

Informative Poster Using Vernacular Languages: Effective in Improving the Knowledge of Fisher Folks on the Protection of Sea Cow (*Dugong Dugon*)

Dr. Jessie V. Alzate

Associate Professor V, Davao Oriental State College of Science and Technology, City of Mati, Davao Oriental, Philippines

Abstract: The study was conducted to determine the Effects of Poster Using Varied Languages on the Knowledge for the Protection of Dugong among Fisher Folks of Dahican Beach, Dahican, Mati City, Davao Oriental.

The data were analyzed using frequency distribution, percentage, mean, and paired t-test. There were 112 sample respondents included in the study.

Results revealed that many of the respondents were on their early adulthood (21-30 years old); majority were females; married and most of them speak Kalagan language (one of the indigenous people in Davao Oriental). Many of the respondents were high school level. Most of them were exposed to printed communication materials. The knowledge level of the respondents before exposure to posters, showed that they have previous knowledge about the need to protect the sea cow (Mean=4.6) which is near with the perfect mean knowledge score (5.0000). Despite their prior knowledge, post-test results prove that their knowledge level increased after their exposure to informative poster. Thus, poster as a printed medium imparted higher knowledge and created awareness in the protection of sea cow. The use of vernacular language of the target readers further made the medium effective language.

Paired t – test result revealed that there was significant difference before and after exposure of the respondents to instructional posters using vernacular languages ($t=5.209$).

Keywords: Sea Cow, Instructional Poster, Knowledge, Vernacular language, Fisher Folks.

I. INTRODUCTION

Communication is the process of transmitting information from source to receiver which they both understand each other. It is an on-going, dynamic, without a starting and stopping point. It is viewed as purposive. Hence, communication is the key that opens the door for change where it can either destroy or build relationships, thus a vital aspect for social change (Berlo, 1960).

One of the ways where humans communicate is through language. It is an expression where knowledge, belief, and behavior can be experienced, are explained, and shared. This sharing is based on systematic, conventionally used signs, sounds, gestures, or marks that convey understood meanings within a group or community. Some studies identified “windows of opportunity” for acquiring written language, spoken, or signed that exist within the first few years of life (NIDCD, 2002). As evidence, language and marginality show that there are positive links between the use of mother tongue in teaching in the achievement of learners (Benson, 2005).

In the Philippines, many linguistic elements have adopted by Filipinos over the past centuries in which there are considered secondary languages which they acquired from foreigners like the English language from the Americans through colonization, migration, and intermarriages. Indeed, English is known as global *lingua franca* (Bugayong, 2011).

International Journal of Novel Research in Humanity and Social Sciences

Vol. 2, Issue 6, pp: (1-10), Month: November-December 2015, Available at: www.noveltyjournals.com

Despite this, language in the country is widely varied as noted by Mcfarland, (2004) as cited by Bugayong of (2011). There are 118 separate languages and over 400 dialects that differ in degrees of mutual intelligibility. In the midst of such diversity, *Tagalog*, the Austronesian language spoken in the nation's capital is chosen as the basis for country's national language as well as its lingua franca since 1937 (Bugayong, 2011). The nature of this languages, however, has certainly changed over the decades as Filipinos no longer acquire it via 'first hand tradition' but rather through the mass media. Media communication channels come in many forms like audio, video, audio-visual, print and the multi-media (Ables, 2003). Instructional material belonged to the print media as one of the means to impart knowledge.

Instructional materials are among the most effective ways in creating awareness and understanding of a technology. It is a device that assists instruction or extension endeavors. Some printed instructional materials are primers, leaflets, flyers and posters. Poster is a piece of printed paper designed to be attached to a wall or vertical surface. It includes both textual and graphical elements, although a poster may be either wholly graphical or wholly textual. Posters are designed to be both eye-catching and convey information, thus, can transmit messages effectively to the target audiences. In the business arena, companies use poster to market or advertise specific products. Slogans for the goods can be popularized through a well-designed poster (Nocom, 2009).

Apart from advertising, this study theorized that it can be an effective means in providing awareness to the stakeholders to protect sea cow which is one of the endangered marine species in the country (IUCN, 2015).

