

**Knowledge and Awareness on MTRCB Advisories  
Among Fourth Graders of  
University of Perpetual Help System Laguna**

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**Abstract**

*The mission of MTRCB as a Regulatory Board aims to afford the public exhibitions of movie and television with the purpose of encouraging production of globally competitive movies or exhibitions, which should be both entertaining and artistic, in order to raise the standard of art for the General public. The researchers believe that both parents and children must be knowledgeable and aware of the MTRCB Advisories. Children must know and be aware of the TV program and Movies that are suited to them. The main objective of this study is to determine the level of knowledge and awareness on MTRCB Advisories Among Fourth Graders of University of Perpetual Help System Laguna. The study used the descriptive-correlational method since it can describe the situation objectively. The results revealed a high level of knowledge and awareness of the respondents on MTRCB Advisories. When grouped according to gender, religion and TV viewing companion, the respondents' level of knowledge and awareness on MTRCB Advisories showed no significant difference. Likewise, it has been found out that their knowledge and awareness on MTRCB Advisories were not significantly related.*

*Keywords: level, knowledge, awareness, level of knowledge, level of awareness, MTRCB, MTRCB Advisories, TV viewing companion.*

Television and Movies give us information and entertainment. However, researchers come to conclude that these two electronic media have negative effects on children. It is associated to violence and fear, obesity, attention and behaviour problems and impaired academic performance. Moreover, Television discourages and replaces reading, which require more thinking and healthy brain development. Kids from families with television spend less time in reading.

As evidence presented in the harm of TV, movies can do the same since this media is becoming more pervasive, more intrusive and disturbing in content. But Television seems to be

more threatening than movies, since it is automatically present in the homes. It can be readily available anytime at the touch of a remote. TV viewing lacks safe alternatives, parents know little about the strategies to control TV watching time. In this regard, it is imperative for interventions that aims to regulate, classify and review the TV and movie media.

MTRCB is the government agency responsible for rating television and movie for the Philippines. The board has legal guidelines, no matter how carefully these may have been crafted, depending on ones liberal preference (Yuson, 2011). The regulatory board is composed of the chairman, vice-chairman and 30 board members. Each one holds office for a term of one year but may be reappointed after expiration of his term. The movie and television industry faced a difficulty not only in reviewing and censoring movie and TV programs but primarily in initiating plans and innovating itself towards the improvement and development of the film and television industry.

MTRCB must be guided by Cultivation Theory as to the content and kind of program that is suited to general audiences especially the children. Cultivation theory is a social theory which examines the long-term effects of television (Jennings Bryant and Dorina Miron, 2004). The primary proposition of cultivation theory states that the more time people spend “living” in the television world, the more likely they are to believe social reality portrayed on television. Cultivation leaves people with a misperception of what is true in our world. Developed by George Gerbner and Larry Gross of the University of Pennsylvania, cultivation theory derived from several large-scale research projects as part of an overall research project entitled “Cultural Indicators”. The purpose of the Cultural indicators project was to identify and track the “cultivated” effects of television on viewers. They were concerned with the effects of television programming particularly violent programming on the attitudes and behaviours of the American

public. Gerbner asserts that the overall concern about the effects of television on audiences stemmed from the unprecedented centrality of television in American culture. The theory clearly posits that the cultivation effect occurs only after long-term, cumulative exposure to television. He claimed that because TV contains so much violence, people who spend the most time in front of the tube develop an exaggerated belief in a mean and scary world. He posited that television as a mass medium of communication had formed into a common symbolic environment that bound diverse communities together, socializing people into standardized roles and behaviours. Today, the TV set is a key member of the household, with virtually unlimited access to every person in the family. He compared the power of television to the power of religion, saying that television was to modern society what religion once was in earlier times. Cultivation analysis is a positivistic theory, meaning it assumes the existence of objective reality and value-neutral research.

In resolution, MTRCB must revise its classification ratings for television shows – designed to empower parents to exercise caution and vigilance with the viewing habits of their children (Sicat, 2012).

Based on Section 2 of Chapter IV 2014 Implementing Guidelines and Guidelines for Television Classification indicated that applying contemporary Filipino cultural values as standard, the following are the guidelines for television classification: (1) General Patronage (G) – suitable for all ages. Material for television, which in the judgement of the Board does not contain anything unsuitable for children. (2) Parental Guidance (PG) – parental guidance suggested. May contain some adult material that may be permissible for children to watch but only under the guidance and supervision of a parent or adult. The ‘PG’ classification advises parents to exercise parental responsibility in their children’s viewing of the program.

