

Effects of Political Ads on Television on the Choice of Presidential Candidates among First-Time Voters of Liceo De Cagayan University

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Abstract - The study determined the effects of political advertisements on television on the choice of presidential candidates among first-time voters of Liceo de Cagayan University. In context, the study sought to answer the following aspects of the problem: (1) the frequency of political advertisement exposure of the respondents on television; (2) the political ad components which influence the most and the least the respondents in their voting decisions; (3) the extent of influence of political advertising components among first time voters in Liceo de Cagayan University; (4) the candidate's political advertisement which influence the most and the least the respondents' choice of president; and (5) the significant relationship between the political ads components and the decision making of the respondents when they are grouped according to age, gender, course, and religion. In the treatment and analysis of data, frequency counts, percentage distribution, weighted mean and Pearson Correlation were used. The result of the study showed that majority (87%) of the respondents watch political ads on television in the evening. Moreover, majority (59%) of the respondents sometimes watch political ads. It was also found out that campaign platform influenced the most (59.2%) the

respondents while campaign endorsers (32.8%) fell on the last spot of the survey. The findings showed that political ad components, namely: campaign platform, jingles, endorsers, and campaign themes moderately influenced the first-time voters. It was also revealed that Noynoy's political ad influenced the most the voters in their choice of presidential candidate as he won in the past election and got the highest votes. Lastly, the statistical tests showed that there is no significant relationship between the components of political ads and the decision-making of the respondents when they are grouped according to age, gender, course, and religion. The significant relationship only exists between the campaign platform and its influential effects in terms of gender. The results suggest that political advertisements should focus more on their campaign platforms rather than on campaign jingles and endorsers which have lesser influence on audiences. The voters should also choose their political candidates based on his background, capacity, experience as well as his campaign platforms. Moreover, political advertisers should always take into consideration the gender of their audiences. In relation to this, a political candidate may propose programs or projects intended for a particular gender and political advertisers should introduce effective and realistic platforms through their political ads in order to influence the voters.

Keywords - political advertisements, politics, voters, presidential candidates, political platforms

INTRODUCTION

Major campaign goals are creating a positive, electable image of the candidate, ensuring that the image is communicated consistently throughout the campaign, making sure that it is underscored by the news coverage. Politicians have some ways in manipulating the news in their attempts to impose a consistent image of themselves and their campaigns on all media outlets. Political communication includes both news and advertising. In advertising, candidates, like products, must achieve name recognition; differentiate themselves from their competitors; create identification with participation by target audiences; associate themselves with admired persons, activities, and values; and use repetition to overcome audience resistance (Gallagher,

1982).

Mass media is a media which is intended for a large audience. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Several newspapers enjoy national distribution, although each region in the country also has its own regional newspapers. Stations can be linked in radio networks to broadcast common programming, either in syndication or simulcast or both.

Although voters report that their voting decisions are more influenced by what they read, see, and hear in news, documentary, and public affairs programming than by what they gather from TV commercials, most of them are unaware of the primary channels influencing their decisions.

As future journalists and having the right to practice suffrage, the researchers came up with the idea of studying the impact of advertising in political campaigns on first-time voters of Liceo de Cagayan University in their choice of candidates during national elections. They conducted a survey to validate the effectiveness of TV advertising used in political campaigns in the Philippines.

FRAMEWORK

The study was anchored on Agenda Setting Theory of McCombs and Evatt (1992) which suggests that the public's sense of what problems need attention is affected as much as media coverage and personal experience are concerned. In relation to this, another theory that relates the present study is the Magic Bullet/ Hypodermic Needle/ Stimulus Response Theory of Joseph T. Klapper which propounded the view that the mass media has a powerful influence on the mass audience and could deliberately alter or control peoples' behaviour (McCombs and Evatt, 1992; Klapper, 1960).

These two mass communication theories served as useful tools for the researchers to find out how TV programs and TV commercials, specifically political advertising, influence viewers' behavior and shape their personal perceptions based on what they see and hear on TV. These also explained how public opinion influence political actions by which elected officials display to the public in order to achieve their desired votes during election periods.

The independent variables used in the study were the components of political advertisements namely campaign themes, jingles, platforms, and campaign endorsers. Campaign themes are the party's general objective and are created for a specific span of time only since most are short lived because of ineffectiveness. Campaign jingles are songs being composed and featured in a political advertisement to add impact that will influence the electorates to vote a particular politician. Political platform, also known as a manifesto, is a list of the actions which a political party supports in order to appeal to the general public for the purpose of having the said party's candidates voted into office. This often takes the form of a list of support for, or opposition to, controversial topics. Individual topics are often called planks of the platform. Lastly, political endorsers are the ones being hired to promote or endorse a particular politician to influence the voters. On the other hand, the dependent variable was the decision-making of the first-time voters in Liceo de Cagayan University.

Based on the following variables and theories of mass communication, the researchers, as future journalists, became interested to conduct a research on "Effects of Political Ads on Television on the Choice of Presidential Candidates among First-Time Voters of Liceo De Cagayan University".

With this formulated problem, the researchers would like to find out how political advertisements influenced the voters to choose whom to vote. Furthermore, it is hoped that somehow this study could help the voters realize how tedious and important the political advertisement components are especially in making decisions on whom to choose for a particular position during election period. Moreover, this would help explain why electorates respond that way towards TV political ads and how these TV commercials shape the minds of the first-time voters in Liceo de Cagayan University.

OBJECTIVES

This study aimed at determining the effects of political ads on television on the choice of presidential candidates among first-time voters of Liceo de Cagayan University. Specifically, it determined (1) the frequency of the respondents' exposure to political ads on television; (2) the political ad component that has the most and the

least influence among the first-time voters; (3) the extent of influence of political advertising components among first-time voters of Liceo de Cagayan University; (4) the presidential political advertisements that have the most and the least influence among the voters in their choice of president; and (5) the significant relationships between the political ads components and the decision-making of the respondents when they are grouped according to age, gender, course, and religion?

MATERIALS AND METHODS

This study used the descriptive design since this method suited best the nature and purpose of the study. Further, it describes data and characteristics about the influential effects of political advertisements being studied. The classification of the respondents and the identification of the factors of which political ads influence the viewers' choice of political candidates determined the effectiveness of TV advertising in election periods. The study also determined whether or not there is a significant relationship between political ad components and the decision making of the respondents when they are grouped according to age, gender, course, and religion.

The respondents of the study were the 100 select first-time voters of Liceo de Cagayan University. with the following criteria: (a) they should be bonafide students of Liceo de Cagayan University, (b) they should be registered voters, (c) they regularly watch any TV channels in which political advertisements are noticeable, and (d) they are willing to participate in the study.

The researchers used a researcher-made questionnaire. The researchers conducted a try-out survey of the questionnaire to determine if the statements were valid and applicable. The proponents who were used to determine the validity and reliability of the questionnaires were not used as respondents of the study.

Upon the approval of the research title, the researchers administered the questionnaires, permitted by the dean of the different colleges, to the respondents of the study. The respondents were given enough time to answer the questionnaires. The retrieval of the questionnaire was done right after they answered the questionnaire. The data collected from the respondents were submitted to the university statistician for statistical analysis.

Frequency counts and percentage distribution were used to determine the profile of the respondents and whose political ads were influential.

RESULTS AND DISCUSSION

The frequency of the respondents’ exposure to political ads on television.

Table 1. Respondents’ frequency of exposure to political ads on TV

TIME OF EXPOSURE	FREQUENCY	PERCENT
Morning	8	8.00
Afternoon	5	5.00
Evening	87	87.00
TOTAL	100	100.00

Table 1 shows the respondents’ frequency of exposure to political ads on television. As revealed on the table, majority (87%) of the respondents watch political ads on television in the evening. Since all the respondents were students, it is evident that the only time they can watch TV is at night time.

Similarly, the study conducted by Lynda Lee Kaid (2007) shows that most people watch television preferably in the evening because they are already done with their work outdoor and it’s the finest time to relax and sit-down at the same time entertained while viewing their favorite TV Program. This implies that political ads viewed in the evening gain more attention and have effects on the decision-making of the respondents than those aired during daytime since it is their only time to relax and watch television after long hours of work.

Table 2. Respondents' extent of exposure to political ads on TV

EXTENT OF EXPOSURE	FREQUENCY	PERCENTAGE
Always	25	25
Sometimes	59	59
Seldom	15	15
Never	1	1
Total	100	100

Table 2 shows the respondents' extent of exposure to political ads on television. As revealed on the table, majority (59%) of the respondents sometimes watch political ads on television. This implies that the respondents were not always watching political ads but they were relatively exposed to political advertisements. It means that although they're not totally exposed on these political ads but still a good number of them were aware of such advertisements.