The Philippine Seacow or *Baboy Dagat* is protected under Republic Act No. 9147 (R.A. no.9147) known as Conservation and Protection of Wildlife Resource and their Habitats Act (Congress of the Philippines, 2002). This law provides relief protection for wildlife resources that are near to extinction. Thus, awareness drives to protect aside from dugongs, but to include dolphins and whales, are done intensively through the concerted efforts of both the national, local government units (LGUs) and other international environmentalists.

In the coastal communities in the City of Mati, these marine mammals are usually trap by fishing nets of fisher folks.. This is in spite the impending ordinance to establish marine protected areas. As a communication support to these efforts, this study determined the knowledge of the respondents on the need to protect these Dugongs through informative poster bearing different vernacular languages and identified the most effective language among these local languages as a tool in enhancing the knowledge of the fisher folks on the need to protect sea the cows.

II. OBJECTIVES OF THE STUDY

The study determined the effects of poster using varied languages on the knowledge for the protection of sea cow. Specifically it aims to:

1. Determine the printed media exposure of the respondents.
2. Determine the level of knowledge of the respondents towards the need to protect the dugong before they were exposed to informative poster using varied languages.
3. Determine the level of knowledge of the respondents towards the need to protect the dugong after they were exposed to the poster.
4. Find-out the significant difference between the awareness of the respondents before and after their exposure to the poster.
5. Determine the most effective language to be used in designing posters to protect sea cow.

III. MATERIALS AND METHODS

Research Locale:

The study site was conducted in Barangay Dahican, City of Mati which is known as the nesting grounds of marine turtles. It is geographically located at the eastern portion of the City of Mati facing the Pacific Ocean. The barangay (smallest local government unit) has 20 Sitios and 44 Puroks (small villages). The place is inhabited by various ethnic groups to include, *Kalagan, (Islamized natives) Bisaya and Mandayan* people settled in the area. With regards to the language and dialect used of the people Bisaya, Kalagan, Madaya and Tagalog are main languages used for communication. Three coastal *Puroks* were included namely Purok Sandigan-I, Purok Kaliguan and Purok Cadanlaan. where *Dugongs* are usually sighted.

Study Map:

Figure: Map of Dahican Beach, Barangay Dahican Photo credited to Google Earth Inc. ®

Legend:

★ -Location of Puroks

Research Design:

The study employed quantitative research design through semi-structured interview and pre-test, post- test with no control group.

Prior to data gathering, 3 posters were produced using languages in Cebuano, Tagalog (national language in the Philippines) and Kalagan and these were pretested to 10 fisherfolks from other puroks in Dahican Beach not included as respondents of the study.

After pretesting, final production of the poster were done in order to incorporate some possible improvements. All respondents are living in the three Puroks namely: Sandigan-1, Kaliguan and Cadanlaan which fishing as one of their livelihoods.

Respondents of the study were given seminars on the protection of *dugong*. This was done before they were exposed to the 3 posters in order to give them equal knowledge about the subject. Thus, the respondents were given pretest after the seminar and post-test after they were exposed to posters. The content of the test were derived from the texts presented in the poster about the need to protect Dugongs.

After the pretest, the poster written in Cebuano, Kalagan, and Tagalog languages were posted at the village booths centers and were left for 2 months to give enough time and chance to read these posters. Posttests were administered after 3 months; the same set of questions given during the pretest..

Sampling Technique:

Purok Sandiagan had 54 households, Purok Kaliguan, 50 while Purok Cadanlaan, 52. In determining the respondents Sloven’s Formula and Purposive Sampling Technique were used.

Sloven’s Formula:

$$n = \frac{N}{1 + Ne^2}$$

Where

n = sample size

N = population size

e = allowable error (5%)

Hence, Purok Sandigan-I, 39 households- respondents, Purok Kaliguan, 36, while in Purok Cadanlaan has Thirty seven (37), gender were chosen randomly. Fishing activities are the common reasons for the death of dugong in Dahican Beach. Thus, they were chosen to be the respondents of the study.

The three Puroks were exposed to the three posters. The Study used simple Random Sampling (SRS) households from the three Puroks namely: Purok, Cadanlaan, Purok Kaliguan and Purok Sandigan –I.

