

BIBLIOGRAPHY

RAZIL ANN BACLILI M. MAY 2009. Perceptions and Attitudes of Readers on the Use of Multiple Languages in a Newspaper: The Case of Northern Dispatch (NORDIS). Benguet State University, La Trinidad, Benguet.

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ABSTRACT

This study was conducted to determine the socio-demographic profile of the respondents; determine the reasons of the publication in using multiple languages in the newspaper; determine the newspaper have standards as to what articles are to be written in English, Filipino, and Ilocano; determine the reasons why the articles in the newspaper are being written in English, Filipino, and Ilocano; determine the effects of using multiple languages in a newspaper; determine the attitudes of readers towards the use of multiple languages in newspaper media and; determine the perceptions of reads on the use of multiple languages in newspaper media.

Based on the results of the study, majority of the respondents belonged to bracket 28-37, majority of them were female, married, and single. Most of the respondents attained the high school level of education.

Majority of the respondents are in favor on the use of multiple languages in newspaper media. Majority of the respondents also recommends the use of multiple languages to

newspaper media. Most of the respondents claimed that they understood Ilocano dialect more than any languages used in Newspaper.

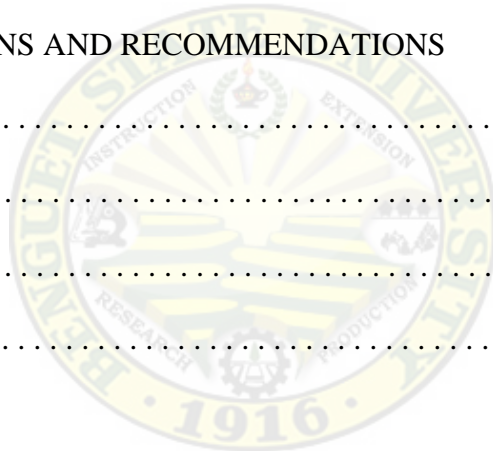
The identified advantage of using multiple languages is that readers can easily understand the message of the article if it was written in their own dialect. Meanwhile, the identified disadvantages on the use of multiple languages in newspaper are the readers who cannot understand Ilocano or other dialects will not be able to understand the article written in the dialect and; that readers will not read all the contents of the paper because they do not appreciate the use of multiple languages in newspaper.



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INTRODUCTION

Rationale

In this intellectual age of dynamic world, a publication that is not globally competitive will be left behind. Publication is the primary means of disseminating “certified” knowledge to a larger audience, so that it can be considered in personal decision making and public deliberations (Frankel, 2002). Since a newspaper is a form of publication, its right to attract and hold readers is restricted by nothing but considerations of public welfare (Malinao, 2003).

According to Malinao (2003), a good newspaper prints the important news and provides the information, comment and guidance most useful to its readers. It reports fully and explains the meaning of local, national, and international events, which are of major significance in its own community. Its editorial comment provides an informed opinion on matters of vital concern to its readers.

According to Schults (2003), as cited by Cheren (2008), since individuals in the community are the concerns of every publication it should be put in mind that whatever things published or written might affect the livelihood of some readers. Thus, getting their reading preference is very important.

In Benguet and Baguio City, one of the circulated publications is the Northern Dispatch Weekly (Nordis). The publication began its life on September 2, 1989 as a weekly packet of news and features on Northern Luzon, with Cooper Resabal as the first editor in chief.



Nordis halted operations in the years 1999-2000 but resumed publication still as a regional news agency on 11 April 2001 (Vol. 13 No. 1). Their first issue as a regional weekly newspaper was published on October 11 2002 (Profile of Nordis, 2008).

They are producing and distributing weekly packets of news and feature articles for its readers in the Northern Luzon provinces of the Ilocos, Cordillera and Cagayan Valley. Writing from and for the grassroots is the *Northern Dispatch Weekly's* cutting edge because it has writers, if not potential writers, and networks even in the remotest villages, which are also the most under-reported.

One of the unique features of Northern Dispatch is its usage of multiple languages in their publication. Some of the languages that they use are Filipino, English and Ilocano.

Local Language newspapers have a much better local connect, and the content is more customer-centric. The fact needs to be highlighted. We need to believe that there is a market out there for local language newspapers (Shah, 2007).

Hence, this study wants to find out the perception of readers on the use of multiple languages in newspaper media. The respondents' perception would be of help to bridging the gap between the reader and the newspaper publishers.

Statement of the Problem

The study dealt on the perception of the readers on the use of multiple languages as a medium in writing articles on newspaper.

Specifically, it sought to answer the following questions:

1. What are the socio-demographic profile of the respondents?



2. What are the reasons of the publication in using multiple languages in the newspaper?
3. Do the newspaper have standards as to what articles are to be written in English, Filipino, and Ilocano?
4. What are the reasons why the articles in the newspaper are being written in English, Filipino, and Ilocano?
5. What are the effects of using multiple languages in a newspaper?
6. What are the attitudes of readers towards the use of multiple languages in newspaper media?
7. What are the perceptions of readers on the use of multiple languages in newspaper media?

Objectives of the study

The study endeavored to answer the following questions:

1. determine the socio-demographic profile of the respondents;
2. determine the reasons of the publication in using multiple languages in the newspaper;
3. determine the newspaper have standards as to what articles are to be written in English, Filipino, and Ilocano.
4. determine the reasons why the articles in the newspaper are being written in English, Filipino, and Ilocano;
5. determine the effects of using multiple languages in a newspaper.



6. determine the attitudes of readers towards the use of multiple languages in newspaper media.

7. determine the perceptions of readers on the use of multiple languages in newspaper media.

Importance of the Study

The study would be significant to the administrators of Northern Dispatch for them to know if their approach in writing is helpful to the readers. The study will also served as an input in formulating and supporting the use of multiple language as a medium in writing articles for newspapers.

The study would encourage other publications to use multiple languages as their own publication. This could also be used by other Development Communication students and other researchers as a basis for formulating the same scope of the study.

Scope and Limitations of the Study

The study was conducted in La Trinidad, Benguet and Baguio City because it is where the publication is primarily circulated.

