

## **ABSTRACT**

This study described the emergent literacy skills and the factors that shaped those skills for the development of a theoretical model for kindergarten pupils. Three (3) kindergarten pupils and their parents were purposively chosen by their respective teachers. It utilized the descriptive-qualitative research employing a case-study as an approach. Informal interview guide and observation checklist was used to gather the needed data through an in-depth-interview, observation, audio recording, and photo documentation. Thematic and Narrative Analysis were the methods used in analysing the data. Results of the study revealed that the emergent literacy skills of the participants are reading skills, writing skills, speaking skills, listening skills, viewing skills, and comprehension skills. The factors that shaped the participants' emergent literacy skills were social media, home, and school. Parents' role in supporting the emergent literacy skills of their children have been found to be significant as children who come to school with these skills appear to be an advantage. A proposed theoretical model and a pamphlet out of the results of the study were develop. It is recommended that parents and teachers must provide young children with a foundation upon which to build reading and writing skills.

*Keywords:* Emergent literacy, kindergarten pupils, case-study