Data Gathering and Nomenclature of the Informative Posters:

Respondents were given chances to read the informative Posters written in 3 languages (Kalagan, Cebuano, Tagalog). The posters were made of tarpaulin and contained a picture of Dugong; using Lucida Sans font; yellow and red colored. The size of the poster followed the normal size of a poster 16” X 24” bearing messages about the need to conserve and protect dugong including the reasons of the rapid decline of their numbers.

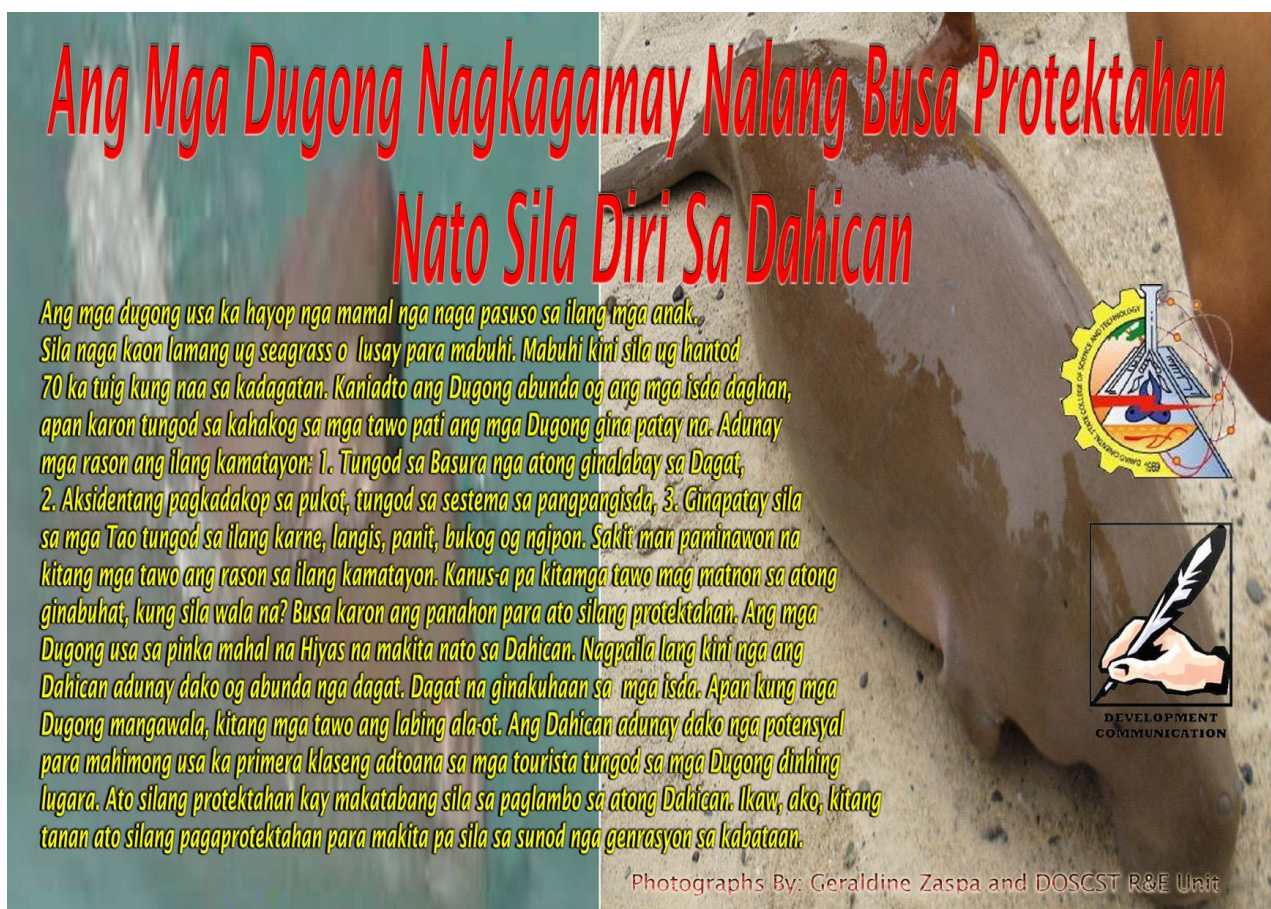


Figure: Poster bearing Visayan language



Figure: Poster with Kalagan language

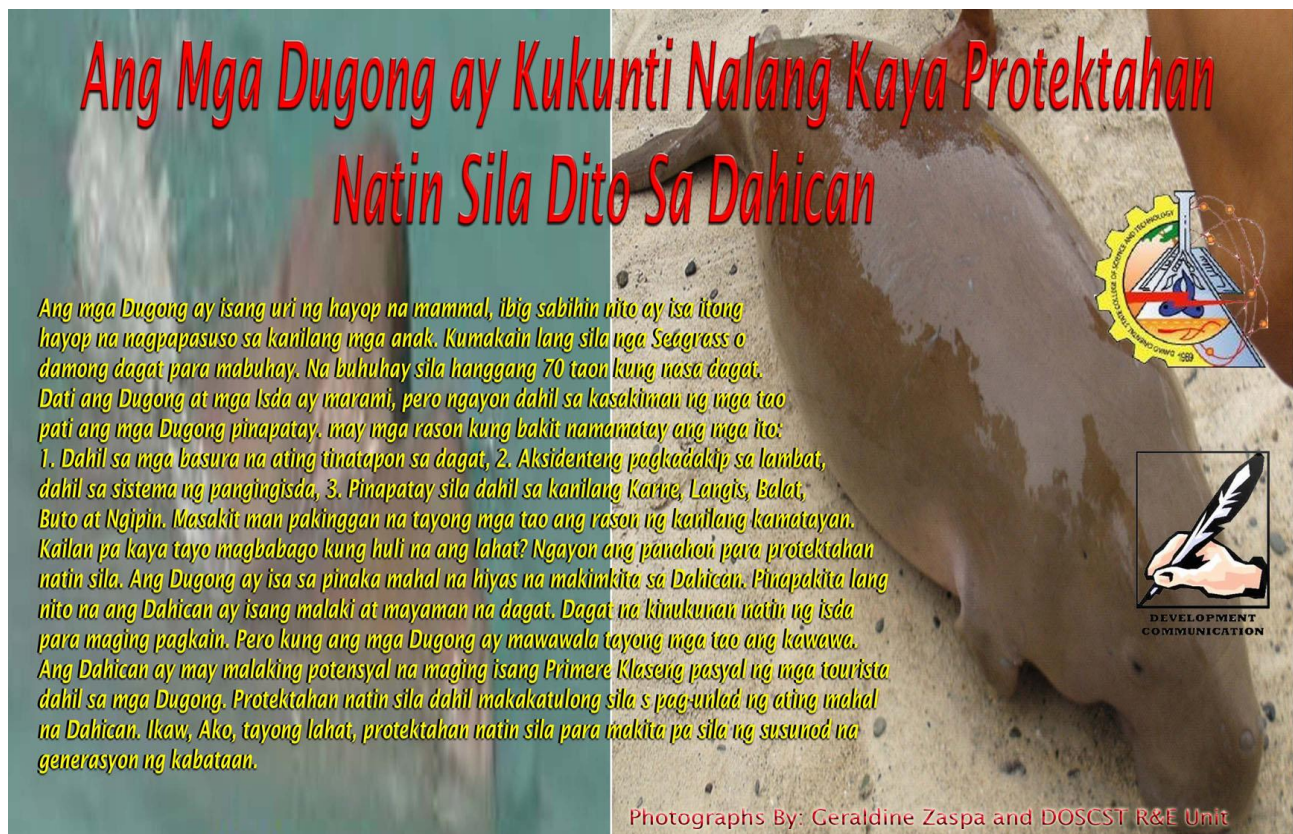


Figure: Poster with Tagalog Language

Pretest questionnaires written in Visaya were used to find out the knowledge level of the respondents and including their socio-demographic characteristics. The content of the pretest questionnaire came from the text of the posters given to them. There were only 10 items asked from the respondents. The score of the prepared quiz would determine if the knowledge level of the respondents increased or decreased. Scores were rated by following ratings: if the score ranges 1-2, they were rated as Poor, 3-4, Needs Improvement, 5-6, Satisfactory, 7-8, Very Satisfactory, and if the score ranges 9-10 they were rated as Outstanding.