The data gathered was limited on the socio-demographic profile of the respondents, the publications' reason in using multiple languages on the newspaper, determine if the newspaper have standards as to what articles are to be written in English, Filipino, and Ilocano, determine the reasons why the articles in the newspaper are being written in English, Filipino, and Ilocano, the effects of using multiple languages in a newspaper, the attitudes of readers towards the use of multiple languages in newspaper



media and, the perceptions of readers on the use of multiple languages in newspaper media. It was also limited to the readers of the publication in La Trinidad, Benguet and Baguio City.



REVIEW OF LITERATURE

History of Nordis

In Benguet and Baguio City, one of the circulated publications is the Northern Dispatch Weekly (Nordis). The publication began its life on September 2, 1989 as a weekly packet of news and features on Northern Luzon, with Cooper Resabal as the first editor in chief.

Nordis halted operations in the years 1999-2000 but resumed publication still as a regional news agency on April 11, 2001 (Vol. 13 No. 1). Their first issue as a regional weekly newspaper was published on October 11 2002.

They are producing and distributing weekly packets of news and feature articles for its readers in the Northern Luzon provinces of the Ilocos, Cordillera and Cagayan Valley. Writing from and for the grassroots is the *Northern Dispatch Weekly's* cutting edge because it has writers, if not potential writers, and networks even in the remotest villages, which are also the most under-reported (Nordis.net).

The Basis of Language

The language first learned is called one's native language or mother tongue; both of these terms are figurative in that the knowledge of particular languages is not inherited but learned behavior. Nonetheless, since the mid-20th century linguists have shown increasing interest in the theory that, while no one is born with a predisposition toward any particular language, all human beings are genetically endowed with the ability to learn and use language in general (Columbia Encyclopedia).



According to transformational (or generative) grammar, the idiosyncratic vocabulary and grammatical conventions of any natural language rest on a foundation of “deep structures,” a universal grammar underlying all languages and corresponding to an innate capacity of the human brain. This theory implies not only that there are constraints on what may constitute an intelligible human language, but also that, however numerous or striking, the differences between any two languages are less fundamental than their similarities (Chomsky, 1950).

Language Is Understanding

What a man cannot state he does not perfectly know, and conversely the inability to put his thoughts into words sets a boundary to his thought, English is not merely the medium of our thought, it is the very stuff and process of it (Atkinson, n.d.).

Atkinson (n.d) also noted that a man may have a notion but the only way of determining the value of such an impression is to express it in words, and then, and only then, can he grasp the substance of the idea. In addition, if an author omits this step, the risk is that the idea will not be rational but fanciful. So not even the author knows what an idea is until it is clearly expressed in words, a quality which makes language the essence of understanding. Diagrams and pictures may be used to support words, but it is the word that contains the idea.

The understanding of an idea can be improved by simplifying the words used to express the idea. The understanding of an idea can be improved by shortening the number of words used to express the idea. The exercise of improving the expression of an idea is the improvement of the understanding of that idea. Nevertheless, language is



merely a discipline where meaning is created by the universal adoption of the rules of spelling and grammar.

Language is also tradition, for it is tradition that establishes the words, spelling and grammar; hence it is tradition that forms the basis of communal understanding, so the corruption of tradition is the corruption of communal understanding (Atkinson, n.d).

Perceptions of Respondents

Perception is our sensory experience of the world around us and involves both the recognition of environmental stimuli and actions in response to these stimuli. Through the perceptual process, we gain information about properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us, it allows us to act within our environment (Wagner, 2008).

According to Myer (2005), perception involves all the ways of becoming aware of things, people, happenings or ideas. Judgments involve all the ways of coming to conclusions about what has been perceived. If people differ systematically in what they perceived and in how they reach conclusions then it is reasonable for them to differ correspondingly in their interest, reactions, values, motivations and skills.

When you seek to convince, persuade or otherwise change other people's minds, the language you use is extremely important. Each word is a little packet of meaning from which the other person infers understanding.



Attitudes of Respondents

According to Myers as cited by Panonot (2006), attitude refers to a favorable or unfavorable evaluation reaction towards something or someone exhibited in one's beliefs, feeling, or extended behavior.

Attitude is also a predisposition to respond in certain way to a person, object, situation, event or idea. The response may come without conscious reflection. A person who shows a certain attitude is more enduring than a mood or whim; it produces a consistent response (Encyclopedia Americana, 2000).

According to Wells (1989), as cited by Bardoquin (2008), opinion research is used to check how people feel about other people, products and brands, appeals and contemporary trends. Attitudes reflect consumers' values. They tell the world what we stand for and identify the things and ideas we consider important. They also track our positive and negative reactions to things in our life.

Reasons for Reading Newspaper

Reasons for reading newspapers, according to John McIntyre (2008), the managing editor of Content Intelligence, a new publication from Lyra Research in Newtonville, Mass. He served as the Managing Editor of an industry-leading newsletter and also authored several industry reports. McIntyre said that despite the accessibility of a rich digital environment, people are still buying and reading newspapers. Honing in on the reason why raises the question, what is the most important reason why people read or subscribe to a newspaper?



First is that people enjoy the medium's portability because they can take it wherever they go, and second, they say the medium contains information they cannot get from another source-information we presume they must deem essential because they often devote precious time to retrieving it.

The portability factor is perhaps a surprise winner. Portability and wherever/whenever usability are key factors in newspaper readership, especially among younger readers who are driven by a mobile and varied lifestyle. Newspapers also contained better or more detailed information than what they can get elsewhere. Moreover some older readers said that newspaper reading had become a habit and that they do not like reading from a PC screen, a sentiment that has led many to speculate that the web will never replace paper. Exclusiveness of the information offered by newspapers is another reason for reading or subscribing to newspaper. Newspapers had unique information readers couldn't get elsewhere. People also looked in newspapers for community and regional general and business news and for obituaries.



METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, Benguet and in Baguio City since it is where the publication is primarily circulated.

The study was conducted on December 2008- January 2009.

Respondents of the Study

The respondents of the study were the readers of the publication in Baguio and La Trinidad, Benguet.

