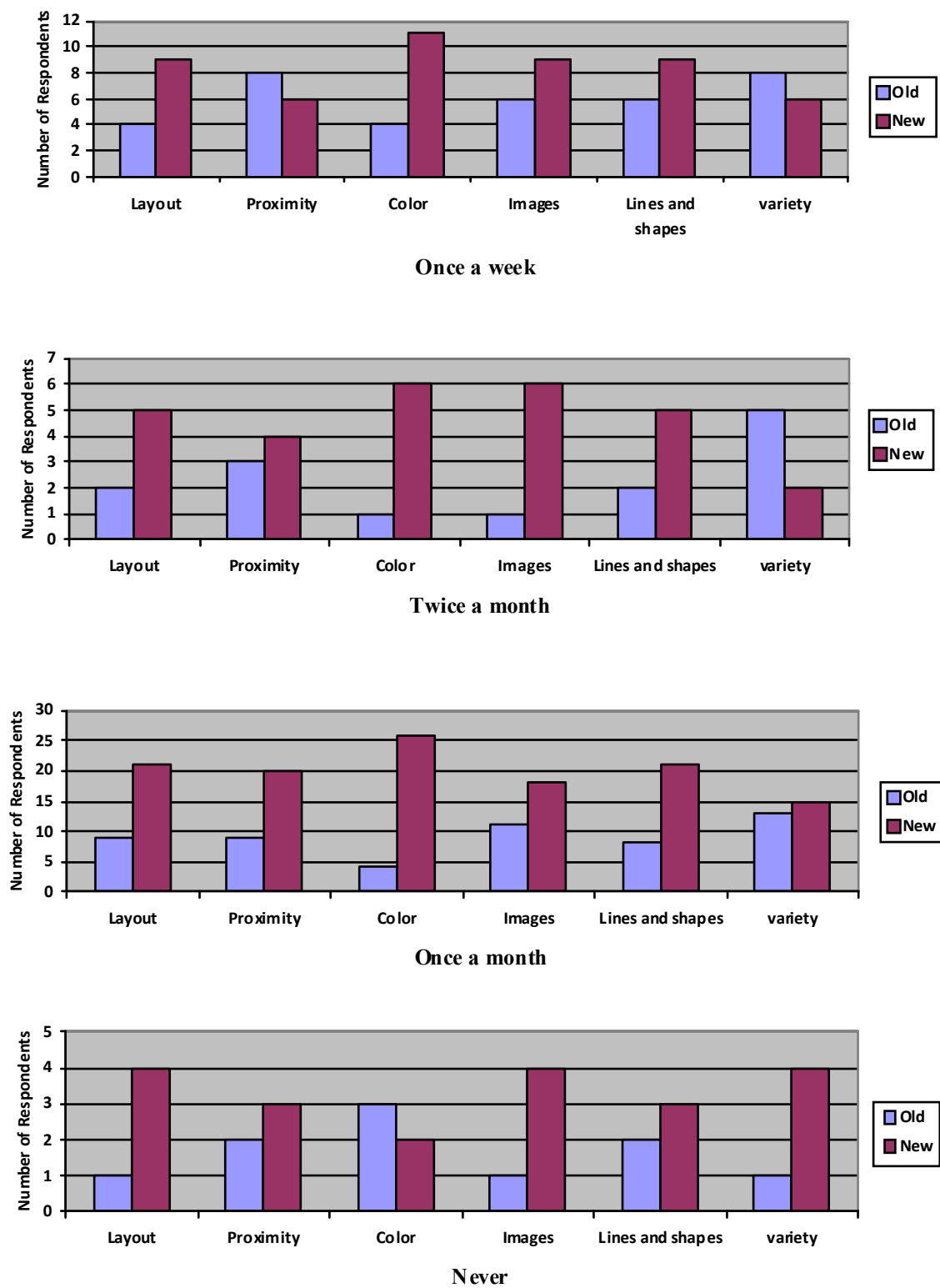
A majority of the respondents preferred the new Collegian in five of six of the categories mentioned. The only category where both garnered the same number of votes was variety in content. The category which had the biggest disparity in terms of votes for both the old and the new Kule was color (the difference was 39 votes). The category of layout comes second (there was a disparity of 24 votes between votes cast for the old Collegian and those cast for the new Collegian).

Figure 12. *Comparison between the old and the new Collegian: student preferences*



Students who read the Collegian once a week prefer the proximity of elements of the old Collegian. Students who never read the Collegian prefer the old color scheme of the Collegian to the new one. Finally, students who read the Collegian frequently prefer the old Collegian when it comes to the variety of stories.

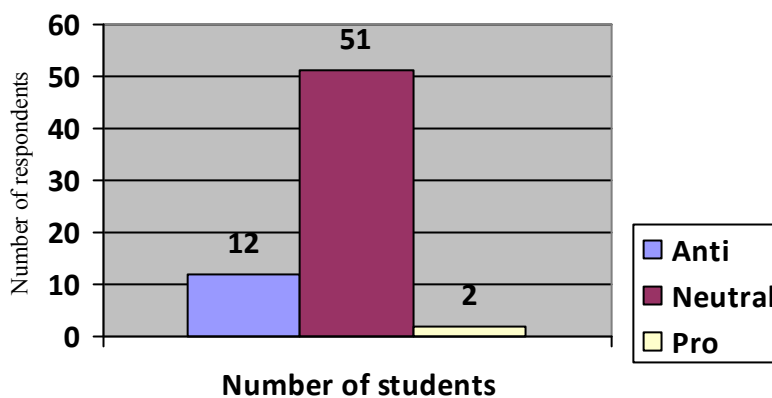
Figure 13. Comparison between the old and the new Collegian vis-à-vis frequency of readership of the Collegian



### C. Stand

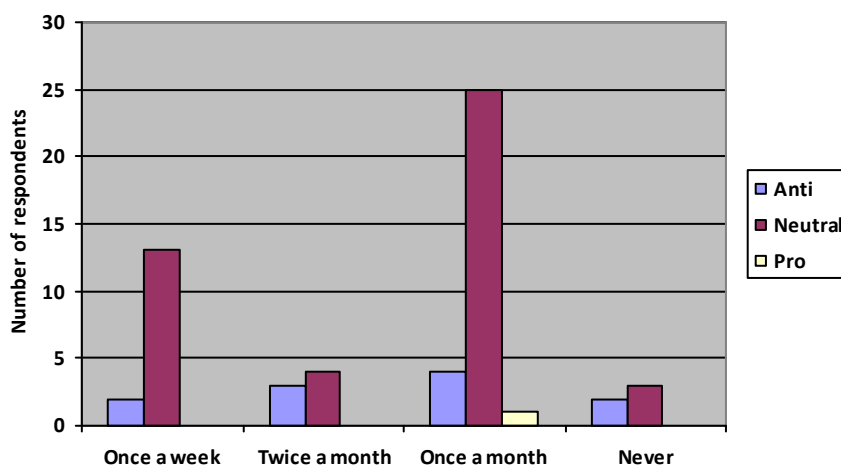
Seventy eight percent of the students would like the Collegian to have a more neutral approach to the people in power in the national government and the university. This is a huge figure compared to the 18 percent of respondents who want the student-publication to have a more anti people-in-power stand.

Figure 14. *Students' preferred stand of the Collegian to people in power.*



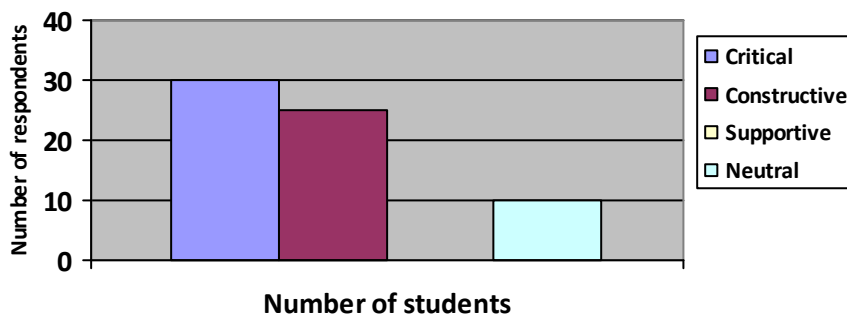
The figure shows that the more one frequently reads the Collegian (once a week), the more he or she prefers the publication's stand to be against people in power. Most of those who said they read the Collegian only once a week, however, also want the Collegian to be against the people in power. The study shows therefore that there is no direct relationship between the exposure of the students to college publications (and the Collegian) and their preferred stand of the Collegian to people in power.

Figure 15. *Students' preferred stand of the Collegian vis-à-vis frequency of readership of the Collegian*



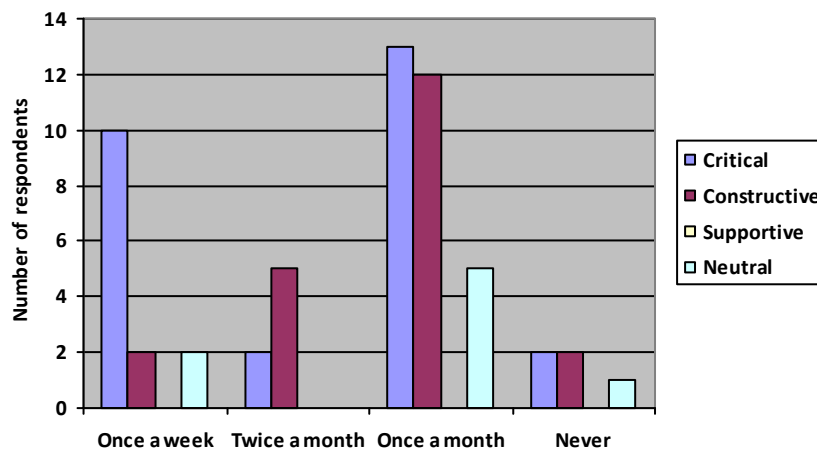
Most of the respondents want the Collegian to have a non-neutral approach to issues. Forty-six percent of the respondents prefer that the Collegian approach problems with a critical tone. Thirty-eight percent of the respondents wanted to see a constructive approach to issues while only 16 percent prefer the student-publication's approach in a neutral tone.