Methods of Analysis:

The data collected on their socio-demographic characteristics and the printed media exposure of the respondents were analyzed through frequency counts, percentages and means. Paired t – test was used in analyzing the difference between the pretest and the posttest results and the significant difference on the knowledge level of the respondents before and after their exposure to poster using varied languages.

IV. RESULTS AND DISCUSSION

Socio-demographic Characteristics of the Respondents:

Age:

Table 1 shows 112 of the respondents were able to answer the prepared questionnaires given. Of 112 respondents, 27.68% belonged to the age bracket of 21-30 years old, 25%, 31-40 years old, 17.86% , 51-60 years old, 16.96% 41-50 years old and while 12.5% belonged to the age bracket of 10-20 years old. This means that majority of the respondents were on their early adulthood to middle adulthood.

Gender:

Results show that 58.93% of the respondents were female and 41.07% were male. This implies that most of the respondents of the study who were exposed to the poster with varied languages were females. This is because male respondents during the conduct of the study were working.

Marital Status:

It revealed that 57.14% were married, 33.92%, single and 8.93% widowed. This finding shows that married people were more interested in protecting dugong.

Tribe:

With regards to tribes, Kalagan tribe dominated by having 62.5% of the respondents, 17.85% were Mandaya, 15.18% were Cebuano, 1.79% was Surigaonon, 1.79% was Boholano and 0.89% was Ilonggo.

Educational Attainment:

Forty percent (40.18%) were High School level, 28.5% Elementary level, 28.58% College level, while 2.68% were College Graduates. This shows that their educational attainment was varied but many obtained High School education. When summed, majority were in high school level, capable of understanding the posters (Table 1).

Occupation:

With regards to occupation, 41.08% were Unemployed, 35.71% Fishermen, 7.14% Government Employee, 5.36% were Farmers, 3.57% were Small Business Entrepreneurs, 2.69% Drivers, 1.78% Private School Teachers, 1.78% Carpenters,. This shows that many were idle and only fishing for consumption but not for any other productive enterprise.

Table 1. Socio-demographic Characteristics of the Respondents

Socio-demographic Characteristics	Frequency	Percentage (%)
Age Interval		
(10-20)	14	12.5
(21-30)	31	27.68
(31-40)	28	25
(41-50)	19	16.96
(51-60)	20	17.86
Total	112	100

International Journal of Novel Research in Humanity and Social Sciences

 Vol. 2, Issue 6, pp: (1-10), Month: November-December 2015, Available at: www.noveltyjournals.com

Gender		
Male	46	58.93
Female	66	41.07
Total	112	100
Marital Status		
Single	38	33.92
Married	64	57.14
Widowed	10	8.94
Total	112	100
Tribe		
Cebuano	17	15.18
Boholano	2	1.79
Ilonggo	1	0.89
Kalagan	70	62.5
Mandaya	2	17.85
Surigaonon	2	1.19
Total	112	100
Educational Attainment		
Elementary	32	28.58
High School	45	40.78
College Level	32	28.58
College Graduate	3	2.68
Total	112	100
Occupation		
Fisherman	40	35.71
Farmer	6	5.36
Government Employed	8	7.14
Unemployed	46	41.08
Small Business Entrepreneurs	4	3.57
Driver	3	2.69
Private School Teachers	2	1.78
Carpenters	2	1.78
Beautician	1	0.89
Total	112	100

The Printed Communication Exposure:
Exposure to Printed Media:

All of the respondents were able to read many types of printed communication materials where 40.24% read posters, 17.13% read Flyers, 15.54%, exposed to newspapers, 27 (10.76%) were also reading pamphlets, 8.76% magazines, 6.37% Leaflets. This shows that many of the respondent read posters since it is interesting and catches their attention (McKenzie, 2002). Thus poster turned to be one of the effective means in disseminating development information since it attracts them (Palapac, 1998).

Topics mostly read by the Respondents:

Table shows that the dominant topic read by the respondents were topics about Fishing with 75 (60%), 32 (25.6%) were topics on Environmental Issues, 10 (8%) reads News and Current Affairs, 3 (2.4%) were topics related to Mining, 3 (2.4%) were topics on Showbiz and Entertainment while 2 (1.6%) were topics related to Religion. This implies that fishing topics were most read due to the fact that the respondents are living along the coastline of Dahican Beach and many were fishermen.