There were 50 respondents, 25 of which were from Baguio City, and the other 25 were from La Trinidad. The criteria in choosing the respondents were the following:

- a. respondents should be eighteen years old and above; and
- b. they should be reading Nordis.

Respondents were selected through purposive sampling.

Data Collection

Personal interview was done with the writers of Northern Dispatch and an interview schedule was furnished to gather information needed in the study. The questionnaire contained necessary questions that were related to the objectives of the study.





Figure 1. Map of La Trinidad, Benguet showing the locale of the study





Figure 2. Map of Baguio City showing the locale of the study



Data Gathered

The data gathered focused on the socio-demographic profile of the respondents, the publication's reasons in using multiple languages on the newspaper, determine if the newspaper have standards as to what articles are to be written in English, Filipino, and Ilocano, determine the reasons why the articles in the newspaper are being written in English, Filipino, and Ilocano, the effects of using multiple languages in a newspaper, the attitudes of readers towards the use of multiple languages in newspaper media and, the perceptions of readers on the use of multiple languages in newspaper media.

Data Analysis

The data gathered were tabulated and analyzed using frequency counts, percentages and descriptive analysis.



RESULTS AND DISCUSSION

Socio- demographic Profile of the Respondents

Out of 115 people asked if they were reading Nordis, 50 people said yes.

Table 1 presents the general characteristics of the respondents in terms of sex, age, civil status, and educational attainment, ethnic affiliation, and religion.

Age. A percentage of 36 respondents belonged to age bracket of 28-37. It was followed by age bracket of 18-27 (26%). Moreover, 20% of the respondents belonged to 18-27 while 18% respondents belonged to age bracket 47-57.

Sex. There were 50 respondents interviewed and majority or 62% of them were female and 38% were male.

Civil status. Majority or 62% of the respondents were married, and 40% of the respondents were single.

Educational attainment. From the 50 respondents, 40% attained the high school level of education. In addition, 32% reached the elementary level of education while 28% of the respondents finished the college level of education. These findings mean that the respondents attended formal education.

Tribal affiliation. Among the 50 respondents, 36% were Ibaloi and Ilocano while 28% were Kankana-ey.

Religion. Majority or 48% of the respondents were Roman Catholic, 30% were Born Again and 22% were Pentecost.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n=50)	PERCENTAGE
Age		
18-27 yrs old	13	26
28-37 yrs old	18	36
38-47 yrs old	10	20
47 -57 yrs old	9	18
TOTAL	50	100
Sex		
Male	16	32
Female	34	38
TOTAL	50	100
Civil status		
Married	31	62
Single	19	38
TOTAL	50	100
Educational attainment		
College	16	32
High school	20	40
Elementary	14	28
TOTAL	50	100
Tribal affiliation		
Kankana-ey	14	28
Ibaloi	18	36
Ilocano	18	36
TOTAL	50	100
Religion		
Roman Catholic	24	48
Born Again	15	30
Pentecost	11	22
TOTAL	50	100

Reading Practices of Readers



Table 2 presents the frequency of respondents in reading Nordis. Most (38%) of the respondents read Nordis 2-3 times a month while 28% read it weekly. Only 18% of the respondents read the paper if there is Nordis available and 16% read it once a month.

Table 3 shows the languages used by Nordis which their readers prefer most. Majority (48%) of the readers preferred to read English and Ilocano articles. Since most of the readers attended formal education, it followed that at least most of them understood English, and Ilocano dialect is the common language which most of the people from Northern Luzon speaks. Meanwhile, 22% prefer to read English and Filipino articles. Their main reason is that they want to enhance their knowledge on these two major languages.

On the other hand, 12%, prefer to read Filipino and Ilocano articles because the respondents easily understood these languages. Moreover, only 10% wants to read English articles because this does not reveal the identity of the people from Northern Luzon and 8% wants to read Filipino articles.

Table 2. Frequency of the respondents in reading Nordis

CHARACTERISTIC	FREQUENCY (n=50)	PERCENTAGE (%)
Weekly	14	28
2-3 times a month	19	38
Once a month	8	16
If there is available Nordis that I can read	9	18
TOTAL	50	100



Table 3. Languages used by Nordis that the readers prefer most

SECTIONS	FREQUENCY (n=50)	PERCENTAGE (%)
English & Ilocano	24	48
English & Filipino	11	22
Filipino & Ilocano	6	12
English	5	10
Filipino	4	8
TOTAL	50	100

Table 4 shows the languages used by Nordis that their readers understood most. It came out that most (44%) of the respondents claimed that they understood Ilocano dialect more than any languages used in Newspaper since most of the provinces in Northern Luzon speaks Ilocano. Meanwhile, 30% understood Filipino and 27% understood English when reading newspapers. There is still a high percentage of readers who understand English because all of the readers attended formal education.

Table 4. Languages used by Nordis that the readers understood most

LANGUAGES	FREQUENCY (n=50)	PERCENTAGE (%)
Ilocano	22	44
English	15	27
Filipino	13	30
TOTAL	50	100



Reasons of the Publication in Using Multiple Languages

Listed below are the reasons of the writers in using multiple languages in their publication. The writers used these reasons as their motivation in pursuing the practice of using multiple languages in their publication. These reasons were identified through personal interview with the staff of Nordis.

The use of multiple languages in newspaper delivers the news better to the readers of Northern Luzon, who are usually multi-lingual. The staff of Nordis believed that they can convey their messages clearly to the readers because they have an option as to what dialect will they use in writing, which they think is proper for a certain topic that they will write.

This will also reach-out wider readers who can comprehend community languages. If the articles were written in local languages, the staff believed that readers who can not understand or does not like to read English articles will buy their newspaper because they have an option as to what articles will they read. This supported the statement taken from Columbia Encyclopedia which states that there is no person born with a predisposition toward any particular language, all human beings are genetically endowed with the ability to learn and use language in general.

The writers' preference is the primary consideration as to why articles are written in such language. The writers can write their articles using a language where they are comfortable with. Also, according to the Editor in Chief, it is the writers' discretion if their articles are to be written in Ilocano, Filipino or English (example articles on pages 37-39).



The publication does not have a standard in identifying what articles are to be written in such language. Nordis do not also have any regulation on what subjects or issues are to be written in a particular language (example articles on pages 35-36).