The television program classified as 'PG' must, in the judgment of the Board, meet the following criteria: Language – very mild swears words only shall be allowed. Use of a strong expletive in a sexual context or sexually – based expletives shall not be allowed. Neither shall prolonged and/or successive use of expletives be allowed; Nudity – occasional natural nudity, with no sexual activity, is permissible; Sex – graphic depiction of sexual activity shall not be permitted. Sexual activity may be implied but with no details shown; Violence – there should be no glamorization of weapons and crimes. No detail of fighting or other dangerous techniques. No detail or prolonged showing of violence or suffering. There should be a redeeming social value at the end; Horror – scary sequences must be mild and brief; Drugs – there may only be implied depiction of prohibited drugs and/or substances or their use provided it does not condone, encourage or glamorize drug and/or substance use and it should be necessary to the theme and characterization. (3) Strong Parental Guidance (SPG) – stronger and more vigilant parental guidance is suggested. Programs classified 'SPG' may contain more adult topic and theme, which may not be advisable for children to watch except under the vigilant guidance and presence of a parent or adult.

According to Chairman Mary Grace Poe-Llamanzares the Board cooperate with the Film Development Council (FDCP) and the Cultural Center of the Philippines (CCP) for faster processing of permits for films shown in festivals in the country. She also reported on the memorandum of agreement that the Board signed with the Land Transportation Franchising and Regulatory Board (LTFRB) and the Optical Media Board (OMB) to ensure that no films with sensitive content are shown in public vehicles.

The Movie and Television Review and Classification Board's mission and vision states:

Mission: The MTRCB, as a Regulatory Board, aims to afford the public exemplary exhibitions of movie and television with the purpose of encouraging production of globally-competitive movies/exhibitions, which should be both entertaining and artistic, in order to raise the standard of art for the general public. Vision: The Movie and Television Review and Classification Board envisions to be of service to the Filipino public as a Movie and Television regulatory board, not only confined in review and classification but as a prime catalyst of change by helping the Movie and Television industry become globally competitive. The agency recognizes TV and Movie Media as indispensable tools for moral recovery and nation-building.

According to Sicat (2012), Freedom of expression comes with a responsibility, she noted. "We can't just invoke freedom at the expense of another person, or in this case, at the expense of the welfare of the children."

The thesis of Policarpio (2013) looked into how the MTRCB SPG TV Rating System is followed and enforced by the families living in the National Capital Region. This is guided by the Theory of Planned Behavior and McQuail's structural approach to audience formation in its application of the ICT Literacy framework and Steps of Behavior Change. Both quantitative and qualitative research approaches are used in this study. Particularly, self administered survey, participant observations, family group-discussions and focus interviews are employed.

This study was focus on the level of knowledge and awareness on MTRCB Advisories Among Fourth Graders of University of Perpetual Help System Laguna. Specifically, it determined, the difference between the level of knowledge and level of awareness of the respondents when they are grouped according to profile variables: gender, religion and TV

viewing companion. The study further dealt with the relationship between the respondents' level of knowledge and level of awareness on MTRCB Advisories Among Fourth Graders.

## **METHODOLOGY**

The descriptive method of research is used in this study. It is a type of research that endeavours to describe systematically, factually, accurately and objectively a situation, problem or phenomenon (Bermudo, et.al.,2010). It further used the correlational method to find out the relationship between the level of knowledge and awareness on MTRCB Advisories Among the Fourth Graders of University of Perpetual Help System Laguna.

The primary sources of data were the grade four pupils of University of Perpetual Help System Laguna – Basic Education Department. The secondary sources of data were the internet, existing books and articles written by different researchers and authors.

The respondents of this study were composed of 52 grade four pupils of the University of Perpetual Help System Laguna – Basic Education Department. Total enumeration was used in this study, which means that the whole population of the respondents was considered.

The researchers used a survey questionnaire to gather information. They also conducted informal interview to support the data gathered from the questionnaire. The survey questionnaire was divided into three parts: Part I dealt with the demographic profile of the respondents such as gender, religion and TV viewing companion. Part II covered the level of knowledge of the respondents on MTRCB Advisories and Part III dealt with the level of awareness of the respondents on MTRCB Advisories. After the questionnaire was validated by the panel of

experts, the researchers took note of their suggestions and recommendations and included them in the final draft of the questionnaire.

Permission to conduct and distribute the questionnaire was sought from the Dean of College of Arts and Sciences and Principal of the Basic Education both in the University of Perpetual Help System Laguna. Researchers personally distributed and collected the survey questionnaire from the respondents to ensure a 100 % retrieval of the accomplished questionnaires. After data were gathered and collected, they were tabulated statistically treated, analyzed and interpreted.