Figure 16. *Preferred tone of stories in the Collegian*



Results show that a high percentage of students who read the Collegian more frequently prefer to see the publication exhibit a more critical approach to issues.

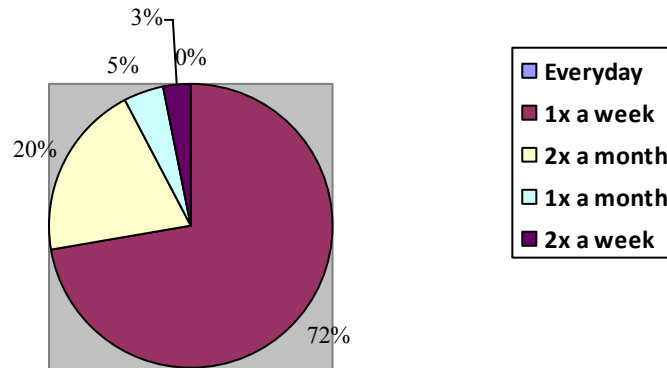
Figure 17. *Preferred tone of news in the Collegian vis-à-vis frequency of readership of the student-publication*



#### D. *Frequency of release of college newspapers*

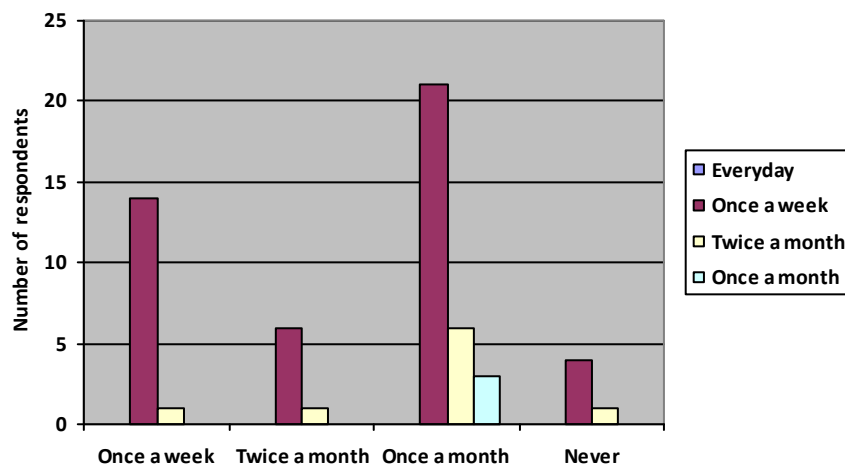
The current frequency of release of the Collegian is once a week. This study reveals that most of the respondents prefer this mode of release. Only twenty-five percent of the respondents, however, read once a week.

Figure 18. *Students' preferred frequency of release of the Collegian*



The results of the study also show that the preferred frequency of release of the Collegian is directly related to the students' frequency of readership of the Collegian. Those who prefer a less frequent release of the publication (once a month) are those who never read it.

Figure 19. *Preferred frequency of release of the Collegian vis-à-vis regularity of readership of the student-publication*

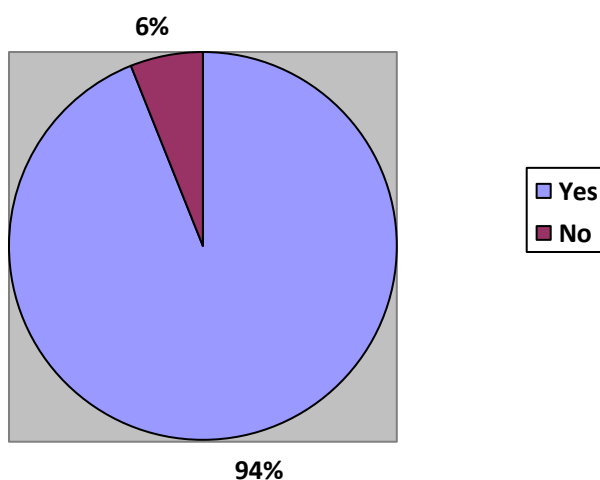




### E. Student preferences with regard to an online version of the Collegian

There is a huge disparity between the number of respondents who would like an online version of the Collegian and the number of those who would not like such.

Figure 20. *Student preferences with regard to an online version of the Collegian*



### F. Conclusion

The general preferences of UP students for a student-publication are similar to those of teenagers in Metro Manila. Aside from wanting to see the usual news, feature and opinion articles, among others, found in college publications in the Collegian, UP students would like to see soft news, which include those relating to sports and entertainment, among others, in the same. UP students, therefore, want articles that are lighter in nature and that are fun to read.

It was clear in the results that the majority of UP students still want to read about national issues, especially those concerning the educational system in the country, in the Collegian. A

small number of these types of stories is expected per issue, however. Students prefer to read localized stories, or articles about or relating to the university, to stories about or relating to the country.

The new Collegian was preferred to the old one in almost every aspect except in the category of variety in content. The old and new layout garnered an equal number of votes from the respondents in that category.

The new Collegian, according to the results of the study, exhibits a more modern layout compared to the old one. This means that the current Collegian appeals to the students of the university, who are now very modern in taste and are media-savvy.

The level of exposure of UP students to the Collegian bears a significant effect on the preferences of UP students in the student-publication. Students who read the Kule less frequently prefer to see lighter stories (i.e. entertainment and sports) in the publication. This may be the case because the less exposed a student is to the Collegian, the more he or she associates it with normal newspapers or tabloids that contain an entertainment section.

The level of exposure of the respondents to the Collegian also greatly affects the preferred stand of the student-publication toward people in power. Students who read the Collegian more frequently want the student-publication to have a critical approach to the people with authority, while majority of the respondents wanted Kule to have a generally neutral stand on people in power. The results, it can be said, are reflective of the general attitude of UP students. The university that was once filled with radical activists during the Marcos regime now houses a student body that is well-diverse.

The Collegian's frequency of release (weekly) is in line with the preference of the students. There is a low number of respondents that reads once a week. At the same time, the

study found that the most preferred frequency of release of the Collegian is also once a week. This is a good sign: students in the collegiate level still want to see Kule around.

Most of the respondents wanted to see an online version of the Collegian mostly for easier sharing of information with friends and improved access to the publication. The preference for the online version was not to replace the print version.

## VIII. IMPLICATIONS AND RECOMMENDATIONS

This study about the preferences of students for a college publication will soon be insignificant because of the fast-changing pace of technology and culture that dictates the taste of consumers. However, in the study of media evolution, this research will be integral in understanding the changes the Collegian went through. It is a crucial body of work that highlights the changes in the University, specifically the changes in the preferences and tastes of the students.

The use of the survey method to generate data in this study shows that the research was user-oriented. An interview, however, with the current editorial board, would have allowed the researcher to understand the real reasons behind the Collegian's choice of layout and design. This would have determined if the needs and expectations of consumers are indeed given a priority in these decisions.

One of the findings of this research pertains to the relationship between exposure to the Collegian, and the preferences of the consumers with regard to certain aspects of the student-publication. It will be beneficial for future researchers to venture into and focus on this hypothesis.

The results of this study should benefit the current and future editorial board of the Collegian. It will help it in developing a new plan to capture a new breed of students that is more media-savvy.

Some practical solutions to increase the readership of the Collegian would be to modernize the layout of the newspaper by applying more spaces between the elements and adopting a more varied color scheme. Sustaining the critical tones of stories as regards the issues

tackled is essential to the students. Finally, an up-to-date website of the student-publication will entice more students to read the Collegian.

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APPENDIX A

Sample front page of the old Philippine Collegian





APPENDIX B

Sample front page of the new Philippine Collegian

New  
Number of students applying for tuition loans highest in 21 years—Page 4

# Kulê

Philippine Collegian  
Opisyal na lingguhang  
pahayagan ng mga  
mag-aaral ng Unibersidad  
ng Pilipinas - Diliman  
3 Agosto 2011  
Tomo 89, Blg. 8



## DBM slashes P11.5B from proposed 2012 UP budget

50 SUCs to sustain cuts in gov't subsidy next year

**Marjohara Tuca**  
UP deserves only a third of the actual needs of its seven constituent units and the Philippine General Hospital (PGH) for next year, according to the Department of Budget and Management (DBM) in its National Expenditure Program (NEP) submitted to Congress last July 26, DBM slashed UP's P17-billion budget proposal for 2012 by P11.5 billion or almost 68 percent, bringing the total allocation for UP next year down to P5.54 billion. This is a 36 percent or P208.2 million decrease from the current P5.75 billion budget of the university. UP submitted a proposal that contained 47 priority projects which reflect the university's urgent needs, such as additional funding for operating expenses and construction of buildings. But DBM did not approve even one of the projects and instead even cut the budget for next year.

UP Student Regent Kristina Conti said, "Apart from UP, 49 other state universities and colleges (SUCs) in the country will also sustain cuts in their budget next year. The total budget for the 110 SUCs next year has also decreased by P142.4 million, to P21.89 billion from the current P22.04 billion." "Strike two na ito ng rehimg Aquino. Noong nakaraang taon, kinalatan na nila ang badyet ng SUCs, at ngayon, ang maliit na ngang subsidyo ay babawasan pa ulit," said Vanessa Faye Bolibol, secretary general of the National Union of Students of the Philippines.