Effects of Using Multiple Languages to Readers

Table 5 shows the effects of using multiple languages to newspaper media, 30% of the respondents said that the paper gave them a sense of belongingness because it makes them feel that they are involved in the issues of their community.

Accordingly, the respondents appreciate the articles written in their dialects because they feel that the publication is giving importance to them. Respondents also said that they feel the impact of the articles if it were written in their own dialect, like the issues on health and some news report.

Moreover, 14% of the respondents claimed that the use of multiple languages in newspaper caught their attention and that it makes them appreciate the use of local languages. As what some of the respondents said, there are only few newspapers that are using multiple languages as their medium in writing articles. Because of these, some of the respondents said that it attracts them to read the whole article

Meanwhile, 12% of the respondents said that the use of multiple languages promotes the use of local languages on newspapers. Some respondents believed that local languages should also be used because this shows the identity of a certain community.

Also, 10% asserted that it persuades them to read the whole article because it amuses them. Some respondents said that they are entertained in reading different languages that the writers make use of.



Table 5. Effects of using multiple languages in newspaper media

EFFECTS	FREQUENCY (n=50)	PERCENTAGE (%)
Gives a sense of belongingness	15	30
It makes me appreciate the local languages	7	14
Catches attention	7	14
Promotes the use of local language	6	12
Persuades to read the whole article	5	10
Adds interest to reading the articles	4	8
Persuades to buy the newspaper	3	6
Makes the readers encourage other people they know to read the newspaper	3	6
TOTAL	50	100

On the other hand, 8% claimed that the use of multiple languages adds interest to their reading because it entertains them and 6% said that it persuades them to buy the newspaper and that it makes them to encourage other people they know to buy the newspaper so they would also appreciate the use of local languages in newspapers.

Attitudes of Respondents on the Use of Multiple Languages in Newspaper Media

Table 6 presents the attitudes of respondents on the use of multiple languages in newspaper media. Majority or 54% of the respondents were in favor on the use of multiple languages in newspaper media. The leading answer of the respondents was because it promotes the use of local languages in newspaper and it gives them a sense of belongingness wherein they felt that they are involved in the topic especially if it praises them. Accordingly, the respondents appreciated the articles written in their dialects



because they feel that they are giving importance to them and that they feel the impact of the articles if it were written in their own dialect.

In connection to this, 58% of the respondents recommended the use of multiple languages because it gives readers an option as to what articles should they read and can understand, English, Ilocano or Filipino article. Some of the respondents also said that they wanted to recommend it because if the article is written in the readers' dialect, the message touches them. These imply that the use of local languages appeal to the human emotion of the readers.

On the other hand, 46% of the respondents are not in favor on the use of multiple languages because according to them, the use of multiple languages makes the newspaper unorganized because of the mixtures of the different languages that were used. Also, some readers are having a hard time in reading local dialects especially if the writers used deeper words.

Because of this, forty two percent (42%) of the respondents does not like to recommend the use of multiple languages to newspaper publications because they prefer English as a medium in newspaper media. According to the respondents, using multiple languages in newspapers distracts their reading, in a way that the languages used are confusing because it is too many. Also, it makes the newspaper unpleasing and unorganized because the medium in writing the articles is mixed up. As what the respondents said, they are not used to see a newspaper which is multi lingual.



Table 6. Attitudes of respondents on the use of multiple languages in newspaper media

CHARACTERISTICS	FREQUENCY (n=50)	PERCENTAGE (%)
Positive attitudes		
In favor on the use of multiple languages	27	54
Willing to recommend the use of multiple languages	29	58
Negative attitudes		
Not in favor on the use of multiple languages	23	46
Not willing to recommend the use of local languages	21	42
TOTAL	50	100

Reasons of the Respondents for Reading the Publication

Table 7 shows the respondents reason in reading Nordis. Fifty percent (50%) of the respondents read Nordis because they wanted to get information on what is happening in their own provinces. Thirty percent of the respondents also read the paper since they can easily understand the content of the paper. According to them, the terms that were used in the publication are at least easy to understand. Meanwhile, 20 of respondents read the Nordis because the paper entertains them.



Table 7. Reasons of the respondents for reading the publication

REASONS FOR READING	FREQUENCY (n=50)	PERCENTAGE (%)
To gather information	25	50
Easy to understand	15	30
It entertains	10	20
TOTAL	50	100

According to the respondents, the topics written in multiple languages are informative (52%) because it gives detailed information on what is happening around them. On the other hand, 26% told that it helps them know the latest news because accordingly, the news articles from the publication are up to date. Meanwhile, 22% claimed that it is educational especially on the health related topics.

Moreover, results of the study shows that the number of articles written in multiple languages for each weekly publication is not enough. According to the respondents, the articles written in Ilocano are very few (50%) while 27% % claimed that there are more English articles than Filipino and Ilocano articles. This revealed that the publication should lessen the number of articles written in English and increase the number of articles written in other languages like Filipino and Ilocano. Meanwhile, respondents also said that there are very few articles written in Filipino (27%).



Table 8. Perceptions of the respondents on the articles written in multiple languages

CHARACTERISTIC	FREQUENCY (n=50)	PERCENTAGE (%)
It is informative	26	52
Issues are up to date	13	26
It is educational	11	22
TOTAL	50	100

Perceptions on the use of Multiple Languages

Writers of Nordis. According to the publication staff, the use of multiple languages can reach a wider audience and it can help the readers to easily grasp the idea of the writer. They believed that the use of different languages is a tool so that they can express their thought in a way that their readers can understand easily. On the other hand, the writers of Nordis did not claim any disadvantages of using multiple languages in newspaper.

Readers. Table 9 presents the advantages of using multiple languages in newspaper media as perceived by the respondents. The leading answer on the advantages is that readers can easily understand the message of the article if it was written in their own dialect (58%). According to the respondents, they easily understood the articles written in their own language because it is the same dialect that they are using in their daily life.