Political advertisement components that influenced the most and the least influence the first-time voters

Table 3. Political advertisement components that have the most and the least influence among the voters

POLITICAL ADS COMPONENTS	PERCENT	RANK
Campaign Themes	50.6	2
Campaign Jingles	48.4	3
Campaign Platform	59.2	1
Campaign Endorsers	32.8	4

Table 3 shows political ad components that have the most and the least influence among the voters. As shown on the table, campaign platform has the highest (59.2%) influence to the respondents. This is closely followed by campaign themes (50.6%), campaign jingles (48.4%), and lastly campaign endorsers (32.8%) which fell on the last spot of the survey. This implies that voters really look into the

campaign platform of the political candidate rather than the themes, jingles, and the endorsers.

As cited from Stephen Crompton’s (2000) study on Differences in the Interpretation of a Commercial, the viewers usually try to understand the moving object of the commercial based on its image presentation. In the same case, viewers will also absorb the message of a particular political ad based on its material or TV presentation and will somehow influence their voting decisions. In the case of political advertisements, Noynoy Aquino gained the highest votes as manifested on the election result which also means that he had a good campaign platform that somehow influenced the voters to vote for him. As revealed on the table, campaign platform appeared to be the leading political ad component that influence the voters’ choice of president.

The extent of influence of political advertising components among first- time voters of Liceo de Cagayan University

Table 4. Extent of influence of campaign themes among first-time voters

CAMPAIGN THEMES	MEAN	STANDARD DEVIATION	INTERPRETATION
1. Campaign theme “anti-poverty” is influential to you since large part of the Philippine population is below poverty line.	3.3300	0.6971	Moderately Influential
2. Campaign theme “anti-corruption” is influential to you since Filipinos hope for a corrupt-free government.	3.3500	0.7571	Moderately Influential
3. Campaign theme, “credentials and ego-trip” is influential to you since the youth has the largest part of the Philippines population and the theme focuses on education.	3.1000	0.7454	Moderately Influential
4. Campaign theme “return to power” is influential to you since there are still ERAP supporters who believe in his ability to boost the economic status of the country.	2.7000	0.8103	Moderately Influential

5. Campaign theme "The Transformer", is influential to you since there are still loyal supporters who trust his credentials especially on his accomplishments of the Subic Bay metropolitan.	2.6400	0.8471	Moderately Influential
TOTAL	3.024	0.7714	Moderately Influential

Table 4 shows the extent of influence of campaign themes among first-time voters. As shown on the table, the highest mean (3.35) falls on Item No. 2 (Anti-corruption is influential since Filipinos hope for a corrupt-free government).

This implies that most of the respondents find the anti-corruption campaign of the candidate convincing because it influenced their decisions to vote to a moderate extent. The data further suggests that the respondents, even if they were all students, were aware of the corrupt practices in the government and that they wanted change. However, based on the overall mean, the respondents found the campaign theme as moderately influential. This suggests that political advertisers still need to improve the presentation on television of the campaign themes of the candidates in order to really convince the voters.

Table 5. Extent of influence of campaign jingles among first-time voters

CAMPAIGN JINGLES	MEAN	STANDARD DEVIATION	INTERPRETATION
1. Campaign jingle stating the lifestyle of the poor is influential to you since a large part of the Philippine population is under the poverty line.	3.2000	0.7785	Moderately Influential
2. Campaign jingle that are easy to remember is influential	3.1800	0.7160	Moderately Influential
3. Campaign jingle using the national language "Filipino" is influential.	3.1900	0.6919	Moderately Influential
4. Campaign jingle sang by significant/famous characters is influential.	3.0100	0.7719	Moderately Influential

5. Campaign jingle that states the platform of the candidate is influential to you since not only the jingle is easy to remember but it also has a message.	3.3400	0.7278	Moderately Influential
TOTAL	3.184	0.73722	Moderately Influential

Table 5 shows the extent of influence of campaign jingles among first-time voters. As shown on the table, the highest mean (3.34) falls on Item No. 5 (The platform of the candidate is influential to you since not only the jingle is easy to remember but it also has a message).

This suggest that most of the respondents find the campaign jingle that states the platform of the candidate influential since the jingle is easy to remember and also has a message. With this, viewers are not just listening into how pleasant a jingle is but also pick up the message that the jingle is trying to transmit to its audience. It may also mean that the respondents choose a particular jingle since they are affected by its meaning. However, based on the overall mean, the respondents found the campaign jingle as moderately influential. This suggests that political advertisers still have to improve on how they present on TV the campaign jingles of the candidates to convince more voters.