**Breaking down reality**  
Terminal Cases  
Defin Mercado



The world is not real, a top British scientist has revealed recently. According to Professor Bruce Hood, what we perceive as real is an illusion crafted by our brains. We are fooled by our minds to believe that we see a vast array of things, but at any given time, Hood explains, we only see a fraction of the world, and our minds compensate and fill in the part we cannot see. He just confirmed what I believed in for so long. Everything is an illusion, and there is no single reality. What we have, rather, are negotiated truths—we confirm the validity of our perceived realities by comparing it with what other people believe in. If we are foolish enough to believe only what our minds conjure for us, well, then we're only fooling ourselves. Take President Benigno Aquino III. His state of the nation address is a blown-up illusion of the country's condition—it is his own version of truth, a feel-good story to compensate for what he cannot see, or rather what he dares not look at. He speaks of progress and development, a Philippines veering away from poverty due to his efforts in governance. He looks at destitution in the face, and tells us that that what he sees are grateful faces. When he picks up his gaming console in the morning, he thinks that he's working for the future of the Filipino people. Take Gloria Arroyo. She looks in the mirror at night and tells herself, "I served my country well," and sleeps soundly. Though she is aware of the spate of anomalies she has left behind and the country that she left in shambles, she wakes up every day with a clean conscience. Because in her reality, she did the Philippines a great favor when she sidestepped in Edsa a decade ago and took over the presidency. In her reality, she did nothing wrong, it was all for the betterment of the country. When she opens the newspapers in the morning, most of the time she could not understand why the papers scream of "untruthful" headlines: "A bunch of ingrates," she would murmur, and would start styling her hair. Take Jovito Palparan. He walks into the Department of Justice and proclaims that he would speak of the truth and nothing but the truth. He then denies involvement in the spate of extrajudicial killings and human rights violations committed under the counterinsurgency program Oplan Barrio Laya. He would look at the mothers of missing UP students Karen Empeño and Sherlyn Cadapan in the eye and would deny all their allegations. For Palparan, all he did was serve the country to which he dedicated his life as a soldier. If serving the country meant killing innocent civilians, it didn't matter. He was just doing his job. When asked what the recent cases filed against him were doing to him, he would respond, in the most lugubrious manner, "Disturbance." When people fail to negotiate their realities with others, they remain trapped in their self-created worlds and distorted realities.

Artwork by Marianne Rios

News 3 >>>

**Pagbisita sa mga lunan ng tunggalian**  
Lathalain Pahina 8-9

**Sa bangit ng kamatayan**  
Editorial Pahina 2

**Mga bagay na ipinagbabawal ngunit minamahal**  
Kultura Pahina 6-7





## APPENDIX C

## Sample back page of the old Philippine Collegian

Philippine Collegian  
Tomo 87 - Bg 15  
Martes, 13 Okt. 2009

**Opinyon 12**



Nico Zapanta

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## KATUWANG SA KABALINTUNAN

Editorial

**P**alapas na ang semestre ngunit magpapatuloy ang siywang dilot ng pagpapabaya ng pamahalaan sa tungkulin nito sa edukasyon ng kanyang mamamayan.

Kasalukuyang dinidinig sa kongreso ang panukalang badyet ng mga state universities and colleges (SUCs) para sa taong 2010. Nakagulangatang ang mga datos at numerong inihain sa kapulungan: mahigit tatlong bilyong piso ang ibabawas ng pamahalaan, mula P24.23 bilyon tungo sa P21.03 bilyon, sa pangkalahatang pondo ng mga SUCs sa buong bansa. Sa Unibersidad ng Pilipinas pa lamang, mahigit dalawang bilyong piso ang mawawala, mula sa P7.33 bilyong pondo nito para sa 2009, tungo sa P5.28 bilyon sa susunod na taon.

Sa kabuuan, mahigit sa 99 porsyento ang ibabawas sa capital outlay, o pondong ginagamit sa pagpapatay ng imprastraktura. Sa UP, P280 milyon ang ibabawas sa pondo para sa pagpapatay ng buong unibersidad.

Sapat tong dahilan upang magtungo sa kongreso ang mga kabataan upang irehistro ang kanilang pagtutol sa panukalang badyet na ito. Ngunit sa halip na pakikangan, sinalubong sila ng water canon na pinakawalan ng mga sundalong guwardiya sa kongreso.

Hindi na bago ang mga ganitong iskema.

Patunay lamang ang mga ito sa patuloy na pagtalikod ng pamahalaan sa kanyang tungkulin na biyenan ng kalidad na edukasyon ang kanyang mamamayan.

Nakasaad na mismo sa mga programa ng pamahalaan, ang Medium Term Philippine Development Plan (MTPDP) at Long Term Higher Education Development Plan (LTHEDP), ang unti-unti nitong pagbitaw sa kanyang pananagutan sa edukasyon. Nilalayon ng MTPDP na magpasa ng mga polisiyang magpapatibay sa kakayahan ng SUCs na kumita ng sarili nilang pera, samantalang balak naman ng LTHEDP na bawasan ang bilang ng mga SUCs sa bansa pagdating ng 2010.

Samantala, sa halip na tutulan, tila kaagapay pa ng estado ang mga administrayon ng mga SUCs sa pagpapatupad ng mga polisiyang ito. Sa UP, idinadahlilan ng administrayon ang tulak ng pangangailangan bilang dahilan sa patuloy nitong pagpapasa ng mga represibong polisiya. Taun-taon bumababa ang pondong inalalaan ng pamahalaan para sa edukasyon, kaya't nararapat lamang umanonog tulungan ng pamantasan ang kanyang sarili upang maipagpatuloy ang kanyang pinangangailangan ng reputasyon ng karunungan at kahusayan.

Gayunman, kabalintunaan na ituring na pagsalba sa sarili ang pagpapahirap sa mga dapat nitong pinagsisilbihan.

Sa gitna ng pagtutol ng mga estudyante, pinilit ng administrasyon ng UP ang pagpasa ng 300 porsyentong pagtaas sa matrikula noong 2006. Sinundan pa ito ng sunod-sunod na pagpapatupad sa mga patakaranang tuwirang tumutungo sa komersyalisasyon ng edukasyon: pagtaas ng lab fees sa iba't ibang kolehiyo, dadag na bayarin sa paggamit ng mga pasilidad ng unibersidad, at ang pagpapapa sa mga lupain nito sa mga pribadong negosyo.

Lalo lamang binibigyan ng mga ganitong patakaran ang gobyerno ng dahilan upang ipagpatuloy ang tuluyan nitong pagtalikod sa kanyang pananagutan sa edukasyon ng kanyang mamamayan.

Sa isang pahayag, ipinaliwanag kamakailan ni Budget Secretary Rolando Andaya Jr., na hindi nangangahulugan ng pagpapabaya sa edukasyon ang pagbawas sa badyet ng SUCs. Aniya, "certain laws allow SUCs to receive donations and contributions and to retain their income generated from tuition fees and other charges." Sa madaling sabi, sapagkat may kakayanan naman ang mga SUCs na kumita, maaari nang bawasan ng gobyerno ang inalalaan nitong pondo para rito.

Subalit buktod na lohika ang nasa likod ng kaisipang ito. Hindi solusyon ang komersyalisasyon sa bumababang pondo sa edukasyon, at lalong hindi ito katwiran upang tuluyang talikuran ng estado ang tungkulin nito.

Sa madaling sabi, sa bawat ipinapatay at panibagong pagtaas sa matrikula, lab fees, at iba pang bayarin; sa bawat paglalako ng pamantasan sa kanyang mga lupain at iba pang ari-arian; at sa patuloy na pagsang-ayon nito sa mga patakaran sa edukasyon ng pamahalaan, lalo lamang binabansa ng administrasyon ng UP ang pamantasan sa mas malalim pang hukay ng kawalang katiyakan.

Ito ang nararapat at napapanahong mawawalan ng administrasyon ng unibersidad na hindi ang mga pangmadaliang solusyon ng komersyalisasyon ang angkop na maging tugon sa kapabayaang ng pamahalaan.

Sa halip, nararapat nating balikan ang tunay na ubong ng pagiging Unibersidad ng Bayan - bilang isang pamantasan na ipinanday sa mithing makapagalingkod sa mga mamamayan.

At sa ganitong pagtatakd, hindi natin maaaring isuko ang paninigil sa pananagutan ng pamahalaan. □

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**PHILIPPINE COLLEGIAN** | OPISYAL NA LINGGUHANG PAHAYAGAN NG MGA MAG-AARAL NG UNIBERSIDAD NG PILIPINAS • DILIMAN

**PUNONG PATNUGOT** Om Narayan A. Velasco • **KAPATNUGOT** Larissa Mae R. Suarez • **PATNUGOT SA LATHALAIN** Ma. Rosa Cer M. dela Cruz • **PATNUGOT SA KULTURA** Mirkaela Z. Villalon • **PATNUGOT SA GRAPICS** Janne Rae T. Gonzalez • **TAGAPAMAHALA NG PINANSTRA** Dianne Marie E. Sayaman • **MGA KAWANI** Maria Bianca B. Bonjibod, Pauline Gidget R. Estella, Chris Martin T. Imperial, John Francis C. Loasaria, Archie A. Ocelos, Mica Ana Estrella S. Polinario, Jan Marcel V. Raguza, Marjohara S. Tucay, Nicolo Renzo T. Villarete • **PINANSTRA** Amelyn J. Daga • **SERKULASTON** Gary Gabales, Ricky Icawal, Amelito Jaena, Glenario Omamalin • **MGA KATUWANG NA KAWANI** Trinidad Basilan, Gina Villas • **PANUKATAN** Silid 401 Buwagang Vinzonos, Unibersidad ng Pilipinas, Diliman, Lungsod Quezon • **TELEFAX** 9818500 lokal 4522 • **EMAIL** kule0910@gmail.com • **WEBSITE** collegianews.multiply.com • **KAAPAT** Solidaridad - UP System-wide Alliance of Student Publications and Writers' Organizations • College Editors Guild of the Philippines



# APPENDIX D

Sample back page of the new Philippine Collegian

**Kulê**  
The Back Page

Habang patuloy ang pag-iingay ng "wang-wang" ni Aquino sa kanyang ikalawang State of the Nation Address, patuloy rin ang pag-iingay ng taumbayan sa pagrehistro ng kanilang galit sa administrasyong inutil. Bitbit ang bandila, streamer, props, pati na rin ang sari-saring pasanin, dumagsa ang taumbayan sa lansangan upang basagin ang ilusyon ng kaunlaran at busalan ang bibig na nag-iingay sa Batasan. Sa gitna ng protesta, inaasahan ang pagbibingbinghan ng pamahalaan. Kuha nina Chris Martin Imperial, Richard Jacob Dy, Aironel T. Abarra, Gillian Salvador at Pauline Balba

## Taingang kawali

NARING NA  
NAMIN YANE



# APPENDIX E

## Sample opinion page of the old Philippine Collegian



Martes, 13 Okt 2009

### Opinyon

## TULONG KABATAAN! Paglingkuran ang sambayanan.

Get free publicity! Email us your press releases, invitations, etc. DON'T TYPE IN ALL CAPS and, go easy on... the punctuation! Complete sentences only. Don't use 1st language pls. Please provide a short title. Be concise, 100 words maximum.