Table 9. Advantages of using multiple languages in Nordis as perceived by readers

REASONS	FREQUENCY (n=50)	PERCENTAGE (%)
Message is easily understood	28	58
It can reach a wider audience because readers who cannot understand English have other options to read like Filipino and Ilocano articles	12	24
Multiple languages can capture the attention of readers because of its uniqueness	9	18
TOTAL	50	100

This is followed by: it can reach a wider audience because readers who cannot understand English have other options to read like Filipino and Ilocano articles (24%).

This shows that the publication acknowledges the fact that not all of their readers can understand the English language. Lastly, the use of multiple languages can capture the attention of readers because of its uniqueness (18%).

On the other hand, the identified disadvantages on the use of multiple languages in newspaper are: the readers who cannot understand Ilocano or other dialects will not be able to understand the article written in the dialect (70%) and 30% said that readers will not read all the contents of the paper because they do not appreciate the use of multiple languages in newspaper. According to some respondents, they lose interest in reading when the language that was used is not what they were used to read like pure English or Ilocano articles. Because of this, some of the articles in the newspaper are left unread.



Table 10. Disadvantages of using multiple languages in Nordis as perceived by readers

REASONS	FREQUENCY (n=50)	PERCENTAGE (%)
Readers who cannot understand Ilocano or other dialects will not be able to understand the article written in the dialect.	35	70
Readers will not read all the contents of the paper because they do not appreciate the use of multiple languages in newspaper.	15	30
TOTAL	50	100



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was conducted to determine the socio-demographic profile of the respondents; determine the reasons of the publication in using multiple languages in the newspaper; determine the newspaper have standards as to what articles are to be written in English, Filipino, and Ilocano; determine the reasons why the articles in the newspaper are being written in English, Filipino, and Ilocano; determine the effects of using multiple languages in a newspaper; determine the attitudes of readers towards the use of multiple languages in newspaper media and; determine the perceptions of reads on the use of multiple languages in newspaper media.

The study was conducted in La Trinidad, Benguet and in Baguio City since it is where the publication is primarily circulated. The study was conducted on December 2008- January 2009.

Personal interview was done with the writers of Northern Dispatch and a survey questionnaire was furnished to gather information needed in the study. The data gathered was tabulated and analyzed using frequency counts, percentages and descriptive analysis.

Based on the results of the study, 36% of the respondents belonged to bracket 28-37. There were 50 respondents interviewed and majority of them were female and only 32% were male. Majority of the respondents were married, and 33% were single. Most of the respondents attained the high school level of education. Among the 50 respondents, 36% were Ibaloi and Ilocano while 28% were Kankana-ey. Majority of the respondents are Roman Catholic.



Majority of the respondents are in favor on the use of multiple languages in newspaper media. Majority of the respondents also recommends the use of multiple languages because it gives readers an option as to what articles should they read and can understand, either English, Ilocano or Filipino article.

Most of the respondents claimed that they understood Ilocano dialect more than any languages used in Newspaper.

On the other hand, the advantage of using multiple languages is that readers can easily understand the message of the article if it was written in their own dialect (58%).

Meanwhile, the identified disadvantages on the use of multiple languages in newspaper is that readers who cannot understand Ilocano or other dialects will not be able to understand the article written in the dialect (70%) and 30% said that readers will not read all the contents of the paper because they do not appreciate the use of multiple languages in newspaper.

Conclusions

Based on the findings, the following conclusions were drawn:

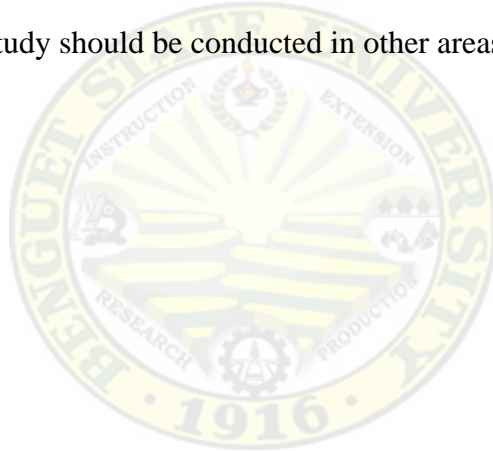
1. Majority of the respondents were on their middle age, female, and all of them attended formal education.
2. The readers of Nordis read the paper to be updated on what is happening around them and their neighboring provinces.
3. The respondents prefer to read English and Ilocano articles.
4. The respondents had mostly positive perceptions and attitudes on the use of multiple languages in newspaper publication.



Recommendations

Based on the findings and conclusions of the study, the following recommendations were made.

1. Nordis, if possible, should have more Ilocano articles on their paper because it is what their readers understood most.
2. Nordis should continue the use of multiple languages in their publication because their readers are in favor of this practice.
3. Since the readers prefer to read English and Ilocano articles, Nordis should consider these two languages as the primary languages of their weekly publication.
4. A similar study should be conducted in other areas to compare the results.



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APPENDICES

APPENDIX A

Interview Schedule

SOCIO- DEMOGRAPHIC PROFILE OF THE RESPONDENT

Name: _____ Age: _____

Sex: _____ Male _____ Female

Civil Status:

_____ Single _____ Separated

_____ Married _____ Widow/widower

Educational Attainment

_____ Elementary _____ High School

_____ College _____ Vocational

_____ No formal education

Tribal Affiliation:

_____ Kankana-ey _____ Ilocano

_____ Ibaloi _____ Others (please Specify)

Religion: _____

READING PRACTICES OF READERS

1. How did you come to know about Nordis?

How often do you read Nordis?

_____ Weekly _____ Once a month

_____ 2-3 times a month _____ If there is available Nordis that I can read

2. What are the articles with multiple languages that you have read?

_____ News _____ Editorial _____ Column _____ Feature _____ Health

3. When reading the newspaper, what section do you prefer to read most?

___ Headlines ___ News reports ___ editorial

___ Column ___ Health news ___ feature ___ others(pls. specify)

4. What language used on Nordis do you read most?

_____ English _____ Filipino _____ Ilocano _____ Filipino and Ilocano

_____ Filipino and English _____ English and Ilocano _____ All languages

5. What language do you understand more when reading newspapers?



- ___ English ___ Filipino ___ Ilocano ___ Others (pls. specify)
6. What are your reasons for reading articles written in multiple languages?

