

ABSTRACT

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PERCEIVED INFLUENCE OF KOREAN DRAMA ON THE LIFESTYLE OF DEVELOPMENT COMMUNICATION STUDENT VIEWERS OF DAVAO DEL SUR STATE COLLEGE. Undergraduate Thesis.

Adviser: Cherry B. Corpin

This study investigated the perceived positive and negative influence of Korean dramas on the Development Communication students of Davao del Sur State College through a descriptive-comparative research design. The research explored potential differences in influence based on the sociodemographic profile. Results highlighted a strong interest in K-dramas among 19 to 21 years old, particularly females. Rural viewers showed higher engagement compare to urban counterparts. Most respondents allocated 1-4 hours weekly to watch their favorite series, with romantic comedy and adventure dramas being popular choice. The study underscores the role of mobile phones as the primary viewing device due to convenience. Overall, it sheds light on the pervasive influence of Korean Dramas on students in today's media landscape.

Keywords: Korean Drama, Intercultural Communication, Media Usage

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LIFESTYLE OF DEVELOPMENT COMMUNICATION
STUDENT VIEWERS OF DAVAO DEL SUR
STATE COLLEGE**



JESSA MARIE G. TAYPEN

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