

# Chapter ii



**ASSIGN  
BUSTER**

Chapter II REVIEW OF RELATED LITERATURE AND STUDIES This chapter represents the review on related literature and studies regarding topic about the Perception of the people of Polomolok towards Notre dame-Siena College of Polomolok Bachelor of Arts Major in English: Basis for Effective Advertising Strategies. Bachelor of Arts major in English (AB English) is a four year baccalaureate degree program designed to provide a strong background in the study of English. Its goal is to help develop students' analytical and creative powers with particular respect to the basic acts of communication, critical thought, responsible speech and competent, insightful language and communication skills. The program stresses literally analysis, diversity, critical thinking and written and oral communication skills through a rigorous curriculum of literature, composition, language and linguistic and communication studies. It is an excellent preparation for careers in teaching, media, advertising writing and publishing; for graduate or professional studies in English, communication or law and for the advancement in any field where communication skills are important. AB English program in Notre Dame-Siena College of Polomolok was started, School Year: 2008-2009. At present the population of AB English was increased since 2008 until now. However if we compare the trends of the population of the arts and sciences baccalaureate degree program of the other competitive school such as: Notre Dame of Dadiangas University, Ramon Magsaysay Memorial Colleges, and Holy Trinity College, have a big differences in terms of population. That's why we conduct this study to determine the perception of the senior high school students of Barangay Poblacion, Polomolok , South Cotbato. Related Studies