7. What can you say about the topics written on multiple languages?

___ Informative ___ It is educational ___ It helps you know the latest news

___ It is offensive ___ others(pls. specify

8. Do you think the number of articles written in multiple languages for each weekly publication enough?

_____ Yes, Why?

_____ No, why?

___ Very few articles were written in Ilocano

___ Very few articles were written in Filipino

___ Very few articles were written in English

___ There are more English articles than Filipino and Ilocano articles

ATTITUDES OF RESPONDENTS ON THE USE OF MULTIPLE LANGUAGES

1. Are you in favor on the use of multiple languages in Nordis?

_____ Yes, why?

_____ No, why?

2. Are you willing to recommend the continuity of the use of multiple languages to Nordis?

_____ Yes, why?

_____ No, why?

RESPONDENTS' PERCEPTION ON THE USE OF MULTIPLE LANGUAGES IN NORDIS

1. What are the advantages of using multiple languages in newspaper media?

_____ Readers can easily understand the message

_____ It can reach a wider audience because readers who cannot understand English have other options to read like the Filipino and Ilocano articles.

_____ The use of multi-language can capture the attention of readers because of its uniqueness.

2. What are the disadvantages of using multiple languages in newspaper media?

_____ Readers will not read all the contents of the paper because they do not appreciate the use of multiple languages in newspaper.

_____ Readers who cannot understand Ilocano or other dialects will not be able to understand the article written in the dialect

_____ Others(pls.specify)_____



3. What can you suggest for the improvement of Nordis (In terms of the languages used)?

_____.

EFFECTS OF USING MULTIPLE LANGUAGES IN NORDIS

- ___ It gives me a sense of belongingness ___ It catches my attention
- ___ It promotes the use of local language ___ It persuades me to read the whole article
- ___ It adds interest to my reading ___ It persuades me to buy the newspaper
- ___ It makes me encourage other people I know to read the newspaper
- ___ It makes me appreciate the local languages used
- ___ (others.Pls.)specify)_____

Why?



APPENDIX B

Interview Schedule

Name: _____

Age: _____

Position: _____

Date:

1. What are your reasons in using multiple languages in your newspaper?
2. Does your publication have standards in identifying what articles are to be written in Filipino, English and Ilocano.
3. What are your reasons why articles are written in different languages?
4. What do you think are the effects of using multiple languages on newspapers to readers?
5. What do you think are the advantages and disadvantages of using multiple languages on newspaper?



APPENDIX C

Sample of Nordis Articles Written in Multiple Languages

Alyansa ng magsasaka sa Cabugao, IS binuo

February 18, 2008

Rod Tajon

CABUGAO, Ilocos Sur (Feb. 10) — Mahigit tatlung lider at organisador magsasaka ang nagtipun-tipon upang isulong ang pagkakaisa ng mga magsasaka sa unang asembleya ng Alyansa iti kumpang ti Cabugao (ALKUMPAC) noong Pebrero 10 sa Brgy. Bato, Cabugao, Ilocos Sur.

Ang nasabing asembleya ay pinangunahan ng Solidarity of Peasants Against Exploitation (STOP Exploitation), ang panrehiyong alyansa ng mga magsasaka. Ayon kay Zaldy Alfiler, pangkalahatang kalihim ng STOP Exploitation, layon ng nasabing asembleya na pagkaisahin ang mga magsasaka sa bayan ng Cabugao upang higit pang maitaguyod ang isyung kinahaharap ng mga magsasaka sa nasabing bayan.

“Malaking tulong ang muling pagtipun-tipon ng mga magsasaka dito upang manindigan sa kanilang mga karapatan sa gitna ng pasistang atake ng rehimeng Arroyo,” dagdag pa ni Alfiler.

Sa kasalukuyan, ilan sa mga isyung hinaharap ng mga magsasaka sa nasabing bayan ay ang pagkansela sa mga Certificate of Land Transfer (CLT) na may 22 apektadong magsasaka, militarisasyon at paglabag sa karapatang pantao, at mababang presyo ng mga produktong agrikultural tulad ng tabako.

Nahalal bilang tagapangulo si Santos Aquino at pangalawang tagapangulo at pangkalahatang kalihim sina Romeo at Elmer Serrano. Samantala, nahalal bilang ingat-yaman si Cresencio Baclig at tagasuri si Pacifico Aquino. Nahirang naman bilang mga Human Rights at Women Officer sina Gemma Purisima, Evangeline Castillo at Rosita Serrano.

Maglulunsad ang ALKUMPAC ng mga serye ng pagkilos tulad ng dialogue, porum at picket sa mga ahensya ng tulad ng Department of Agrarian Reform (DAR) at iba pang ahensya ng gobyernong may direktang kontrol sa mga lupain ng mga magsasaka.

Ayon kay Alfiler, pangungunahan ng ALKUMPAC ang pakikibaka ng magsasaka lalo na sa barangay Bato at Lipit kung saan nagkaroon ng pagkansela sa mga CLT.

“Hindi titigil ang mga magsasaka sa pagigiit ng kanilang karapatang ariin ang lupang kanilang minana pa sa kanilang mga ninuno. Ang mga lupaing ito ay dapat bawiin at ipagkaloob sa mga tunay na may-ari nito, ang mga magsasaka ng Lipit at Bato,” pagwawakas ni Alfiler. # **Rod Tajon/ NORDIS**



Turista, midya nakitunod idia'y Ifugao

February 11, 2008

Ces Peta

HUNGDUAN, Ifugao (Feb. 10) — Naisayangkat ti Tunod Ad Hungduan idi Pebrero 9-10, sadiay barangay Hapao, iti daytoy a munisipyo tapno awisen ti imatang dagiti turista ken umili iti kinapateg dagiti paypayew iti inaldaw a kabibiag ti tattao sadiay.

Ti Tunod ket maysa a tradisyon a maisaysayangkat a ti gandat na ket maingato ti kaammuan dagiti turista iti kinapateg ti rice terraces saan laeng a gapu iti kinapintas na no di ket tapno maammuan da a nasken a masaluadan daytoy kas paset ti napateg a kultura dagiti nainsigudan nga umili.

