

## **The Influence of Hiraya Manawari on Children's Adherence to Values**

**Katriela Michaela Agustin<sup>1</sup>, Maritoni Carrillo<sup>2</sup>, Celia Tibayan<sup>3</sup> & Gerby Muya<sup>4</sup>**

**(Lyceum of the Philippines – Laguna)**

Using the lens of Albert Bandura's, Social Cognitive Theory for Mass Communication, this study aims to find out the influence of Hiraya Manawari, an education television program in the Philippines, on adherence to values of children. The researchers conducted a pre-test to 82 students from Grades 1 – 6. They were then exposed to Hiraya Manawari for four consecutive weeks, on the last day of the program viewing the post test was administered. Using the standards set by Philippine Department of Education as basis for measuring adherence to values, which include Honesty, Politeness, Helpfulness & Cooperation, Obedience, Concern for others, Sportsmanship, Love of Country, Self-reliance, Industry, and Neatness & Cleanliness, the study reveals that the program is effective in constructing and strengthening values, 8 out of 10 values were adhered to by the respondents, Politeness and Sportsmanship were the least adhered to by the respondents. The researchers conclude that the media does not only teach new morals but it also influences and changes people's preference for values.