

ASIA-PACIFIC NAZARENE THEOLOGICAL SEMINARY

ENGAGING READERSHIP WITH CHRISTIAN LITERARY  
NARRATIVE ON WATTPAD

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Master of Arts in Christian Communication

Major in Media Studies

BY

LORRAINE LLAGAS PEREZ

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WE HEREBY APPROVE THE THESIS

SUBMITTED BY

LORRAINE LLAGAS PEREZ

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MASTER OF ARTS IN CHRISTIAN COMMUNICATION

Irwin B. Galino  
Thesis Adviser

\_\_\_\_\_

Date

Dr. Daniel E. Behr  
Program Director

\_\_\_\_\_

Date

Dr. Mitchel Modine  
Faculty Reader

\_\_\_\_\_

Date

Dr. Dick O. Eugenio  
Academic Dean

\_\_\_\_\_

Date

Marlene Munar  
External Reader

\_\_\_\_\_

Date

Dr. Larry Bolinger  
President

\_\_\_\_\_

Date

## ABSTRACT

This production thesis was designed to write a Christian narrative on Wattpad that was bounded from the Sexual Touch Boundaries and Scripture, a devotional on romantic relationships. Furthermore, the study aimed to initiate audience engagement with the uploaded chapters and document the process of the production.

This research followed the theoretical contribution of Stewart Hoover, the *Mediation of Meaning*<sup>1</sup>. The approach was used to initiate uncoerced engagement by merely presenting the narrative to the platform while the audience naturally engage and made negotiations when urged. A romance fictitious story with twenty chapters, prologue and epilogue was uploaded on Wattpad and was promoted in Taytay First Church of the Nazarene Generation Congregation. As the chapters were uploaded, the readers engaged through reading, voting and leaving comments or suggestions. Audiences engaged made negotiations through stating their opinions on the comment box at the end of each chapter. Negotiations made were addressed by the author making changes on the flow of the story. While on the process of uploading and writing, the researcher documented the process and maintained a version history log that could be used in future researches. After posting the epilogue, the researcher released the version history and revealed herself as a researcher. As soon as the researcher was identified the evaluation began.

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<sup>1</sup>Heidi A. Campbell, "Surveying theoretical approaches within digital religion studies," *New Media & Society* 18, no. 1 (2017): 20, SAGE Journals.

The way of writing applied was effective since the readers were able to comprehend the story's flow of thought considering the evaluations made. However, the plot was partly vague making it lacking and unrealistic. Meanwhile, the kind of audiences the story had were binge readers and silent readers thus making engagement inconsistent and affecting the negotiations. The story had adequate engagements that were apparent with the number of reads, votes and comments. It could be claimed that the production was successful in its aim to engage readership however, it could be enhanced for better interaction with the audiences. Therefore, writing a Christian narrative on Wattpad is feasible. The following were proposed to be considered on future studies: 1) Wattpad stories to use around less than two thousand words per chapter to highlight plot and to constrain excessive writing, 2) Story promotion should be done continuously in Wattpad in order to acquire wider audience, and 3) Implementing a similar study, promotion should be emphasized as these have an effect on the resulting negotiation.

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## **DECLARATION**

No portion of the work referred to in the thesis has been submitted in support of an application for another degree or qualification of this or any other university or other institute of learning.

Lorraine Llagas Perez

Author

\_\_\_\_\_

Date

## **DEDICATION**

To you who is reading this, when you love, love with the love of the Lord.

To aspiring writers, frustrations and discouragements may come but hold on, continue writing no matter what.

To the reason why I decided to pursue this thesis, here I am, use me for the expansion of Your kingdom.

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