Table 6. Extent of influence of campaign platforms among first-time voters

CAMPAIGN PLATFORMS	MEAN	STANDARD DEVIATION	INTERPRETATION
1. Political platform based on the diminishing of poverty is influential to you since Filipinos need a better economy.	3.3400	0.7138	Moderately Influential
2. Political platform based on "Anti corruption" is influential to you since Filipinos are fed up with a corrupt government.	3.3200	0.7090	Moderately Influential
3. Political platform based on "Education" is influential to you since 38 % of the youth is uneducated.	3.1000	0.7317	Moderately Influential

4. Political platform based on the “country’s economic progress” is influential to you since the country is undergoing economic crisis.	3.1600	0.6922	Moderately Influential
5. Political platform based on the “transforming/developing the nation” is influential to you since the country is in a state of a slow development.	2.9600	0.8399	Moderately Influential
TOTAL	3.176	0.73732	Moderately Influential

Table 6 shows the extent of influence of campaign platforms among first-time voters. As shown on the table, the highest mean (3.34) falls on Item No.1 (The political platform based on the diminishing of poverty is influential to you since Filipinos need a better economy).

This implies that the respondents find political platform based on diminishing of poverty to be influential since it influenced their voting decisions. Moreover, it also means that most Filipinos really hope for progress and still hoping to move-out from poverty. However, based on the overall mean, the respondents found the campaign platform still moderately influential. This suggests that political advertisers still have to work hard to establish the campaign platforms of their candidates to convince more voters to choose their candidates.

Table 7. Extent of influence of campaign endorsers among first-time voters

CAMPAIGN ENDORSERS	MEAN	STANDARD DEVIATION	INTERPRETATION
1. 1. Campaign endorser like the “poor” is influential to you since poverty is one of the country’s biggest problems.	3.0400	0.8399	Moderately Influential
2. 2. Campaign endorsers, like the supporters of the politician’s family, are influential to you since the family has done so much for the country.	3.1100	0.6497	Moderately Influential
3. 3. Campaign endorsers like the “youth” are influential to you since the youth comprises the largest number of voters.	2.8300	0.8415	Moderately Influential

4. 4. Campaign endorsers like the “celebrities” are influential to you since most people look up to celebrities as role models.	2.9500	0.8454	Moderately Influential
5. 5. Campaign endorsers like “deceased family relation” is influential to you since they have contributed not only to the candidate but also to the country.	3.018	0.79028	Moderately Influential
TOTAL	3.1005	0.759055	Moderately Influential

Table 7 shows the extent of influence of campaign endorsers among first-time voters. As revealed on the table, the highest mean (3.11) falls on Item No. 2 (Campaign endorser whose supporters were influential since the family has done so much for the country).

This implies that the respondents considered campaign endorsers, who were also supporters of the candidate, influential because the family has done so much for the country. Hence, it might have also influenced their voting decisions. Moreover, it means that voters take into considerations the background of the endorsers such as being able to do something good in the society. However, based on the overall mean, the respondents found the campaign endorser as moderately influential. This suggests that political advertisers still have to improve on how they project the image of the campaign endorser/s of the candidates in order to influence the voters.

Political ads have the most and the least influence among the voters in their choice of president

Table 8. Political ads that have the most and the least influence among the first -time voters

POLITICAL ADS THAT INFLUENCE THE VOTERS		FREQUENCY	PERCENTAGE
a.	No answer	9	9.00
b.	Noynoy	48	48.00
c.	Villar	10	10.00
d.	Gibo	16	16.00
e.	Estrada	10	10.00

f.	Gordon	2	2.00
g.	Did not Vote	4	4.00
h.	Villanueva	1	1.00
TOTAL		100	100.00

Table 8 shows the political ads that have the most and the least influence among the first-time voters. Most of the respondents (48%) claimed that the political ad of Benigno Aquino III influenced them the most and the political ad of Villanueva influenced them the least in their voting decision.

This implies that the respondents find Noynoy's political ad persuasive among other presidential candidates. It means that the electorates prefer the political ad of Noynoy because they were moved by its message specially that his campaign platform was found out to be the leading influential ad component that weighs much on the side of the voters. The elements specifically campaign endorsers, platform, jingles, and campaign theme may have met their interest and made them vote this past election. Moreover, the viewers like the political ad of Noynoy which focused on the issue of corruption in the Philippines since it represents the public's desire to attain a corrupt-free government. Furthermore, the voters could have been influenced also by the fact he is the son of Ninoy and Cory Aquino who were considered as the icons of democracy in the Philippines.