Reasons of Reading:

Acquisition of Knowledge was the dominant reason of the respondents in reading printed communication materials with 102 (91.07%), 10 (8.93%) reads to be entertained. This means that acquisition of knowledge is important for them to be learned and help protect this dugong.

International Journal of Novel Research in Humanity and Social Sciences

 Vol. 2, Issue 6, pp: (1-10), Month: November-December 2015, Available at: www.noveltyjournals.com
Sources of Reading Materials:

With regards to their source of reading materials, 29.32% bought their own reading materials, 27.23% were given by the government, 21.99% were reading materials given by private groups and 21.47% were reading materials borrowed to neighbors for reading.

Table 2. Printed Communication Exposure

Printed Communication Exposure Characteristics	Frequency	Percentage (%)
Types of Printed Communication Materials		
Flyers	43	17.13
Posters	101	40.24
Pamphlets	27	10.76
Leaflets	16	6.37
Primers	3	1.96
Newspaper	39	15.54
Magazines	22	8.76
Topics Usually Read		
Fishing	75	60
Mining	3	2.4
Environmental Issues	32	25.6
News and Current Affairs	10	8
Showbiz and Entertainment	3	2.4
Religion	2	1.6
Reasons of Reading		
Acquisition of Knowledge	102	91.07
Entertainment	10	8.93
Sources of Reading Materials		
Bought	56	29.32
Neighbors	41	21.47
Government	52	27.23
Private Groups	42	21.99

Knowledge Level on Dugong Protection Before Exposure to Poster:

Table 3 shows that respondents from Cadanlaan have the highest knowledge level has a mean knowledge score of 4.7568 s while Sandigan – I respondents have the least knowledge in terms of dugong protection. But generally, the entire respondents have knowledge level of 4.6250 which is closer to $m = 5.0000$ as the perfect knowledge provided by the questionnaire.

Based on the standard deviation, it reveals that the level of knowledge of respondents from Kadalaan was more compact compared to other areas as revealed by its least value. This means that this knowledge level was shared by the respondents in a closer way. While, opposite to Sandigan – I respondents has the least knowledge and varied to individuals.

Table 3. Knowledge Level on Dugong Protection Before Exposure

Tools of Description	Level of Knowledge of Respondents in Three Puroks Before Exposure to Poster in Varied Languages			Total
	Cadanlaan	Kaliguan	Sandigan – I	
Number of respondents	37	36	39	112
Mean Score	4.7568	4.6389	4.4872	4.6250
Standard deviation	0.43496	0.54263	0.68333	0.57147

Knowledge Level on Dugong Protection after Exposure to Poster:

Table 4 reveals the knowledge level of respondents on dugong protection after they were exposed to posters in Tagalog, Kalagan and Cebuano languages. These posters convey messages about protection of dugong as endangered species. It shows that Cadanlaan respondents have the highest knowledge level, while Sandigan – I respondents have the lowest knowledge level. However, in general picture, it shows that respondents have a knowledge level of 4.8214 which is closer to perfect score (5.000) as set by the questionnaire.

The distribution of knowledge level on dugong protection was measured by standard deviation. This tool reveals that knowledge level of Cadanlaan respondents was shared among them compared to other respondents from other areas. This compactness of knowledge paved an idea that the community gained homogenous level of knowledge to protect dugong after their exposure to informative poster.

Table 4. Knowledge Level on Dugong Protection After Exposure

Tools of Description	Level of Knowledge of Respondents in Three Puroks After Exposure to Poster in Varied Languages			Total
	Cadanlaan	Kaliguan	Sandigan – I	
Number of respondents	37	36	39	112
Mean Score	4.8649	4.8333	4.7692	4.8214
Standard deviation	0.34658	0.37796	0.42683	0.38471

Difference on Knowledge Level:

Paired t – test measures the significant difference on the knowledge level on dugong protection of respondents before and after exposure to printed materials in Cebuano, Tagalog and Kalagan languages. Table 5 revealed the result of this test and was able to infer that there was significant difference to the knowledge level of respondents before and after their exposure. This generalization was proven with the significant value (sv= 0.000) which is lower than the critical value of sv=0.05.

