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ABELS3B (INC grade compliance)

INTRODUCTION (Part 2)

***Research Topic/Title*:** Memes and News Headlines: The solution to Filipino’s low reading comprehension or the factors to the problem?

***Statement of the Problem:*** The Philippines, which prides itself on the educational prowess of its men; specifically on being proficient in the English language, scored the lowest in reading comprehension in the 2018 Programme for International Student Assessment (PISA). Adding the 2020 pandemic where the number of students loitering in the waves of the internet soared higher compared to pre-pandemic years; the proliferation of memes, memes derived from news headlines, and news headlines itself led the researcher to question the connection between the aforementioned observation and the low reading comprehension of Filipinos.

***Research Questions:***

* Are memes and headlines the solution for low reading comprehension, or do they worsen the problem?
* Is the proliferation of memes equate to comprehension? Or do netizens just engage with memes without comprehending?
* Is it better that people are provided with different means (e.g. short forms like memes) to absorb information?

***General Objective:*** To investigate how short forms like memes and news headlines implicate Filipino netizens’ reading comprehension.

***Specific Objectives:***

* To determine how memes and news headlines could be a solution for Filipino’s low reading comprehension;
* To analyze how memes and news headlines could be a factor in Filipino’s low reading comprehension;
* To investigate netizens’ attitudes on reading short forms of text on social media.

***Theoretical Framework***

The research moves forward with two questions in mind; one, do memes and news headlines ease the low reading comprehension crisis in the Philippines or do they contribute to the problem? This research will be built on Rosenblatt’s framework (reader response theory) by using it to measure the ways netizens interact with memes and news headlines. The central component of reader response involves giving readers opportunities to make meaningful, authentic connections with the texts they are reading. Reader response theory is typically used in a classroom setting where teachers become facilitators rather than lecturers, and students actively engage with texts as they transform the texts’ words into meaningful connections to their personal lives. Such strategies hold students accountable for their train of thought. As students make connections to pieces of literature based on their prior knowledge and personal experiences, they inevitably begin to think critically about what they are reading. Because a reader response approach requires readers to justify their interpretations of a literary piece with textual evidence, readers are challenged to explain which aspects of a text led them to derive their personal responses. Similarly, this paper will use reader response with the way netizens interact with memes and news headlines; they will be measured by their public comments as *the response* the way teachers measure student’s response to literary texts.

***Conceptual Framework***

Or will these worsen the problem?

Filipino’s reading attitudes on Social Media

Social Media

= Twitter and Facebook

Can these be a solution?

READING

= reading comprehension

Do these contribute to Filipino’s reading comprehension?

Reader Response Theory

?

Does it have a connection with the proliferation of memes on social media?

Explain your diagram:

Memes and News Headlines are in the center as they are the independent variable of the study. Using the reader response framework, how does memes and news headlines affect netizens? Can they be a solution or do they worsen the problem? And do they have a connection with the proliferation of memes on social media? Why are memes easily shareable on social media and why are people engaging with it? This goes back to how the research started with observing Filipino’s reading attitudes in social media; does reading equate to comprehension? And since memes are so popular in social media, can we use it as a new reading strategy?