Segun iti panagbuya dagiti opisiales ti probinsya, saan nga adayo a mapukpukaw ti interes dagiti sigud nga agay-aywan kadagiti payew nga isu ti nagtaudan dagiti kultural a tradisyon ti Ifugao. Isu daytoy ti gapu na a ti Ifugao Rice Terraces ket naibilang kadagiti endangered world heritage sites iti United Nations.

Maysa pay a gandat daytoy a tinawen nga aktibidad ti mangipakita ken mangiparikna kadagiti umili ti kinapateg dagitoy a daga kas paset ti nainsigudan a kultura a rumbeng nga aywanan ken padur-asen da.

Nabingay dagiti nag-atendar iti tallo a grupo. Naipan da kadagiti tallo a payew tapno aktwal a padasen da ti ag-tunod. Naiturong ti irigasyon kadagiti paypayew ken naisagana dagitoy para iti bunubon a maitunod. Ditoy a naturog dagiti nakitunod ken adda naisayangkat a cultural night iti dayta met laeng a rabii.

Dagiti payew iti Ifugao ket nabayag a nagserberbi a pagbiagan dagiti nainsigudan nga umili. Addang-addang dagitoy inggana iti ngato ti bantay a napno pay dagiti kaykayo ken isu met ti paggapuan ti danum a para iti irigasyon ken dadduma pay nga usar a para balay. Malaksid iti Hungduan, adda met ti paypayew iti Banaue, Mayoyao ken Kiangnan.

Dagiti payew ti mangsus-sustento ti ekonomya ti probinsya, segun kenni Gov. Teodoro Baguilat. Turismo ken agrikultura ti pagbibigian dagiti tattao, kunna.

Inatendaran daytoy ti pito-pulo (70) a katao manipud kadagiti naduma-duma nga ahensya ti gobyerno, eskwelaan ken umili ti Ifugao nga agigyan iti Manila ken media manipud a nagapo pay iti Baguio City.

Daytoy nga aktibidad ket inisponsoran ti Save The Ifugao Terraces Movement (SITMO), ti lokal a gobyerno ti Hungduan ken ti probinsya. # *Ces Peta para iti NORDIS*



Puor manen!

March 8, 2009

Aldwin G. Quitasol

On March 2, at around 2:00A.M., a fire torched the fruits and vegetable section of the Baguio City public market. As stall owners watch their wares and moneys turn into ashes and firemen desperately train their water hoses towards the fire, I managed to talk to some of them.

Reports from the Bureau of Fire Protection revealed that 242 stalls were gutted by the fire which occurred at 2:46 a.m. and razed Buildings 1 and 2 of the vegetable section and tobacco section. Nine other adjoining stalls were also destroyed. Initial damage was placed at P6 million in terms of city properties destroyed. The vendors losses were estimated at P40 million.

Mr. Albert 54. “Alas dos ti parbangon a nagrugi diay apoy, apagdanun ko ditoy iti 2:10A.M. ket dakkelen ken agwarwaras a kasla ngay napuyutan. No kitkitan tayo ket kasla per phase met ti puor” (The fire started at 2:00A.M., when I arrived here at 2:10A.M. the fire is already big and spreading to other parts, it is like being blown. If we analyze it the fire is happening per phase).

Helen Rivera 61. Seller of fruits and plastic, hails from La Trinidad, Benguet and started selling in 1973 with an estimated capital of more than P300,000.

“Saanak a nairaman idiy immuna a puor ngem itatta maikadua, awanen, nagbalin a dapo ti lakok. Kuna da a faulty wirings ti gapu na ti puor ngem saan tayo nga amo ta awan met ti husto a nakakita. Saan tayo nga ammo talaga no ania ti gagara na daytoy a puor ngem saan a maikkat a baka naplantsa ta adda met diay isyu idi a plano da a patakderan ditoy ti Uniwide.” (I was not included in the first fire and now my wares turned into ashes. They say that the fire is due to faulty electrical wirings but we do not know because no one had seen it. We do not know the motives behind but we cannot set aside the possibilities that it was planned and there is a plan of building the Uniwide here before.

She added that the best thing the city government can do now is to help us rebuild our stalls at the soonest. “Mayat a nu marelocate kami a dagus ngem maymayat manen nu iistimar da a dagus ditoy ket makasubli kami,” (It is good if we will be relocated immediately but it is much better if they will repair it immediately and we will be able to come back.)

Romy Navarro 53. Their family started selling in the public market wayback 1950s. They sell peanut butter and other pasalubong products.

“Daytoy laeng ti source of income mi, itatta ket saan min nga ammo no kasano kamin. Di tayo ammo no daytoy ket naigagara ngem mabalbalin a kasdiay”, (This is our only source of income, we do not know how we can cope up. We do not know if this fire is intentional but that can be).

Paula Lawek 60. She started selling fruits, peanut brittles and pasalubong items in 1977.

“Adda nang-igagara, ngem no kayat da met a nga ipilit talaga diay panagiserrek da ti Uniwide ket saan dakami met a nga puoran.” (The fire was started purposely, but if they still insist of building the Uniwide they should not burn us.) #



Ang huling hirit sa 2007

December 31, 2007

Mabilis talaga ang panahon. Parang kailan lang sinasalubong natin ang pagpasok ng taong 2007, ngayon ay mamamaalam na naman tayo. Pero bago natin tuluyang iwanan ang taong 2007, samahan ninyo ako sa pagbabalik-tanaw sa mga talaga namang kaokray-okray na mga isyung hinarap natin. Mga kaganapang gumulantang at nagpasakit sa ating mga ulo at bigyan natin ng award ang mga salarin.

Kung noong nakaraang 2006 ay tatlo lang ang nabigyan ng award, mas marami nitong 2007.