From the findings of the study, it can be gleaned also that the political advertisements of Villanueva and Gordon have the least influence among the voters. The response of the respondents to their ads could have been attributed to the nature of their political ads. Villanueva's political ad focused on strong leadership through the help of God, while Gordon's ad though he presented his accomplishments of the Subic Bay Metropolitan and his political platform was based on the "transforming/developing the nation" but still only a few voted for them as president. It only shows that political ads involving Godly messages and specific credentials were not enough to please the electorates to vote for a presidential candidate.

Based on the table, it is also interesting to note that despite of the many advertisements of Villar on TV, these ads did not influence the voters to choose him as president. This could have been attributed to the issues that Villar failed to address such as corruption, shady

business deals, economic progress, and good governance.

The significant relationships between the components of political ads and the decision-making of the respondents when they are grouped according to age, gender, course, and religion

Table 9. Test of Relationship Between Components of Political Ads and its Influential Effects in Terms of Age

POLITICAL AD COMPONENTS	PEARSON CORRELATION	P-VALUE	INTERPRETATION
Campaign Themes	-0.179	0.076	Not Significant
Campaign Jingles	0.108	0.284	Not Significant
Campaign Platform	-0.169	0.093	Not Significant
Campaign Endorsers	-0.020	0.841	Not Significant

Table 9 shows the test of relationship between components of political ads and its influential effects in terms of age of the respondents.

As shown on the table, there is a weak negative relationship between campaign themes and its influential effect when the respondents are grouped according to age as indicated by its *r value* (-0.179). However, the *r value* (0.108) between campaign jingles and its influential effect shows a weak positive relationship. Moreover, campaign platform and its influential effects have a weak negative relationship ($r=-0.169$) and there was no relationship between campaign endorsers and its influential effects as indicated by its *r value* (-0.020).

The overall findings reveal that there is no significant relationship between political ad components (campaign themes, platforms, jingles, and endorsers) and the decision-making of the respondents when grouped according to course. The P value for each component did not reach the required level of significance; hence, the null hypothesis is not rejected. The result implies that the age of the respondents is not a significant factor in determining the influential effect of political ads to his choice of presidential candidates.

Table 10. Test of Relationship between Components of Political Ads and its Influential Effects in Terms of Gender

POLITICAL AD COMPONENTS	PEARSON CORRELATION	P-VALUE	INTERPRETATION
Campaign Themes	0.150	0.137	Not Significant
Campaign Jingles	0.099	0.327	Not Significant
Campaign Platform	0.316	0.001	Significant
Campaign Endorsers	0.115	0.256	Not Significant

Table 10 shows the test of relationship between components of political ads and its influential effects in terms of gender of the respondents. As shown on the table, there is a weak positive relationship between campaign themes and its influential effect when the respondents are grouped according to gender as indicated by its *r value* (0.150). However, the *r value* (0.099) between campaign jingles and its influential effect shows a negligible positive relationship. On the other hand, campaign platform and its influential effects have a moderate positive relationship as indicated by its *r value* (0.316) and there was a weak positive relationship ($r=0.115$) between campaign endorsers and its influential effects.

The overall findings reveal that there is no significant relationship between political ad components (campaign themes, jingles, and endorsers) and the decision-making of the respondents when grouped according to gender. However, in terms of campaign platform, there is a significant relationship. This simply means that the decision -making among voters when grouped according to gender is being affected by the campaign platform that a particular presidential candidate is presenting to the viewers. This could also mean that the list of actions presented by the party could affect the choice of voters for a presidential candidate. Thus, if a political candidate presents issues related to women such as women rights and empowerment then, this could somehow convince the women to vote for that particular candidate. In the same way, candidate addresses issues concerning men, then, it would also affect their voting decisions to vote for that presidential candidate.

Table 11. Test of Relationship between Components of Political Ads and its Influential Effects in Terms of Course of the Respondents

POLITICAL AD COMPONENTS	PEARSON CORRELATION	P-VALUE	INTERPRETATION
Campaign Themes	-0.169	0.223	Not Significant
Campaign Jingles	-0.195	0.052	Not Significant
Campaign Platform	-0.147	0.144	Not Significant
Campaign Endorsers	-0.123	0.093	Not Significant

Table 11 reveals test of relationship between components of political ads and its influential effects in terms of course of the respondents. As shown on the table, there is a weak negative relationship between campaign themes and its influential effect when the respondents are grouped according to religion as indicated by its *r value* (-0.169). Similarly, the *r value* (-0.195) between campaign jingles and its influential effect also shows a weak negative relationship. On the other hand, campaign platform and its influential effects have a weak negative relationship ($r=-0.147$) same as campaign endorsers and religion ($r=-0.123$) which also have a weak negative relationship.

