



CAMPUS JOURNALISM TOWARDS GLOBAL RELEVANCE

ELSIE C. MAPALAD, PhD
Alumna

Philippine Christian University
elsie.mapalad@deped.gov.ph

ABSTRACT

The study assessed the performance of campus journalism in the District of Balayan, Batangas, to develop a program geared toward global relevance. Utilizing a quantitative descriptive research design, the study focused on evaluating writing, communication, and research skills, alongside school publication practices and journalistic responsibilities. Data were gathered from 192 student-journalists and school paper advisers selected through purposive sampling. The primary instrumentation was a self-constructed 25-item questionnaire validated by experts and pilot-tested to ensure reliability, yielding excellent Cronbach's alpha scores of 0.938 for students and 0.937 for advisers. Statistical analysis of the Likert-scale responses served as the basis for interpreting the current state of campus journalism and formulating the proposed enhancement program.

The study revealed that both student-journalists and school paper advisers in the District of Balayan demonstrate a low extent of proficiency across all core indicators. Specifically, writing skills, communication skills, research skills, and publication skills were all found to be statistically significant at a low level. Furthermore, while the perceived journalistic responsibilities were statistically significant, the overall results underscore a consistent gap

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan
Managing Editor: Raymart O. Basco

Associate Editor: Andro M. Bautista
Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



between current performance levels and the standards required for global relevance in campus journalism.



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza
