

EXAMINING THE LINKAGE BETWEEN CAMPUS JOURNALISM AND ITS EFFECTS IN STUDENT'S ACADEMIC ACHIEVEMENT AND PERSONAL DEVELOPMENT

by:

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Communication comes in many forms. Since the start of the 16th century, Filipinos had been evidently innovating ways on how to deliver messages across and among the individuals in the country. Obviously, there is a vast difference between the dissemination of information before than that of today. During the Spanish colonization era, news was complicatedly distributed as Filipinos were obliged to act accordingly to the rules governed by the colonizers. Modern technology, as well, was not utilized in the process unlike today.

As cited by Jose Victor Z. Torres, Ph.D. in his article entitled "Anong Balita? Notes on the History of Philippine Journalism", newspaper was not founded for any profitable purposes or commerce but was initiated undoubtedly to help the nation be aware of what was truly happening in the Peninsula especially during the critical period it was facing during the colonization.

Eventually, journalism became an integral part of the country as it embeds a certain depth of valuable purpose and contributes growth to the Philippine press. With its profound impact as the society's instrument of revealing the numerous hidden truths of the country, it gave birth to the campus journalism which provides an opportunity for student authors to execute and express their freedom of speech and practice responsible and reliable journalism not only on university but on the national level as well.

Since the Republic Act No. 7079 (July 5, 1991) or An Act Providing for the Development and Promotion of Campus Journalism and for other Purposes was declared, students from different parts of the country started to become more eager in partaking actively with the genuine purpose of campus journalism.

As Del Rosario (2024) cited, campus journalism is an educational tool that improves the academic achievement of learners through providing first-hand experience in careful analyzing, writing, researching, and editing skills which are considered an essential part in honing a learner's holistic academic skills and abilities. Moreover, it develops critical thinking skills as learners are expected to diligently check various sources, discern whether the information is fake or not and express views in unbiased manner.

On the other hand, personal development can also be established alongside the students' gain in academic skills by allowing the learners to fully and confidently express themselves in pointing out what issues are needed to be addressed. Additionally, they can act as a fair or just model of the community by delivering and understanding strategies that can resolve conflicts that may be pointed out. (Bilinovich,2022)

Through campus journalism, students can still embark in an exciting yet challenging journey meant to be beneficial not just for one but for the entire nation as well.

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