



## STUDENTS' EVALUATION OF THE FRONT PAGE OF THE CAMPUS PAPERS

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### Abstract

*This study aimed to evaluate selected high schools' campus papers in district IV of DepEd- Nueva Ecija. The study's participants were 64 Teacher Education college students enrolled at Nueva Ecija University of Science and Technology, San Isidro campus, during the SY 2016-2017. An evaluation standard for campus papers by Cruz (2016) was utilized in the study, applying the 4-point Likert scale. The data analysis used Frequencies, Percentages, and Weighted Mean. The study's findings revealed that the selected high school campus papers in District 4 of DepEd Nueva Ecija adhere to the principles of laying out the front page of the campus papers. The nameplate is attractive, readable, of suitable size, and in harmony with general make-up (Mean 3.48). It is also excellent in placing folio that contains the date, issue, volume number, and the names of the city or province. Respondents considered the front page of their high school papers with very good frontpage with attractive and consistent style (Mean 3.20). There is consistency in the headline styles, decks, column width, column rules, and use of white spaces. Further, the nameplate is attractive and properly placed, as well as rules in using jumps or fillers are observed. There is also no "tombstoning" observed nor misplaced boxes or fillers at the bottom of the column (Mean 2.78). A very good mark was also given to the placing of heads that conform to accepted make-up practices (Mean 3.05). The campus papers meet the standards of the readers, especially the students.*

### Keywords:

*attributes; attitudes; enjoyment; anxiety; motivation; value; self - confidence*

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## 1. INTRODUCTION

Students' voices are heard through campus papers. As part of the secondary school curriculum, high school journalism has been defined by City Schools of Manila school paper advisers as an enjoyable co-curricular activity of the school paper staff in collecting, organizing, and presenting news. Editorials, columns, literary articles, and features are also published. Copyreading, proofreading, dummyming, and writing headlines are enjoyable activities for campus paper staff and their advisers (Cruz, 2016). All of these activities are being carried out in order to publish a school paper. Campus journalism serves as a training ground for students, particularly born writers.

It is the declared policy of the State to uphold and protect the freedom of the press even at the campus level, and to promote the development and growth of campus journalism as a means of strengthening ethical values, encouraging critical and creative thinking, and developing moral character and personal discipline of the Filipino youth, according to section 2 of Republic Act No. 7079, also known as the "Campus Journalism Act of 1991." For many years, the Department of Education has held competitions, press conferences, and training seminars for student editors/writers and teacher-advisers of student publications at the elementary, secondary, and tertiary levels. Such contests, conferences, and seminars are held at the institutional, divisional, and regional levels,

culminating in the annual national elementary, secondary, or tertiary School Press Conferences in historical and culturally significant locations. News writing, editorial writing, feature and sports news writing, and layouts are among the categories in the press conference competitions.

Students were chosen and trained in various categories. The staff collaborates to create various articles that will be included in the campus paper issue. Students and other stakeholders are kept up to date on what is going on inside and outside the school. Like local and national publications, campus papers adhere to different principles of attractive layout to pique the reader's interest. The newspaper's front page is the most important page of the publication, highlighting the most important stories of the day (Reisner, 1992). It is widely thought to serve the purpose of "attracting readers, informing them, and setting the reader's agenda" (Pasternack, 1986). There is no set formula for designing the campus paper, particularly the front page, to present the various items in an appealing manner (Estrada, 2016). Cruz (2014), on the other hand, established guidelines for evaluating the campus paper. The goals of newspaper makeup are to emphasize the importance of the news, make the page easy to read and make the page visually appealing (Integrated publishing).

This study was carried out to evaluate the front page of various secondary school papers in District 4 of the Department of Education in Nueva Ecija (DEPED-Nueva Ecija).

## Objectives of the Study

This study aims to determine the students' evaluation of the front page of their high school campus papers.

## 2. METHODOLOGY

The researcher employed the descriptive method to determine the students' evaluation of the front page of their high school campus papers. A descriptive method focuses on the present situation (what is) and provides essential knowledge about objects and persons' nature

(Calmorin, 2016). Evaluating campus paper questionnaires by Cruz (2016) was used as the study's instrument. applying the 4-point Likert scale. The participants of this study were 64 Teacher Education college students enrolled at Nueva Ecija University of Science and Technology, San Isidro Campus (NEUST-SIC) during the academic year 2016-2017. The data analysis used Frequencies, Percentages, and Weighted Mean.

## 3. RESULTS AND DISCUSSION

Table 1

*Summary of the Mean Scores of the Respondents' Evaluation of the Frontpage of their Campus Papers*

Questions	Mean	Verbal Interpretation
Is the frontpage make-up attractive and consistent in style – either streamlined or conventional – with regard to the use of heads, decks, column width, column rules, white spaces, nameplate, jump, dashes, ears, etc.?	3.20	Very Good
Is it free from tombstone heads, misplaced boxes, or fillers at the bottom of columns?	2.78	Very Good
Does placing heads conform to accepted make-up practices?	3.05	Very Good
Are cuts well-placed?	3.36	Excellent
Is the nameplate attractive, readable, of suitable size, and in harmony with general make-up?	3.48	Excellent
Does the folio contain the date, issue, volume number, and the names of the school, city, or province?	3.52	Excellent
Average Mean	<b>3.23</b>	<b>Very Good</b>

### Legend:

#### Weighted Mean Verbal Interpretation

1.00 - 1.75	Poor
1.76 - 2.50	Good
2.60 - 3.25	Very Good
3.26 – 4.00	Excellent

Table 1 presents the Summary of the Mean Scores of the Respondents' Evaluation of the Frontpage of their Campus Papers. According to the data, the respondents considered their high school paper with excellent frontpage makeup because cuts are well-placed (Mean 3.36). It is also excellent because the nameplate is attractive, readable, suitable, and in harmony with general makeup (Mean 3.48). It is also excellent in placing folio that contains the date, issue, volume number, and the names of the city or province. Respondents considered the front page of their high school papers with very good frontpage with attractive and consistent style (Mean 3.20). There is consistency in the headline styles, decks, column width, column rules, and use of white spaces. Further, the nameplate is attractive and properly placed, and rules in using jumps or fillers are observed. There is also no "tombstoning" observed nor misplaced boxes or fillers at the bottom of the column (Mean 2.78). A very good mark was also given to the placing of heads that conform to accepted makeup practices (Mean 3.05). With an average mean of 3.23 verbally interpreted as "very good", this implies that the selected high school campus papers in District 4 of DepEd Nueva Ecija adhere to the principle of

laying out the front page of the campus papers. There are different principles to follow to achieve effective lay-out. There should be unity, that headlines complement each other, and the pictures should not distract the eyes too much from the type, balance in the placing of cuts or photographs. Important news should be given importance by placing it on the upper fold of the front page. There should also have proper movement, proportion, and contrast (Cruz, 2014). In a study by Kin and Chung (2016), the authors employed content analysis to examine the front page features of The New York Times and six large urban national newspapers, focusing on how different news organizations package and deliver their most significant page to the public. Compared to the other major metropolitan newspapers, The New York Times carried more international and national news articles, relied more on its staff for both stories and photographs, and utilized smaller headlines on its front pages.

### Conclusion

Based on the study's findings, campus papers of selected high schools in district 4 of Nueva Ecija have a

*Gabriel, E.C, 2016*

very good front page layout that made it adhere to the principle of good newspaper makeup. The campus papers meet the standards of the readers, especially the students.

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