We welcome questions, constructive criticism, opinions, stands on relevant issues, and other reactions. Letters may be edited for brevity or clarity. Due to space constraints, letters must have only 400 words or less. Send the letters to [kule0910@gmail.com](mailto:kule0910@gmail.com).

on "calamity fund" ay ibinalula ni Gloria. At ang detector ng bagyo na kelangan ng PAG-ASA, katubas ng pamasahs sa isang araw na byahs ni Gloria.

Higit na nalantad ang kainutlan ng guberno sa pagtugon sa mga nasalanta mamamayan. Lalong naramdaman ang epekto ng koruppsyon. Pmgassamantalan pa ng ilan ang pagkasra ng bahay ng mga maraltang lungod para tuluyon silang palayasin sa kamikailang lugar.

Bakit ganito katindig ang ating naranasan?

Sabi ng iba ay pinagbabayaran lang natin ang paglapastangan sa kalikasan. Pero bakit mayroon ang mga babayaran sa kamalalan ng ilan? Ang mga gubat na pangoota baha ay imbos ng dayuhang korporasyong pang-mina at mga sindikato ng illegal logging. Ang matitinding polisyon ay produkto ng malalaking kumpanya. Nasira ang kalikasan para maging kita ng ilan sa ilalang ng proteksyon ng guberno. Kadalasan pa, mga opisyal ang mismong nasa likod ng



sumikap tumulong sa kanyang kapwa. Dati na itong ginawa sa mga matagumpay na pakikibaka ng mamamayan. At muli itong pinatunayan sa nagdaang bagyo.

Subalit kailangan patasins ang kasalukuyang dulong ng bolunterismo. Ang pag-asa at alwan ng mga naghihikahos ay matityak lamang sa isang lipunang tunay na malaya at pantay-pantay. Isang lipunan na handang humarap sa mga trahedyang nang sama-sama at may kakayahang mangalaga sa kalikasan --mga bagyo na hindi kayang gawin sa kasalukuyang sistema.

Sa pamamagitan ng sama-samang pagkilos, makapanalig ang taumbayan sa trahedyang dulot kapwa ng kalikasan at ng mga mapagsamantalangisid sa kapangyarihan. Mamamayan ang tunay na mapagpasiya.

**REGENTS' FORUM ON COLA**

The offices of the faculty, staff and student regent invite every one to attend "Kumusta na ang ating Back COLA?", a forum on demands to increase the cost of living allowance. This will be held on October 15, Thursday at the CM Recto Hall from 1:30 to 5 pm. Speakers are UP Law dean Myrc Leonon and UP vice president for legal affairs Theodore Te, with a special message from retired justice Artemio Panganiban.

**PETA FORUM AND PLAY**

The Philippine Educational Theater Association (PETA) believes that theater can be used to inform, influence and inspire. In this light, PETA presents "Si Juan Tamad, ang Diyablo at ang Limang Milyong Roto," a play on voters education written by award-winning playwright Vincent A. de Jesus, and directed by Phil Noble. The vaudeville-styled musical will be staged on October 14 or 15, at 9:30 am (for) and 2:30 pm (for play and sign-ups) at the PETA-Pharma Theater in Quezon City.

It will happen back-to-back with live sign-ups, performances, live registration for the elections and a special forum on "The Role of Language, Media and Education on Cultural and National Development."

See you there!

**SURRENDER**

The UP School of Economics Ad Hoc Team proudly brings you a night of free flowing drinks and hip hop beats...Feast your eyes on sexy models in skimpy lingerie...

It's going to be HOT. It's going to be STEAMY. It's going to be WILD. Are you going to be NAUGHTY or NICE? On October 22, you don't have to choose!

GIVE IN TO BOTH SIDES AND SURRENDER at the The Penhouse, Manor Superclub, Eastwood City. Supported by The Junior Philippine Economics Society and Philippine Council of Economics Students.

**MAHILIG KA BANG PUMITIK?**

AKYAT NG NG VINZONS RM401 AT MAGAPLAY SA KULE BILANG PHOTOGRAPHER

HANAPIN LAMANG SI CHRIS AT ROMY AT MAKIPAGTITIKAN.

**ALA NA BANG MAHILIG MAG-DROWING SA UP?**

Join the Philippine Collegian's Graphics section! Exams can be taken anytime, 401 Vinzons Hall. Magdala ng portfolio at drawing materials.

Sumali at simulang iguhit ang iyong kapalaran!

**ANAKBAYAN \* LES \* SCMP \* CEGP NUSP \* KARATULA \* KABATAAN PARTLYST**

**SEND IN YOUR OPINIONS AND FEEDBACK VIA SMS!**

TYPE: KULE <space> YOUR MESSAGE <space> STUDENT NUMBER (required), NAME and COURSE (optional) and send to 0908 336509/0927 419 2853

Non-UP students must indicate any school, organizational or sectoral affiliation. WARNING: We don't entertain textmates.

two page ko. Hehe uat thank u Manix for treating ur readers as critical & insightful. 05-11446

Meron akong napunang pagkukulang o misprint sa AFTERMATH, 16th paragraph, the last sentence. 09-29566, Luisa Lloaang

Ahm, comments lng. 1.bad3p ung layout ng pg6-7 at pg10-11, hassle bshin sa labas. 2.sa article ni nelissa marcos: asteeg!! 3.lastly, nkalmutan kong banggitin n sana di ineedit or gmawa ng bong cheer ang pep bago mag clic kc parang ngkmlm at last time pra sa audience partengon. 06-36991 paxhound

**PANAWAGAN**

Pwdeing lagyan nyo ng horoscope kule. hehe 06-66306

**SAGUTAN**

To 09-80043: may klaspikasyon p pla ang pgkatibak.haha boy tibak 03-18492

To 09-80043: Hoy bata kelan mo ba unang nabasa ang kule?ano bang nadatnan mong kule?kung alam mo lang,nilalaman kc rito talga kung ano ang concerns ng students at UP ito,kelangan maging kritikal ka kiddo. intindihi mo ang nilalaman.ha??lakas ng loob mo bata eh. 08-32079

**NEXT ISSUE'S QUESTIONS**

1. Ano ang assessment mo sa Kule nitong 1st sem?
2. Anong gagawin mo ngayong sembreak?

**ANO ANG MASASABI MO SA PAG-TUGON NG GOBERNO SA MGA NASALANTA NG BAGYO?**

regding sa response, iba dpat mhyang gov't kc ms me iniativ p ang mga szdints n znuulng kesa s knle. ginur di ang up admin. gbe nman kc piim b ang zllungan. tska sbi ngkung dw emergency fund. e mzta nman ung trip ni gloria sa u.s. tga nga nman ngkuZing un. 07-19929 Card Slashi ts cs

nakakainsid clal sobrang bgal ng rescue operation. ung mga amphibian vehicles, pinapasakyan lang 4 photo shoot, tapos papababab na yung mga tao. Di man lng ihahatid. p2nay lng na pkitang tao da and it reflects on gmas gov't. 07-46639

sus asal Gobyerno?tutugon? Ewan q lng ang may mgawa cla. sarili lng naman inilic pla. xangne pli bldgt para s dsasters rppnta dn s kawalan. manhid ang gobyerno,khit p gaano kdami ang nasalanta.pkitang tao lng! 08-54853

kahit kailan talaga di natin sila maaasahan. 09-21119

pagtugon ng gobyerno? C kris nga lang dumaidal sa tv ng magdamag para makapalip ng relief goods, tapos gobyerno? Btw, nag apawde ang kingreso ng 2 billion peso budget para sa c-n-con kaya tahimik sila while Ondoy was devastating us. 09-78946 ja, BA CW

ung mayor ng pasig, di mahagilap ang kelan pinakakelangan. tas ung vice nmin nya, s tv pinakita n sumakay p ng raft khit. hnggng 2hod lng ung baha. e ung kapitbah nya ngang buntis naglakid lng, pakshet cla parahol tas eto namang c gilbert teodoro. mister president kuno. E di nga nya nahandia ng maagap ung sitwasyon. natuwa lng ng s knya nung -announce nya n wiang pasok 4 one wk. ambagal nyang kumilos. u suck, m'fren, ur political career s over! asa kping mag2ng president e. 08-69172 dooperlebay

naging masipagis naman ang gobyerno pra mkatulung pero hindi nagng sapat dahil s kakulangan ng pondo., kung isipin, malaki sana ang mgnging tulung ng mga pondong gnamit lng s

pgbyahs ni GMA.. tsaka kung kaya ng mga pulitiko n mglabas ng malaking pera para sa isang engrangendng hapunan, sna gawin dn nla para s mga biktima ng bagyo. 08-52388, bush bear CHE

Did they even make an effective response?? Feeling ko gwaing lng nla ung mga simpleng tugon dhi sa call of duty, and not bec it's from their heart. Tngin ko it's more than the fact that u have to do it, at un ang tmatawag n pagtugon. 09-40648 BA Joun

**KUNG STRANDED KA SA BUBONG DAHIL SA BAHAY, SINO ANG GUSTO MONG SUMAGIP SA IYO AT PAANO?**

Kung stranded ako sa bubong, syempre sna sumagip sken yung crush kong PEP drummer. XD or pwdeing ring kasama ko niang sya stranded sa bubong. Bwahahaha :)) errr :D 09-60479

Kahit sino nal Sa lagay ba namang yon, makakapamil ka pa ba kung si-nong trip mong sumagip sa'yo. Choosy ah. Haha 09-40469, BS Stat.

Isang alien sakay ng super cool spaceship. Tapos dun n kmi s planeta nilang wiang climate change. 08-29914

Abay sempre, ang crush ang c andrew at wla ng iba haha. 06-56209, CHE

C spongebob para laborsol na lahat ng baha, hahahaha kawawa naman cia =D 03-01511

Gusto ko sumagip sa akin ay crush ko na US sa CS, sa wakas ay nag-hi na rin siya sa akin pagkatapos ng lahat ng epal na hi ko sa kanya. Pupunta siya sa bubong at mag-hi sa akin. Tapos, nasa rubber boat na kami nag-uusap. Killig! 08-53168 Enag

**COMMENTS**

May kulang sa nilalaman ng review of d draft of slugfest code. p. 14... 06-02070

Sa buong buhay q nagan lng ang nitouch ng gamito sa isang article. Ela solomon dikramay ng xa family m.naiyak ako. 06-57113

Galing ni Manix, loved his idealistic thoughts on d comics industry. Totoo un, fan parin ako ni Garfield sa my fa-



## APPENDIX F

## Sample opinion page of the new Philippine Collegian

10 • Kulé Opinion

GIDGET ESTELLA

## Spinmeisters\*

**Spin-meis-ter** (sp n m st r) n. Slang a public relations person who tries to forestall negative publicity by publicizing a favorable interpretation of the words or actions of a political party or famous person. (American Heritage® Dictionary of the English Language)

It must have been the test of a lifetime for all the political advisers and the presidential communications group. This was one of the reasons their cunning and literary prowess were purchased for such a price. They must have spent days, weeks, or even months, huddling together, brainstorming, trying to exhaust everything they have tried to put together a report on the state of the nation. It must have been legendarily hard, when they had to make castles out of thin air, grand accomplishments when there are absolutely none.

But of course, somehow, they managed. In President Benigno Aquino III's second state of the nation address (SONA), he claimed that the Philippines is on the road to prosperity. He boasted of increased rice production, better employment rate, successful attempts to eliminate incompetence in the government.

This was the output of Aquino's hardworking spinmeisters. Clearly, they were good enough to give Aquino

something to say in front of the lawmakers and the millions of Filipino people. But clearly not good enough to conceal a glaring fact: there was no real improvement in the first year of Aquino's presidency.

To paint a picture of a robust economy, the spin doctors carelessly plucked figures from government data, gave it a twist, and used them to support their "all is well" thesis. First, government data in itself is dubious, for the administration has been notorious in recalibrating methodologies to come up with acceptable results. For instance, as per government definition, a person is living below the poverty line if his family income is P46 per day. Everyone knows that only a 1.5 liter of Coke can be bought with P46.

Second, the nuances of the data were omitted, especially if they make a difference. The spinmeisters were skillfully selective in this process. According to the SONA, 1.4 million new jobs were generated but never mentioned that 1.2 million people were also added to the labor force, and that around 829,000 people were added to the underemployed statistics. The people do not need to know that the additional jobs were more than offset by the surge in the unemployment and underemployment.



**For a chief executive reporting the state of the nation to the people, lying is unforgivable**



Figures were taken out of context, small accomplishments were blown out of proportions. Add more paragraphs in establishing Aquino's moral ascendancy through the badly thought-out metaphor of "wang-wang". Steer away from Waterloo issues such as land reform. And so we have 55 minutes of the second SONA.

Aquino's spinmeisters must have also twisted the meaning of truth. For them, stating part of the truth and omission of the rest would still pass as honesty. They have forgotten that selective honesty is equivalent to lying in this context. And for a chief executive reporting the state of the nation to the people, lying is unforgivable.

If Aquino stubbornly refuses to change his policy direction, then his spinmeisters will have another year to create something from nothing, to create a pro-people president from an inutile chief executive, to give Aquino something to report to his "bosses". They will have to do this or they will lose their lucrative jobs.

Unless, of course, Aquino's bosses choose to sack him first.

\*For all the writers and wishing to be spinmeisters.

Miyeerkules 3 Agosto 2011

NEWSCAN

**A symposium on the RH Bill**

Around 4,500 women in the Philippines die annually due to prenatal and neonatal complications. These deaths could have been prevented easily if only proper maternal care were given. More than any poverty reduction agenda, there is an urgent need today for an enabling law that will make comprehensive reproductive health care and general medical services accessible to everyone especially women from the marginalized sector. UP Sigma Alpha Nu Sorority and GABRIELA Youth in cooperation with STAND-UP CMC present "BEYOND CONTRACEPTION AND POPULATION CONTROL: A symposium on the RH Bill" on August 3, 9am-12nn, at the College of Mass Communication Auditorium. Get involved. See you! For inquiries, text Abi @09152272102 or Nikki @09174970200.

**The 25th Annual Stat-Is-Eeks!**

The UP Statistical Society presents the 25th annual Stat-Is-Eeks, an inter-university quiz show for non-statistics majors. Just form a group of 3 members and submit official registration form with photocopies of members' enrolment form. Registration fee is Php 600.00 per team. Deadline of submission is on August 19, 2011 at the UP StatSoc tambayan, School of Statistics Building. Prizes are Php 4000.00 + Gift Packs for the 3rd place, Php 7,000 + Gift Packs for the 2nd place and Php 12,000.00 + Gift Packs for the 1st place. For inquiries, please contact Cla 09056942465.

**UP Lingua Franca's lecture details**

In celebration of our 15th anniversary, UP Lingua Franca will hold three lectures next week open to all students. "Is the Book dying as we swipe?" by Dr. Patricia May Jurilla on July 26, Tuesday at CAL 212, 2:30-4:00 pm. "Where Do We Go Now?" A Career Talk and Orientation with Dr. Jose Wendell Capili on July 27, Wednesday at CAL AVR, 2nd floor FC, 4:00-5:30pm. "In Translation: Literature to Different Media", by Prof. Emil Flores (CAL) and Prof. Patrick Campos (CMC), July 28, Thursday at CAL 312, 4:00-5:30pm. Text Jazz at 09066638127 for inquiries.

**Official selection of films for the 3rd Pandayang Lino Brocka released**

This year's selection is a collection of documentary, shadow play, experimental and short films. The films were selected based on the entries' quality and content in relation to the theme. The jury for the final film selection was composed of film critics and representatives from different sectors. Festival dates are on August 10 to 11, 2011 at the UP Film Center, Cine Adarna in the University of the Philippines, Diliman, Quezon City, Call Sam Montuya @09489287063 or Chantal Eco @09308498497.

PAUL TURERO

## Suicide note

Dear world, I am dead. I was shot twice in the head and left to rot where I fell. I pulled the trigger myself. Now I mourn my unplanned death. I expected everyone to do the same. No one buys it.

I am in limbo. My body is shackled, my senses are numb and everything seems to be pointless right now. I stare at nothing and it stares back at me with fading faces I couldn't quite make out. Nothing makes sense anymore. My brain is well past its expiration. I'm still here though. Trying to cope with the unpleasant past. Trying to live with the unpleasant present. I should probably be thinking about what happens next. But my mind is too clogged up with unimportant things. I still try to set them aside but the thoughts keep returning. The faces stare at me. They seem to think I have answers. Please leave me alone, I am being devoured by oblivion here.

I am in hell. The buzzing sounds of Beelzebub, the moustached bastard, rings in the distance. He bellows my name with pure disdain and hatred in his heart. And I fear him for he is king and the one being I am afraid of. He hunts me down to feed on my sanity. So I hide in the bowels of this inferno, willing to be scorched rather than allow his bloodlust be satisfied.

I am in heaven. Served to me are ambrosia and nectar, fed to me by God herself. The angels frown at my presence for I am the devil's kin. The nectar robs me of my strength and the ambrosia, my will. Before long, only a lifeless corpse is left. God sneered as I conceded to the torture. It was all a play after all. A deceptive dream. I awake in limbo and the numbness returns. Fuck you God.

I am in paradise, a blank canvass of a world. I hold in my hand a brush



**Dear world, I am dead**



dipped in a bucket of paint. In my head are the most beautiful landscapes and sceneries that put John Avon to shame. It eggs me to fill the void. I drop the bucket and throw the brush away. This is true enlightenment. What my countless failures have taught me. Striving is as pointless as excellence is overrated. I will fall even in death.

I am on earth. I feel the rocky ground piercing my bare feet. Before me are the faces, which I now see clearly. I try to read their lips. They're mouthing, "Stop being so melodramatic!" I shook my head. I replied that this is the emoshit portion of the Opinion page. And I was struck by lightning. And thus ends the journey of the melodramatic self-indulgent dead man.



## APPENDIX G

## Sample literature page of the old Philippine Collegian

06-07 Martes, 13 Okt 2009 Lathalain Philippine Collegian

# Crash and Burn

## Tracking the G20 debris

Article: Samantha P. King, Illustration: Miguel Punzalan, Page Design: Bianca Bonifado

**The bigger they are, the harder they fall.**

The Group of 20 (G20) summit held from September 24-25, in Pittsburgh, USA, marked the third time that the G20 had convened in the span of one year. During the summit, world leaders discussed the state of the global economy following last year's financial meltdown, and institutionalized the group as the new center of global economic governance.

The G20 is an informal group of 19 countries and the European Union (EU), with the International Monetary Fund (IMF) and the World Bank (WB) participating as ex-officio members (see sidebar).

Indeed, as an elite group representing nearly 90 percent of global gross national product, 80 percent of world trade, and two-thirds of the global population, the G20 can significantly change the lay of the world's economic, political, and social landscape.

**Collision course**

The G20 originally began as the G8, which included Canada, France, Germany, Italy, Japan, the UK, the US, and eventually Russia in 1998. The group was created in the wake of the 1973 Arab oil crisis, which spiked inflation rates, thus setting off a series of recessions in the global financial system.

In 1997, the Asian financial crisis broke out when East Asia's reliance on short-term foreign loans, which came from IMF and WB recommendations, resulted in massive foreign debt accumulation in countries such as the Philippines. The ensuing financial contagion brought a worldwide decline in economic growth, shaking even the most powerful nations to their core.

In response, the G8 decided to involve a wider group of nations to help manage the crisis. With emerging economies gaining strength internationally, the G8 recognized the need to include these nations in the core of global economic governance. Thus, the G20 was established on September 25, 1999.

Since its first meeting in December 1999, the G20 has met annually, usually convening to discuss ways to stabilize the international financial system. To accomplish this, the G20 has called for countries to open their economies to capital flows, this expands foreign lending to local entrepreneurs

bank lending and eventually leading to the excessive deficit spending and foreign debt accumulation which helped ignite the Asian financial crisis.

Although trade has increased with the steady removal of tariffs worldwide, the share of exports from poorer countries has considerably declined. According to the think-tank International Labor Research and Information Group (ILRIG), the poorest 48 countries have accounted for only 0.4 percent of global exports since 1997, compared to 0.8 percent in 1980. "These countries' industries have been destroyed by imports flooding in under the banner of 'free trade,'" ILRIG analyst Shawn Hattingh.

Also, with companies selling basic social

Casambre. "Recently, emerging countries have displayed faster growth rates than developed nations, while also possessing the biggest markets and cheap labor reserves that the superpowers covet," he adds.

Indeed, even with the presence of developing countries to purportedly level the playing field, the superpowers' self-interests are still evident in the G20, as these rich countries continue to dominate the institutions with actual power—such as the IMF and WB—aside from widening their own influence in the international arena.

Thus, the G20's "equality" is a mere illusion: developed countries reap the benefits while leaving developing countries at the fringes of the global economy. Ultimately, this flaw will be the system's demise, as the gap between developed and developing nations; the rich and the poor, continues to widen. In the end, the G20 is digging its own grave and not even the most palliative measures can save their economies from the onslaught of another crisis.

**All warfare is based on deception\***

The end of the Martial Law regime marked the restoration of formal democratic rights, thus paving the way for peace talks between the GRP and NDFP in 1986. The negotiations, however, immediately collapsed in January 1987 after government troops fired at protesters during a land reform demonstration, prompting the NDFP to leave the negotiating table.

Refusing to negotiate a political settlement of the armed conflict, the Corason Aquino administration declared an all-out war against the CPP/PA-NDFP in

sides' contradicting notions of peace.

According to Satur Ocampo, NDFP chief negotiator during the Aquino administration, the NDFP believes that a final accord on the termination of hostilities can only be achieved if both parties agree on and implement fundamental societal reforms.

Hence, the revolutionary movement deems the peace process successful if it starts addressing the roots of the armed conflict: poverty, landlessness, inequality, injustice and foreign subservience. For its part, the NDF has its own 12-point program, which includes the implementation of a "genuine agrarian reform program" and the carrying out of "national industrialization."

Unfortunately, the past administrations have rel-

**Filthy Rich**

G20 nations Gross Domestic Product (as of 2008)

COUNTRY	GDP (trillion \$)
* United States	14.20
* Japan	4.91
* China	3.86
* Germany	3.65
* United Kingdom	2.65
* France	2.85
* Italy	2.29
* Canada	1.40
* Brazil	1.62
* Russia	1.61
* India	1.22
* Mexico	1.05
* Australia	1.02
* South Korea	0.93
* Turkey	0.79
* Indonesia	0.51
* Saudi Arabia	0.47
* South Africa	0.28
* Argentina	0.33

TOTAL: 45.68

Gross World Product (GWP): \$61.07 trillion  
Source: Reuters, World Bank

services as commodities in accordance with G20 recommendations, billions of people have continued to lose access to these, including education and healthcare. Despite the United Nations 2007-2008 Human Development Report proclaiming improved conditions in the developing world, the numbers speak for themselves: around 2.6 billion people continue to lack basic sanitation while over one billion people still lack access to clean water and healthcare. "If you can't

The G20 cannot escape the inherent contradiction between capitalist production and consumption



## APPENDIX H

## Sample literature page of the new Philippine Collegian

8 • Kulâ Lathalain Miyerkules 3 Agosto 2011



**Brgy. Corazon de Jesus, San Juan City**

Enero nang kumalat ang video ng nag-iyakang mga bata at na-teargas na mga nanay sa morahas na demolisyon na naganap sa Brgy. Corazon de Jesus. Mahigit apatnapu sa mga residente ang nasaktan nang piilit na gibain ng mga pulis ang mga kabahayan doon.

Mahigit 400 pamilya ang pinaalis sa kanilang tirahan sa Brgy. Corazon De Jesus, kapalit ng pagpapatayo ng city hall, na nagkakahalagang P500 milyon. Matagal na diumano itong proyekto ni JV Ejercito, anak ni dating Pangulong Joseph Estrada na naninibihang mayor ng lungsod sa loob ng 17 taon. Bagaman ipinagkaloob ni Corazon Aquino ang lupa sa mga residente, pinawalang-bisa ito sa panunungkulan ni Estrada.



**Laperal Compound, Makati City**

Bunsod ng sunod-sunod na sunog sa Makati City nitong mga nakaraang buwan, idineklarang danger zone ng lokal na pamahalaan ang Laperal Compound. Noong Abril 28, tuluyan nang giniba ng demolition teams ang mga tirahan dito.

Walang relocation site na inihanda para sa mga apektadong residente, isang paglabag sa RA 7279, ayon sa Center on Housing Rights and Evictions (COHRE). Hindi rin basehan ang sunog, na maaring sinadya, upang sabihing danger zone ito, ayon sa COHRE. Nanatili sa evacuation centers ang mahigit 2,000 residente bago tuluyang makalipat sa Rizal matapos ang isang sunog.

# Kawalan at karahasan: Ang pasanin ng maralitang tagalungsod

Joan C. Cordero

Sa higit isang taong panunungkulan ni Benigno Aquino III, sunod-sunod ang banta at aktwal na demolisyon upang bigyang-daan ang pagpapalawak ng mga kalsada, pagpapatayo ng mga parke, mall at iba pang negosyo. At tuwing may demolisyon, teargas, batuta, serbe ng sunog at maging maruming tubig ang kadalasang kinahaharap ng mga residente. Tila hindi kasama ang maralitang tagalungsod sa sinasabirni Aquino na maginhawag byahe sa kanyang tuwid na daan.



**North Triangle, Quezon City**

Napalilibutan ng mga eskwelahan, ospital, simbahan, negosyo, at institusyon ng gobyerno gaya ng Office of the Ombudsman ang North Triangle, na may sukat na 291 ektarya at tirahan ng humigit-kumulang 9,000 pamilya.

Noong Setyembre ng nakaraang taon, nakipagpagitnan ang mga residente sa demolition teams at pulis na ipinadala upang gibain ang mga kabahayan sa lugar. Ipinatigil ni Pangulong Aquino ang demolisyon matapos ang insidente, subalit patuloy parin ang panaka-nakang demolisyon ng lugar para sa pagtatayo ng Quezon City Central Business District (QCCBD).

Nagkasundo ang National Housing Authority (NHA) at Ayala Land Corporation noong 2009 na magtayo ng offices, hotels at businesses sa QCCBD, na bahagi ng programang public-private partnerships (PPPs) ni Aquino.

Tambalan raw ng gobyerno at pribadong sektor ang PPPs para sa mga proyektong pangkaunlaran subalit hindi ito maasahan sa pag-unlad ng kabuhayan ng mga tao, ani Carlo Badion, ng Kalipunan ng Damayang Mahihirap, samahan ng mga maralitang kalansuran. Sa halip na mga batayang industriya, malls at call center agencies ang itatayo, dagdag niya.



**Pangarap Village, North Calocan**

Putok ng baril ang bumasag sa katahimikan ng umagang paputukan ng diumano'y private army ni Gregorio Araneta ang mga residenteng nakabantay sa tarangkahan ng village noong Hulyo 23. Dalawang lider ng Bayan Muna, sina Sol Gomez at Romel Fortades, ang namatay sa insidente.

Itinayo ng mga residente ang tarangkahan matapos ang tangkang demolisyon ng Carmel Development Inc. (CDI) ni Araneta. Taong 1973 nang angkinin ng CDI ang 156-ektaryang lupain sa Pangarap na ipinagkalooob sa mga maralitang pamilya at empleyado ng gobyerno nang taong din iyon.

Sinampahan ng Department of Environment and Natural Resources ng kaso ang mga Araneta bunsod ng kanilang pangangamkam sa lupa.

Bagaman walang permiso mula sa Korte Suprema ang demolisyon, nagpapakalat na ang mga Araneta ng notices to vacate ngayong taon, ani Mang Roni\*. Aniya, naaapektuhan na umano ang pamumuhay ng halos 40,000 residente lalo pa't kinukuhaan sila ng video at pinagbabantaan. Nagsara na nga ng tindahan si Aling Cely\* sa takot na muling takutin ng private army.