Nangunguna sa aking listahan ang hindi matapus-tapos na BGH flyover. Hindi ba talaga namang nakakabwisit, sabi ng mga may pakana ng proyektong ito, makakatulong ang flyover para maibsan ang trapik sa BGH rotunda. Pero may trapik nga ba roon? Matagal na nabinbin ang nasabing proyekto dahil kulang umano sa pondo. Mula sa unang P88 milyon na hininging budget naging P280 milyon. Sabi ng Department of Public Works and Highways (DPWH) nagkamali sila sa pagkwenta ng budget. Ang nakakaloka pa rito, winaldas muna ng DPWH ang naunang budget tsaka sila nagreklamong kulang pala ito. Sinisisi pa nila ang mga mamamayang tumututol sa pagpapatayo ng flyover. Kung hindi sana ipinilit ang proyektong ito, wala sanang sakit sa ulo ngayon, di ba?

Itong pangalawa sa listahan ko ay tunay na nakakainis. Maalala ninyo yung mga paper bags na may lamang P250,000 hanggang P500,000 na pera na ipinamudmod sa mga kongresista sa Malacañang? Iyong pamumudmod mismo ng pera ay nakakainis na, lalo pa kung maalala ninyo ang naging komento ng kongresista ng Baguio. Mantakin mo ba naman ang natanggap daw ni Rep. Mauricio Domogan ng baguio City ay “regular allowance” daw niya na P200,000 lamang para sa pamasaha at iba pang gastusin sa bakasyon. Ano pa man ang itawag sa perang natanggap ng mga kongresista ang malaking tanong pa rin ay saan galing ang pera at bakit sa Malacañang ipinamudmod. Ano sa tingin mo Tatang Mateo?

E yung empleyado ng Baguio City Schools Division ng Department of Education (DepEd) na binugbog at muntik patayin ng kapwa empleyado naalala pa ninyo? Tama, siya si Ginang Sofia Bermudez, Data Encoder Machine Operator (DEMO) na muntik hambalusin ng malaki at mabigat na typewriter ni Mr. Wilgetcortez Godoy sa harap ng kanilang mga superior. Ayon kay Sofia inawat pa nga ng isa sa kanyang mga superior niya si Mr. Godoy. Sa kasamaang palad tikom naman ang bibig ng mga superior nila tungkol sa nasabing insidente. Kawawang Sofia, iniwan sa ere ng kanyang mga bosing. Nariyan din ang walang humpay na pagtaas ng presyo ng langis na patuloy na nagpapahirap sa ating lahat higit lalo sa sektor ng transportasyon. Kung ilang ulit nang nagtaas ng presyo ng langis ngayong taon aba hindi ko na mabilang at lalong mas masakit sa bulsa bilangin kung magkano na ang itinaas. Kung akala ninyo ang mga tsuper lang apektado sa pagtaas ng presyo ng langis, ay malaking pagkakamali ‘yan kaibigan. Kasabay ng pagtaas ng presyo ng langis ay ang pagtaas din ng presyo ng mga pangunahing bilihan. Masisisi ba natin ang kapatid nating mga tsuper kung hihingi sila ng dagdag na pamasaha?



Kung matatandaan din natin noong nakaraang Baguio Flower Fest (BFF) kung saan nagmistulang parada ng mga politiko ang flower fest parade. Mantakin mo ba namang sumama ang mga politiko sa parada na may kanya kanyang gimik samantalang sinabi ng mga organizer ng BFF na hindi nila pasasalihin ang kahit na sinong politiko sa parada upang maiwasan ang pamumulitika sa taunang pagdiriwang na ito. Tatang Mateo, what you think, mahina ba magbantay ang mga BFF organizers o tuso lang talaga at matinik ang mga politiko?

Hindi ko rin mapapalampas ang pakana ng Philippine Overseas Employment Administration (POEA) na kung anu-anong mga pagsasanay kunyari para lang makakolekta ng mas maraming pera sa ating mga kababayang nais makipagsapalaran sa ibang bansa. Magsasakripisyo na nga ang ating mga kababayan sa ibang bansa na madalas pa ay minimaltrato ng mga dayuhang amo huhuthutan pa ng mga ahensya ng gobyerno. Ang saklap naman talaga ng buhay ng Pinoy.

Lalong hindi ko rin makakalimutan ang kalokohan ng pamahalaang panlungsod ng Baguio. Maglaan ba naman ng P20 milyon para lang mangutang ng sasakyan ng mga konsehal, bise-mayor at alkalde samantalang ang daming maaring pagkagastusan sa siyudad. Nariyang kulang ang health center, walang maayos na parubig, kulang ang sasakyan ng mga pulis, may mga sirang kalsada at marami pang iba. Kung hindi ka ba naman manggalaiti, ewan ko na lang.

Pasok din sa aking listahan ang pagpapasara ng pamunuan ng University of Northern Philippines (UNP) sa Tandem, ang pahayagang magaaral nito. Malinaw na pagkitil ito sa kalayaan sa pamamahayag ng mga magaaral. Hindi pa nakontento ang pamunuan ng UNP at pati mga staff ng naturang pahayagan ay tinatakot at pinagbabawalang pumasok sa paaralan. Talaga naman, kahit saan ka mapunta umaabuso ang mga nasa kapangyarihan.

Saluduhan naman natin ang ating mga kapulisan. Kamakailan lamang ay inilunsad ng ating kapulisan ang kanilang programang pagbabalik sa mabuting imahe ng Mamang Pulis. Aba'y mabuti naman at inamin din ng pamunuan ng ating kapulisan na kinakailangan nang magbago ang imahe ng pulis. Sa dami ba naman ng mga pulis na nasasangkot sa iba't ibang mga iligal at hindi kanaisnais na mga aktibidad, ewan ko na lang kung paano nila maipapatupad ang batas.

Huli man sa aking listahan, talaga namang nakakaloka. Katulad ng daan daang biktima ng pamamaslang pampulitika sa bansa, ang pamilya Doton ay patuloy pa ring umaasa na isang araw mahuhuli at mananagot ang mga walang-awang pumaslang kay Ama Jose Doton. Larawan ito ng sistema ng hustisya sa ating bansa.

Hay, nakakaimbyerna magbigay ng award sa mga pasaway. Pero mga kapatid, palagay ko hindi ako mauubusan ng ookrayin. Kaya samahan ninyo pa rin ako sa taong 2008. Patuloy tayong mangutya sa mga dapat lang kutyain baka sakali matauhan naman sila at tumino.