Table 5. Paired t – test Result on the Knowledge Level of Respondents in Dugong Protection Before and After Exposure to Printed Materials

Factor of Comparison	Mean of Paired Differences	Standard Deviation on Paired Differences	t - value	Degrees of Freedom	Significant t Value
Knowledge of Respondents Before and After Exposure to Poster in Varied Languages	0.19643 (s)	0.39908	5.209	111	.000

Language Used in Making Posters on Dugong Protection:

Kalagan language was chosen by the respondents as the most effective language to be used in designing poster since it is their mother tongue (62.50%) while 37.5% Cebuano; nobody choose Tagalog (Table 6). This means that aside from the national language, the respondent can speak other vernacular languages since the Philippines is a multilingual country whose inhabitants can adequately communicate not only two languages but sometimes, three or four. Furthermore when colonization, globalization, migration and intermarriages among different language groups, have created language contacts, hence different languages coexist within communities (Tajolosa 2011). This suggests that that language to be used for poster may vary according to the language of the majority ethnic group in a certain place. The mother language creates a sound image which fits to a pre-existing language structure (Dalledalle, 2000).

International Journal of Novel Research in Humanity and Social Sciences

Vol. 2, Issue 6, pp: (1-10), Month: November-December 2015, Available at: www.noveltyjournals.com

Table 6. Effective language to be used in making poster of dugong protection

Languages	Frequency	Percentage (%)
Kalagan	70	62.5
Cebuano	42	37.5
Tagalog	0	0
Total	112	100

V. CONCLUSION

Based on the findings, this study concludes that respondents were more exposed to poster than any other printed media. Topics mostly read were about fishing and they were reading these materials to acquire knowledge. They were aware of protecting dugong before they were exposed to poster. However, their previous knowledge further improved after they read the informative poster that used vernacular language (*Kalagan*). Thus, there was a significant difference in their pre-test and post- test results.

REFERENCES

- [1] H. Ables, 2003. Mass communication and Philippine Society, The University of the Philippines Press, pp. 41-74.
- [2] M. Alajlan, 2012. English as a Lingua Franca in Gulf: A Case Study in Arabian Gulf ELF5 the Fifth International Conference of English as a Lingua Franca, Boğaziçi University, Istanbul, <http://www.elf5.org>
- [3] C. Benson, UNESCO Bangkok. Asia and Pacific Regional Bureau for Education, www.unescobkk.org
- [4] Berlo, D.K., 1960, the Process of Communication and Leadership: An Introduction to Theory and Practice. New York. Holt, Rinehart and Winston.
- [5] L. Bugayong, L.K, 2011. Philippine Journal of Linguistics Vol. 42: Taglish and the Social Role of Code Switching in the Philippines, University of Fribourg, Switzerland.
- [6] Congress of the Philippines, 2002. Wildlife Resources Conservation And Protection Act: Ensuring Ecological Sustainability (Republic Act 9147)<http://www.bic.searca.org>
- [7] C. Deledalle, C., 2000, Semeiotic and Semiology: Peirce and Saussure, in Charles S. Peirces Philosophy of Signs: Essays in Comparative Semiotics, Bloomington: Indiana Press, <http://www.academia.edu>.
- [8] IUCN, 2015. The International Union of the Conservation of Nature Red List of Threatened Species, <http://www.iucnredlist.org>
- [9] NIDCD, 2002, National Institute on Deafness and Other Communication Disorders National Institutes of Health 31 Center Drive, MSC 2320 Bethesda, MD USA 20892-2320, <http://www.nidcd.nih.gov>
- [10] W. McKenzie, 2002. Media Selection: Mapping Technologies to Intelligences, Vol. 17, No. 17, p 10. www.vste.org
- [11] K. Nocom, 2005, Los Angeles California; free articles (By Article Base.Com).
- [12] Palapac, E., 1998, Telekom and Indosat Plan Mutual Satellite Launch
- [13] T. Tajolosa, 2011. Philippine Journal of Linguistics Vol. 42: The Objective and Subjective Assessments of the Ethnolinguistic Vitality of Batak Communities in Palawaan, Philippines, Palawan State University: tessatajolosa.psu@gmail.com.