*\*hindi tunay na pangalan*

Dibuho ni Nico Villarete  
Disenyo ng pahina ni Kel Almazan



**Diosdado Macapagal Tenement, Vitas, Tondo**

Nasa panganib umano ang mahigit 56 pamilya na nakatira sa tenement dahil luma na ang gusali at marami nang bitak ang mga dingding, ayon sa lokal na pamahalaan. Mahigit 100 pamilya ang nakaambang mawalan ng tirahan matapos mapagpasyahan ng gobyerno na gibain ang gusali at ilipat ang mga residente sa ibang lugar.

Proyektong pabahay ni Pangulong Manuel Quezon ang tenement. Bagaman may titulo ng lupa ang ilang mga residente, balak pa rin ng gobyerno na sirain ang gusali. Kung matuloy ang demolisyon, responsibilidad ng gobyerno na ilipat ang mga residente sa relokasyon sa loob ng lungsod gaya ng pagpapatayo ng Medium Rise Buildings na higit na matipid kaysa ilipat ang mga residente sa malayong lugar, ayon sa NHA.

Paupahan diumano sa shipping companies ang lupa bilang bahagi ng Manila North Harbor Privatization kung saan magpapatayo ng mga terminal, pasilidad, at kumpanyang tulong sa pagpapaulad ng shipping industry.



**San Isidro, Montalban, Rizal**

Relocatees mula sa iba't ibang bahagi ng Rizal at Metro Manila ang mga residente sa San Isidro, isa sa 18 relocation sites ng NHA na may laking 7,000 ektarya at malapit sa kabundukan at sapa.

Tuwig 6:30 ng gabi hanggang 3:00 ng madaling araw lamang may kuryente. Limitado ang suplay ng tubig kaya kailangan pang umigib sa poso. Humigit kumulang dalawang oras ang biyahe mula Quezon City papuntang San Isidro na aabot sa P200 ang pamasaha, balikan.

Sa layon nito sa lungsod, nagdudulot ito ng pagkakahiwalay ng mga pamilya. Isang beses sa dalawang linggo na lamang umuwi ang mga naghahanapbuhay tapos kakaunti pa ang nauuwiing kita dahil sa mahal ng pamasaha\* ani Mang Ramil, relocatee mula sa Navotas.



**Creekside, Brgy. West Kamias, Quezon City**

Dahil malapit ang ilang bahagi ng Brgy. West Kamias sa Dillman Creek, pinalipat ang 300 pamilya roon tungo sa relocation site sa Rizal. Walang pinakitang memo at sinabihan lang umano sila nitong Hunyo ng mga opisyal ng barangay na kailangang lumipat dahil nasa danger zone ang kanilang lugar.

Pagmamay-ari umano ng gobyerno ang lupang kinatitirakan ng kanilang mga bahay, hindi kailangan ng opisyal na sulat dahil pambansang paliyaya ang relocation project, ani Emily Algabere, barangay captain.

Ngunit, "mas malapit kami sa danger zone sa Rizal [dahil] mukhang minadali ang pagkakagawa ng mga bahay doon," ani Aling Beth, residente ng 30 taon. Marami diumanong depekto ang mga itinayong bahay sa relocation site, ayon sa ulat ng Presidential Commission for the Urban Poor.



## APPENDIX I

## Sample news page of the old Philippine Collegian

Philippine Collegian Balita Martes, 13 Okt 2009 03

## DBM slashes P3.2 B from SUCs budget

# No new infrastructure for UP next year

**PAULINE GIDGET  
RISTERIO ESTELLA**

No new infrastructure will be constructed in UP next year, unless funded by savings or donations, as the government failed to allocate any funds for capital outlay (CO) to UP in the 2010 national budget.

For ongoing construction projects, funds will be sourced from the university's own income-generating projects, said UP President Emerita Linda Roman.

In 2009, P2.05 billion was allocated for the university's capital outlay, amounting to 28 percent of the P7.33 billion total UP budget. However, the proposed UP budget for 2010 decreased by 28 percent to P5.28 billion, with zero percentage allotted for CO.

For SUCs, the allocation for CO decreased by 99 percent, from P2.93 billion in 2009 to P24.12 million for 2010. Only six SUCs located in Visayas and Mindanao will receive CO.

The total budget for the 111 SUCs, which decreased from P24.23 billion in 2009 to P21.03 billion in 2010, is currently in the period of interpellation and debates in the House of Representatives.

The DBM reduced the CO for SUCs and other government agencies to "minimize the [national debt stock]," said Budget Secretary Rolando Andaya. SUCs also "retain their income" from donations, tuition fees and other charges like laboratory fees, he said in a September 26 statement.

"It is up to the colleges in charge of the infrastructure projects to find the means to finance the projects" in 2010, said Prof. Edgardo Atanacio, UP vice president for planning and finance.

**Insufficient budget**

Five major infrastructure projects are ongoing throughout the UP system (see sidebar 1). The funds needed to complete these projects during AY 2010-2011, amounting to

over P2 billion, may be sourced from the university's savings, comprised of the unused allotments for salaries and projects, said Roman.

In the College of Engineering (CoE), 13 facilities under the P1.03 billion Engineering, Research and Development for Technology project may not be completed (see sidebar 2), said CoE Dean Rowena Guevara.

"We will have to ask for additional funding from the government to complete these facilities," said Guevara.

Meanwhile, the approved P1.7 billion budget for the National Science Complex (NSC) from 2007 to 2010, for the construction of all facilities within the NSC, said Dr. Caesar Saloma, dean of the College of Science. However, "the challenge is [how] to find the necessary funds to operate, maintain and manage the new NSC infrastructures starting 2010," he added.

To fund the construction and maintenance of its ongoing infrastructure projects, UP will be more aggressive in generating income on its own, said Student Regent Charisse Bañez. The university could impose new laboratory fees and enter into lease agreements with the private sector, she said.

Roman, however, reiterated that "laboratory fees cannot be used for any other purpose except for laboratory, and certainly not for construction."

The administration can still impose various laboratory and other fees on students for the maintenance of facilities, said Bañez, citing the P280 million slashed by the DBM from the university's budget for maintenance and other operating expenses.

**Commercialization schemes**

The budget cut for SUCs is in line with the government's own policies on education, in particular, the Medium Term Philippine Development Plan (MTPDP) 2004-2010 and the Long Term Higher Education Development Plan (LTHEDP), said University Student Council vice-

chairperson Jaqueline Eroles.

"Bunga ng [pagpapatupad] sa mga iskemang tulad ng LTHEDP at MTPDP ang pagtaas ng mga bayarin ng mga estudyante dahil maaring kunin sa kanila ang panustos sa mga pasilidad na dapat sana ay tinutustusan ng pamahalaan," said Eroles.

According to the MTPDP, state policies should "strengthen the income-generating capacities of SUCs" and "support [the institutions'] corporatization initiatives." The LTHEDP of the Commission on Higher Education, meanwhile, aims to lessen the number of SUCs by 2010.

Through MTPDP and LTHEDP, "the government is gradually neglecting its obligation to provide quality and affordable education to the youth," said Vanessa Faye Bolibol, chairperson of the National Union of Students in the Philippines-NCR. However, SUCs "tolerate the state abandonment of the education sector" by implementing tuition schemes and other commercialization schemes, said Bolibol.

As the university tries "to improve the quality of education by improving its facilities and constructing new ones, the need for sufficient government subsidy becomes more apparent," said Alvin Peters, NUSP national chairperson. However, the recent budget cut proves that "education and other social services are the least of [the government's] priorities," he said. □

Sidebar 1: Five major infrastructure projects in UP system

Project	Unit
National Science Complex	UP Diliman College of Science
Engineering Research and Development for Technology infrastructure development	UP Diliman College of Engineering
Vehicle Testing and Research Laboratory	UP Diliman College of Engineering
UP Mindanao road construction	UP Mindanao
Biotechnology facility	UP Mindanao

Sidebar 2: Unfinished facilities in the Engineering and Research Development for Technology project

Department	Percentage of project left unfinished by the end of	Amount yet to be acquired for completion in 2011 (in millions of pesos)
Chemical Engineering	36	41
Civil Engineering	37	97.4
Electrical and Electronics Engineering	36	41
Engineering Science	20	8.26*
Geodetic Engineering	33	4.04
Industrial Engineering	15	19.5
Mechanical Engineering	7	19.5
Mining, Metallurgical and Materials Engineering	30	43.4
Energy and Environmental Engineering	3	5.17*

\*for equipment only

Source: College of Engineering, College of Science, Office of the Vice President for Planning and Finance

## Hindi maawat



□Sinabulbong ng water canon ang mga estudyanteng dumagda sa Kongreso upang irehistro ang kanilang protesta sa naganap-na pagdingin sa panukalang badyet ng state universities and colleges (SUCs) noong Oktubre 7. Tinutulan ng grupo ang nakatakdang talatlong bilyong bawas sa pondo ng mga SUCs para sa susunod na taon. Manifestasyon umano ito ng patuloy na lumalalang kalagayan ng edukasyon sa Pilipinas. Kimberly dela Cruz. Contributed photo

collegiannews.multiply.com

## UAAP... from pg 2

the Ateneo Lady Eagles, last year's champion, who scored 233.5.

Marie Infante and Claire Adorna swam their way to first-place finishes in the 200-meter butterfly and 50-meter butterfly, respectively. The Lady Maroons also reigned in the 4x100-meter relay with the team of Infante, Andrea Belludo, Queenie Lao and Kristine Lapiz.

Maroons score the bronze in beach volleyball, table tennis

In other sports, the Maroons men's beach volleyball and table tennis teams secured themselves third-place rankings as the first half of the

## UAAP season drew to a close.

Overcoming their fourth place finish last season, the Maroons Beach Volleyball Team, comprised of Dominic Lucindo, Jan Paolo Marticz and Mark Justin Sagad, managed to seal the third spot behind FEU and UST.