The statistical tools used in this study were the following: percentage to describe the respondents' profile, weighted mean to determine the respondents' (a) level of knowledge and (b) level of awareness on MTRCB Advisories. The following measures were used: 4 (3.51-4.00) for strongly agree, 3 (2.51-3.50) for agree, 2 (1.51-2.50) for disagree and 1 (1.00-1.50) for strongly disagree. t-test and U-test were used to determine the significant difference between the respondents level of knowledge and level of awareness on MTRCB Advisories when grouped according to gender, religion and TV viewing companion. Pearson r is used to determine the relationship between the respondents' level of knowledge and level of awareness on MTRCB Advisories.

## RESULTS AND DISCUSSIONS

### 1. Profile of the Respondents

Table 1  
Profile of the Respondents

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	24	46.2
Female	28	53.8
<b>Total</b>	<b>52</b>	<b>100.0</b>
<b>Religion</b>	<b>Frequency</b>	<b>Percentage</b>
Catholic	46	88.5
Other Religions	6	11.5
<b>Total</b>	<b>52</b>	<b>100.0</b>
<b>TV Viewing Companion</b>	<b>Frequency</b>	<b>Percentage</b>
Immediate Family Members	43	82.7
Others	9	17.3
<b>Total</b>	<b>52</b>	<b>100.0</b>

Table 1 presents the respondents' profile. In terms of gender, female had a frequency of 28 with a percentage of 53.8, while male had a frequency of 24 with a percentage of 46.2. In terms of religion, Catholic had a frequency of 46 with a percentage of 88.5, while other religions had a frequency of 6 with a percentage of 11.5. In terms of TV viewing companion, those who watched TV with their immediate family members had a frequency of 43 with a percentage of 82.7, while with others had a frequency of 9 with a percentage of 17.3. The researcher gathered

this data with 52 respondents. This meant that majority of the respondents were female, catholic, and watched TV with their immediate family members.

## 2. Respondents' Level of Knowledge on MTRCB Advisories

Table 2  
Respondents' Level of Knowledge on MTRCB Advisories

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Interpretation</b>	<b>Rank</b>
1. MTRCB is a branch of government that supervises television shows.	2.81	Knowledgeable	9
2. Rated G is allowed to all audience.	3.90	Highly Knowledgeable	1
3. Children watching Rated PG programs need parental guidance.	3.79	Highly Knowledgeable	3
4. Children watching Rated SPG programs need strict parental guidance.	3.33	Knowledgeable	6
5. Rated PG is allowed to audience aged 13 and above, while audience aged 12 and below requires parental guidance.	2.98	Knowledgeable	8
6. Rated SPG programs have themes not suited for regular audience.	3.31	Knowledgeable	7
7. Color green represents Rated G.	3.87	Highly Knowledgeable	2
8. Color blue represents Rated PG.	3.77	Highly Knowledgeable	4
9. Color red represents Rated SPG.	3.75	Highly Knowledgeable	5
10. Rated G programs does not contain themes not suited for very young audience.	2.58	Knowledgeable	10
<b>Average Weighted Mean</b>	<b>3.46</b>	<b>Knowledgeable</b>	

Table 2 presents the respondents' level of knowledge on MTRCB Advisories. As reflected in table 2, indicator 2 "Rated G is allowed" ranked first with a weighted mean of 3.90 was verbally interpreted as Highly Knowledgeable. Indicator 7 "Color green represents Rated G" ranked second with a weighted mean of 3.87 and was verbally interpreted as Highly Knowledgeable. Indicator 3 "Children watching Rated PG programs need parental guidance" ranked third with a weighted mean of 3.79 and was verbally interpreted as Highly Knowledgeable. Indicator 8 "Color blue represents Rated PG" ranked fourth with a weighted mean of 3.77 and was verbally interpreted as Highly Knowledgeable. Indicator 9 "Color red represents Rated SPG" ranked fifth with a weighted mean of 3.75 and was verbally interpreted as Highly Knowledgeable. Indicator 4 "Children watching Rated SPG programs need strict parental guidance" ranked sixth with a weighted mean of 3.33 and was verbally interpreted as Knowledgeable. Indicator 6 "Rated SPG programs have themes not suited for regular audience" ranked seventh with a weighted mean of 3.31 and was verbally interpreted as Knowledgeable. Indicator 5 "Rated PG is allowed to audience aged 13 and above, while audience aged 12 and below require parental guidance" ranked eighth with a weighted mean 2.98 and was verbally interpreted as Knowledgeable. Indicator 1 "MTRCB is a branch of government that supervises television shows" ranked ninth with a weighted mean of 2.81 and was verbally interpreted as Knowledgeable. Indicator 10 "Rated G programs do not contain themes not suited for very young audience" ranked last with a weighted mean of 2.58 and was verbally interpreted as Knowledgeable. To sum up, the average weighted mean of 3.46 revealed that the respondents' were knowledge on MTRCB advisories. This was supported by the study of Policarpio (2013) who stated that parents see their family communication as engaging and open to discussions while the children see the parents as authoritative and controlling. Children, however, are more

