

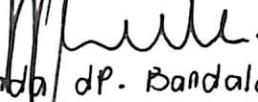
**CORE VALUES COMMUNICATION FOR CHARACTER FORMATION AND  
CULTURAL TRANSMISSION: THE CASE OF A PRIVATE ACADEMIC  
INSTITUTION IN LAGUNA, PHILIPPINES**


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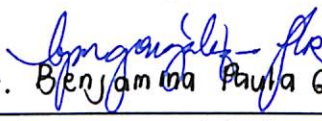
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This thesis titled **CORE VALUES COMMUNICATION FOR CHARACTER FORMATION AND CULTURAL TRANSMISSION: THE CASE OF A PRIVATE ACADEMIC INSTITUTION IN LAGUNA, PHILIPPINES** is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the degree Master of Development Communication.

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## ABSTRACT

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Adviser: Dr. Melinda Bandalaria

This study examined how core values can be communicated for character formation and cultural transmission using a private academic institution in Laguna. Specifically, it sought to: 1.) describe how the organization communicated its core values to the target audience; 2.) determine the effectiveness of the communication process based on the knowledge and practice of the organization's core values by the respondents; 3.) identify the barriers to core values communication; and 4.) recommend a model that can be adopted for core values communication to effect character formation and transmission of the organization's culture.

The study used the descriptive research design. The researcher conducted survey to 304 Senior High School and College students selected through the proportionate stratified random sampling. Key Informant Interviews with the institutional leaders/ school heads were also conducted.

The respondents consisted of female (58%) and male (42%) aged between 16 to 40 years old, single (93%), and mostly from Laguna (93%). The academic institution tried to respond to people's declining moral values by disseminating and inculcating the school's core values to its students.

The school communicated the core values to its students through verbal and non-verbal communications. However, 28% of the respondents rarely got core values information despite of the various communication channels employed.

The respondents recognized that communication is pivotal in transmitting the school's core values to students like them. The respondents believed that communication truly supports the school in transmitting to them its core values towards character formation and transformation.

The respondents have high level of understanding/ awareness and positive perceptions on school's core values and communication. However, practice is relatively low due to cultural barriers, specifically the respondents' perspectives on how they must act and behave.

The study recommends that the academic institution should continue to instill the school's core values to the students; enhance communication to become more effective in positively influencing the students on a regular basis; and frontliners of education must "walk the talk" among others.

**Keywords:** *Communication, Core Values, Character Formation, Cultural Transmission, Academic Institution*