The overall findings reveal that there is no significant relationship between political ad components (campaign themes, platforms, jingles, and endorsers) and the decision-making of the respondents when grouped according to course. The P value for each component did not reach the required level of significance; hence, the null hypothesis is not rejected. This simply implies that the voters' choice of political candidate is not affected by the course he is currently taking.

Table 12. Test of Relationship between Components of Political Advertisements and its Influential Effects in terms of Religion of the Respondents

POLITICAL AD COMPONENTS	PEARSON CORRELATION	P-VALUE	INTERPRETATION
Campaign Themes	0.018	0.862	Not Significant
Campaign Jingles	0.037	0.713	Not Significant
Campaign Platform	-0.019	0.959	Not Significant
Campaign Endorsers	-0.005	0.850	Not Significant

Table 12 shows test of relationship between components of political ads and its influential effects in terms of religion of the respondents. As shown on the table, there is a weak positive relationship between campaign themes and its influential effect when the respondents are grouped according to religion as indicated by its *r value* (0.018). However, the *r value* (0.037) between campaign jingles and its influential effect shows a moderate positive relationship. On the other hand, campaign platform and its influential effects have a negative negligible relationship ($r=-0.019$) and there was no relationship ($r=-0.005$) between campaign endorsers and religion.

The overall findings reveal that there is no significant relationship between political ad components (campaign themes, platforms, jingles, and endorsers) and the decision-making of the respondents when grouped according to religion. The P value for each component did not reach the required level of significance; hence, the null hypothesis is not rejected. This simply implies that no matter what kind of religion, a voter's choice of political candidate will not be affected by the political ad components.

The statistical tests showed that there is no significant relationship between the components of political ads and the decision-making of the respondents when they are grouped according to age, gender, course, and religion. The significant relationship only exists between the campaign platform and its influential effects in terms of gender.

CONCLUSION

Majority of the respondents were exposed to political ads on television. Advertisements in the evening are more watched than morning or afternoon for the reason that most of the respondents are already in their houses at night.

In terms of political ad components in television, the component that influences the most is the campaign platform. This indicates that the respondents are not just really up to the jingles, themes, and endorsers but rather what is really the intention of the political advertisement, and how it will help the country. The platform which was most-liked by the respondents was about anti-corruption, thus, Filipinos were really up to a corrupt-free country.

Based on the data, all of the respondents watch political advertisement but majority of the respondents like the advertisement of Benign Aquino III. This is because almost all of the advertisement of Aquino is all about anti-corruption and in terms of campaign endorsers; it was found out that viewers were influenced by his campaign endorsers since they have done something good for the country. Moreover, people see Aquino's commercial very compelling because it stresses the major problem in the country which is corruption.

This paper concludes that the first time voters of Liceo de Cagayan University were moderately influenced by the political advertisement in television in their choice of candidates. Moreover, the advertisement even if how good the jingle is or how famous the endorser is, still the viewers will always catch depend their voting decisions as to the image presentation of a political ad which found out that the campaign platform of a presidential candidate matters the most of all the four political ad components because the respondents would like to know the plans of a particular candidate if ever he would be elected.

Likewise, as revealed on the results of the study, the voters chose Noynoy because they hope for a corrupt-free government which was presented by his campaign platform anti-corruption. This can be linked from the Agenda Setting Theory of McCombs and Evatt which suggests that the public's sense of what problems need attention is affected as much as media coverage and personal experience are concerned. Therefore, politicians as well as advertisers must into account the situation of the people and what they need in order to please them and win their support.

RECOMMENDATIONS

Political Advertisement should be shown mostly on evenings since most audiences watch television on this time of the day and such people have knowledge on Politics.

1. Political Advertisement should focus more on their campaign platforms rather than on campaign jingles and endorsers which have lesser influence on audiences.
2. The voters should choose the presidential candidates based on his background, capacity, experience as well as his campaign platforms.
3. Political Advertisers should always take into consideration the gender of their audiences. In relation to this, the presidential candidates may propose programs or projects intended for a particular gender.
4. Political advertisers should introduce effective and realistic platforms through their political ads in order to influence the voters.

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