knowledgeable of the SPG Rating System. Watching SPG programs with the family as well as asking why a program is SPG-rated are their forms of enforcement; thereby, depicting co-viewing and active TV mediation styles.

### 3. Respondents' Level of Awareness on MTRCB Advisories

Table 3  
Respondents' Level of Awareness on MTRCB Advisories

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Interpretation</b>	<b>Rank</b>
1. Words used in television have its limitation. Use of swearing and explicit words is strictly prohibited.	3.46	High	4
2. Green or double-meaning jokes are not allowed from morning until afternoon.	2.81	High	8.5
3. Not all cartoon shows are Rated G.	3.60	Very High	2
4. Programs that are Rated PG tend to be Rated SPG depending on the scenes to be shown.	2.81	High	8.5
5. All religious programs are Rated G.	3.12	High	7
6. Programs that tackle drugs or drug use are always Rated SPG.	3.73	Very High	1
7. News programs are always Rated PG.	3.58	Very High	3
8. MTRCB advisories are always shown at the beginning and in the middle of a program depending on the scenes to be shown.	3.21	High	6
9. Even programs that show violence, crime and use of firearms have social value.	2.69	High	10
10. In Rated G, "G" means "General Patronage".	3.38	High	5
<b>Average Weighted Mean</b>	<b>3.24</b>	<b>High</b>	

Table 3 presents the respondents' level awareness on MTRCB advisories. As reflected in table 3, indicator 6 "Programs that tackles drugs or drug use are always Rated SPG" ranked first with a weighted mean of 3.70 and was verbally interpreted as Very High. Indicator 3 "Not all cartoon shows are Rated G" ranked second with a weighted mean of 3.60 and was verbally interpreted as Very High. Indicator 7 "News programs are always rated PG" ranked third with a weighted mean of 3.58 and was verbally interpreted as Very High. Indicator 1 "Words used in television have its limitation. Use of swearing and explicit words is strictly prohibited" ranked fourth with a weighted mean of 3.46 and was verbally interpreted as High. Indicator 10 " In Rated G, "G" means "General Patronage" ranked fifth with a weighted mean of 3.38 and was verbally interpreted as High. Indicator 8 "MTRCB advisories are always shown at the beginning and in the middle of a program depending on the scenes to be shown" ranked sixth with a weighted mean of 3.21 and was verbally interpreted as High. Indicator 5 "Rated All religious programs are Rated G" ranked seventh with a weighted mean of 3.12 and was verbally interpreted as High. Indicator 2 and 4 ":Green or double-meaning jokes are not allowed from morning until afternoon" and "Programs that are Rated PG tend to be Rated SPG depending on the scenes to be shown "both ranked second to the last with a weighted mean of 2.81 and was verbally interpreted as High. Indicator 9 "MTRCB is a branch of government that supervises television shows" ranked last with a weighted mean of 2.69 and was verbally interpreted as High. To sum up, the average weighted mean of 3.24 revealed that the respondents' level of awareness on MTRCB advisories was high. This was supported by the study of Dorey (2010) "Children and television watching a qualitative study of New Zealand parents' perceptions and views" that stated parents described TV as playing a dominant role in their family's lives, and highlighted several barriers to reducing children's TV viewing, such as parents not willing to

reduce their own TV watching, a lack of safe alternatives to TV and the need to use TV as a babysitting tool.

#### 4. Difference in the Respondents' Level of Knowledge on MTRCB Advisories When Grouped According to Profile Variables

Table 4  
Difference in the Respondents' Level of Knowledge on MTRCB Advisories  
When Grouped According to Profile Variables

Profile Variables	Statistical Test	p value	Interpretation
Gender	t-test X <sub>1</sub> (Male) = 3.40 X <sub>2</sub> (Female) = 3.51	0.434	Not Significant
Religion	Mann-Whitney U Test U = 115.50 Z=0.649	0.516	Not Significant
TV Viewing Companion	Mann-Whitney U Test U = 151.50 Z = 1.023	0.306	Not Significant