The UP Men's Table Tennis Team regained the same third-place spot as last year, behind FEU and UST also.

Overall, the UP Maroons accumulated 99 points in 12 UAAP events for the first semester, ranking third overall in the tournament. □



## APPENDIX J

## Sample news page of the new Philippine Collegian

3 • Kulê Balita

Miyerkules 3 Agosto 2011

# DBM slashes P11.5B from proposed 2012 UP budget

## 50 SUCs to sustain cuts in gov't subsidy next year

&lt;&lt;from page 1

Last year, DBM decreased the allocation for SUCs by P800 million, which prompted several large-scale student demonstrations throughout the country last November and December.

### Cuts in operating expenses

Under the P554 billion DBM-approved budget for 2012, UP will sustain a 20.6 percent decrease in allocation for maintenance and other operating expenses (MOOE), to P698.4 million from the current P880.1 million.

MOOE decreased due to the non-inclusion of funds for the Engineering Research and Development for Technology (ERDT) next year, which



**UNDER SCRUTINY.** Budget Secretary Florencio Abad answers questions on automatic appropriations and the use of intelligence funds from the House Committee on Appropriations during the first day of the 2012 national budget deliberations in Congress on August 1. The P1.8-trillion proposed budget allotted P2.7 billion for intelligence funds, which are not subject to auditing. Photo by Richard Jacob Uy

**Table 1: DETAILED CUTS. Comparison of 2011 and 2012 UP Budget**

ITEM	REMARKS	
	Personal Services	Maintenance and Other Operating Expenses
1. General administration & support	Decreased by P75.9 million	Increased by P16.3 million
2. Support to operations		
a. Medical services	Increased by P12.5 million	No net change
b. Auxiliary services	Decreased by P25.8 million	-
3. Operations		
a. Advanced & Highest Education/Research/Extension	Decreased by P25.8 million	Decreased by P361,000
b. Philippine General Hospital	Increased by P88.4 million	Increased by P2.4 million
4. Projects		There is a P200 million fund for MOOE allotted for Engineering Research and Development for Technology (ERDT) projects this year which is not included anymore in the 2012 budget.
<b>NET DIFFERENCE</b>	Decrease of P26.5 million	Decrease of P181.7 million

Source: 2011 General Appropriations Act and 2012 National Expenditure Program

was given a P200 million allotment this year. Even though UP proposed another P980 million for ERDT for 2012, DBM gave no allocation for the said project.

DBM also cut the MOOE for research and extension activities by P361,000 or 13 percent, to P276.02 million from the current P276.39 million.

Decreasing the "already insufficient" subsidy for MOOE will have debilitating effects on the operations and upkeep of services such as dormitories and faculty housing, said UP Diliman Vice Chancellor for Student Affairs Ma. Corazon Tan.

"In my experience as an administrator, kalahating taon pa lang, nauubos na ang MOOE pambayad pa lang ng utilities gaya ng kuryente at tubig. Madalas, kami mismong administrators, we have to shell out our own money para patuloy ang pagtutuklo ng offices," Tan added.

For the third consecutive year, UP along with all other SUCs did not receive any allocation for capital outlay (CO), the fund for equipment and infrastructure development. DBM disapproved UP's P7.2 billion proposal for CO, which included funds for the continued construction of the National Science Complex, new laboratories, dormitories and school buildings.

Despite the full implementation of the Salary Standardization Law 3 next year, UP will also sustain a 0.5 percent budget deduction for personal services (PS), which covers the salary of UP's 14,000 employees. The allocation for PS decreased nominally to P4.845 billion from this year's P4.872 billion.

Meanwhile, the allocation for PGH increased by almost seven percent or P90.8 million, to P1.48 billion from the

**Table 2. DIMINISHING SUBSIDY**

Year	UP System's proposed budget (in billion pesos)	Approved appropriations* (in billion pesos)	Percent of proposed budget approved
2007	8.08	4.78	59.16
2008	11.25	5.72	50.84
2009	15.35	7.06	45.99
2010	18.24	6.91	37.88
2011	18.53	5.75	31.03
2012	17.07	5.54**	32.45

\*Does not include the automatic appropriations for Retirement and Life Insurance Premium for UP employees

\*\*To be deliberated by Congress on August 4

Source: General Appropriations Act 2007-2011 and 2012 National Expenditure Program

current P1.39 billion.

However, DBM cut several items in the PS component of the UP budget: P75.9 million from general administration; P25.8 million from auxiliary services, which is the fund for dormitories, canteens, hostels and housing in the UP System; and P25.8 million cut from research and extension activities. (See Table 1)

"The lack of appropriate funding sources for urgent projects will compel the university to seek other sources of income," said Conti.

In the past decade, the approved appropriation for UP covered less than half of the university's actual needs. In the past two years alone, the government granted only around a third of UP's proposed budget. (See Table 2)

To augment the decreasing government subsidy, the university sources up to 20 percent of its annual budgetary requirement from its internal income. (See Table 3)

Based on DBM's computations, UP will need to collect P1.55 billion next year from internal sources such as land leases, grants, donations, and fees collected from students to meet the projected P7.8 billion expenditure for 2012. DBM projects that the university needs to collect P415.2 million from tuition and P25 million from miscellaneous fees.

"Hindi malayong'talo pang dumami ang iparentang lupa ng UP at mas nakatakatok, na magkaroon pa ng dagdag na mga bayarin ang mga estudyante," Conti said.

**Table 3: Financing UP's needs**

Year	Gov't subsidy for UP (in billion pesos)	Expenditures from internally-generated income (in billion pesos)	Total	Part of total expenditure covered by internal income
2007	4.78	1.19	5.97	20
2008	5.72	1.18	6.91	17
2009	7.06	1.35	8.41	16
2010	6.92	1.83	8.75	21
2011	5.75	1.21	6.96	17
2012*	5.54	1.21	6.75	18

\*As projected by the Department of Budget and Management  
Source: Budget of Expenditures and Sources of Financing

### Lump-sums removed

The reduction in the PS component of the UP budget is partly due to the government's zero-based budgeting scheme, which removed lump-sum amounts in the budget of government agencies, including funds for unfilled positions.

DBM explained that in past years, the government releases funds to pay for the salary of employees that do not even exist. By the end of the year, the said funds become part of the savings of agencies such as UP, which can in turn be realigned or "converted" for other uses. From such practice arise "anomalous" practices, DBM added.

"To minimize conversions... we have funded personal services in the agency budgets only to the extent of filled positions to close avenues for abuse in the use of savings from unfilled positions," Aquino explained in his 2012 budget message.

### Discrepancies

In his 2012 budget message, Aquino said that the allocation for 110 SUCs next year is P23.8 billion. According to the NEP, however, SUCs will receive only P21.8 billion.

Bulk of the discrepancy can be explained by the transfer of funds for 5,569 unfilled positions for all SUCs, which amounts to over P2 billion, from the PS component of the SUCs budget to the Miscellaneous Personnel Benefits Fund, which includes all other funds for all unfilled government positions, DBM explained.

>>>continue to page 11

## APPENDIX K

## Sample survey form

Name (Optional): \_\_\_\_\_

Year: \_\_\_\_\_

College: \_\_\_\_\_

Exposure

1. Do you read any college newspaper? (i.e The Philippine Collegian)
2. How often do you read the Collegian?
  - Once a week
  - Twice a month
  - Once a month
  - Others: \_\_\_\_\_

Preferences

## A. Content

1. What kind of stories would you like to see in the Collegian?
 

<input type="radio"/> New	<input type="radio"/> Science and Technology	<input type="radio"/> Opinion
<input type="radio"/> Sports	<input type="radio"/> Literary	<input type="radio"/> Entertainment
<input type="radio"/> Feature	<input type="radio"/> Comics	
<input type="radio"/> Others: (please specify) _____		

2. Would you like to incorporate national news (not related to education) in a college newspaper? Y / N  
If yes, what ratio of local (university) and national news should the Collegian use?

Choose a scale (i.e. 4:5)

Local:	0	1	2	3	4	5	6	7	8	9
National:	9	8	7	6	5	4	3	2	1	0

Other scale: \_\_\_\_\_

## B. Design

1. What color scheme would you like the Collegian to have?
  - UP Colors (Maroon and green)
  - Red
  - Varies per issue
  - Other: (please specify) \_\_\_\_\_

For #2 - #8 Please base your answer on the samples provided (Old Collegian and the New Collegian)

Which do you prefer in terms of:

- |                            |                           |                           |                                |
|----------------------------|---------------------------|---------------------------|--------------------------------|
| 2. Layout                  | <input type="radio"/> Old | <input type="radio"/> New | Neither:(please explain) _____ |
| 3. Proximity of elements   | <input type="radio"/> Old | <input type="radio"/> New | Neither:(please explain) _____ |
| 4. Usage of Color          | <input type="radio"/> Old | <input type="radio"/> New | Neither:(please explain) _____ |
| 5. Images                  | <input type="radio"/> Old | <input type="radio"/> New | Neither:(please explain) _____ |
| 6. Use of lines and shapes | <input type="radio"/> Old | <input type="radio"/> New | Neither:(please explain) _____ |
| 7. Variety                 | <input type="radio"/> Old | <input type="radio"/> New | Neither:(please explain) _____ |

## C. Stand

1. Stand against the people in power (local or national)
  - Anti
  - Neutral
  - Pro
2. Tone of news stories about issues and politics
  - Critical
  - Constructive
  - Supportive
  - Neutral
  - Others: \_\_\_\_\_

## D. Frequency

1. How frequent do you think a college publication should release an issue?
  - Everyday
  - Once a week
  - Twice a month
  - Once a month
  - Others: \_\_\_\_\_
2. Would you like to have an online version of the Collegian? Y / N  
Please explain your answer: \_\_\_\_\_  
\_\_\_\_\_