0.05 level of significance

As shown in Table 4, for the difference in the respondents' level of knowledge on MTRCB Advisories when the respondents are grouped according to gender, religion and TV viewing companion, p values of 0.434, 0.516 and 0.306, respectively, were obtained which were higher than the 0.05 level of significance. This showed that there was no significant difference in the respondents' level of knowledge on MTRCB Advisories when the respondents were grouped according to gender, religion and TV viewing companion. This meant that the respondents have the same level of knowledge on MTRCB Advisories regardless of their gender, religion and TV viewing companion. According to Policarpio (2013), results show that there are differences between parents' and children's perceptions. Parents see their family communication as engaging

and open to discussions while the children see the parents as authoritative and controlling. Children, however, are more knowledgeable of the SPG Rating System. The families also have different ways of implementing it. Watching SPG programs with the family as well as asking why a program is SPG-rated are their forms of enforcement; thereby, depicting co viewing and active TV mediation styles. However, even if the families know that there are scenes unsuited for children, watching such programs are difficult to avoid because they wanted to wait for that SPG-rated scene and to know why it is SPG-rated. The study further reveals that it is quite impossible for the parents' attention to be solely put on children's TV viewing.

#### **5. Difference in the Respondents' Level of Awareness on MTRCB Advisories when they are grouped according to Profile Variables**

Table 5  
Difference in the Respondents' Level of Awareness on MTRCB Advisories  
When Grouped According to Profile Variables

<b>Profile Variables</b>	<b>Statistical Test</b>	<b>p value</b>	<b>Interpretation</b>
Gender	t-test X <sub>1</sub> (Male) = 3.27 X <sub>2</sub> (Female) = 3.22	0.725	Not Significant
Religion	Mann-Whitney U Test U = 101.00 Z = 1.063	0.288	Not Significant
TV Viewing Companion	Mann-Whitney U Test U = 169.00 Z = 0.594	0.552	Not Significant

0.05 level of significance

As shown in Table 5, for the difference in the respondents' level of awareness on MTRCB advisories when the respondents are grouped according to gender, religion and TV

viewing companion, p values of 0.725, 0.288 and 0.552, respectively, were obtained which were higher than the 0.05 level of significance. This showed that there was no significant difference in the respondents' level of awareness on MTRCB advisories when the respondents are grouped according to gender, religion and TV viewing companion. This meant that the respondents have the same level of awareness on MTRCB advisories regardless of their gender, religion and TV viewing companion. According to Cantor (2009), PhD in University of Wisconsin-Madison stated that in spite of increased public pressure on the entertainment industry to become more responsible, television and movies are not likely to change enough that parents won't have to be concerned about their effects on their children. Parent education on these issues is becoming increasingly important, and any organization that is interested in helping parents should include media education for parents and media literacy for children among its important themes.

## **6. Relationship Between the Respondents' Level of Knowledge and Awareness on MTRCB Advisories**

Table 6  
Relationship Between the Respondents' Level of Knowledge and Awareness on MTRCB Advisories

<b>Variables</b>	<b>Pearson r</b>	<b>p-value</b>	<b>Interpretation</b>
Level of Knowledge and Awareness on MTRCB Advisories	0.607	0.000	Significant

0.01 level of significance

As shown in Table 6, for the relationship between the respondents' level of knowledge and awareness on MTRCB Advisories, a p value of 0.000 was obtained which was lower than the 0.01 level of significance. This showed that there was significant relationship between the respondents' level of knowledge and awareness on MTRCB Advisories. This meant that the higher the level of knowledge, the higher is the level of awareness on MTRCB Advisories of the respondents. This was supported by the study of Cantor (2009) PhD in University of Wisconsin-Madison that stated that inspite of increase public pressure on the entertainment industry to become more responsible, television and movies are not likely to change enough that parents won't have to be concerned about their effects on their children.

## **Conclusion**

The following conclusions were derived after analyzing the findings: a big number of respondents were female, catholic and watched TV with their immediate family member. Respondents were both knowledgeable and were highly aware on MTRCB Advisories. They have the same level of knowledge and awareness on MTRCB Advisories regardless of their gender, religion and TV viewing companion. Therefore it can be deduced that the higher the level of knowledge of the respondents on MTRCB Advisories, the higher is their level of awareness on MTRCB Advisories.

## **Future Directions**

Parents should be more vigilant in supervising their children in television programs especially Rated SPG programs. They should learn the proper ways of guiding their children in watching television. Children on the other hand, should know their limitations on what to watch by being guided by their parent or guardian or immediate family. MTRCB officials should explain further the guiding principles and importance of Program Ratings Advisory by conducting seminars or orientations in schools. Future researchers may do the same study considering other variable not mentioned in the study.

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