

**BALWARTE AT BALITA: THE PHILIPPINE DAILY INQUIRER'S PORTRAYAL
OF THE MARCOS POLITICAL FAMILY OF THE PHILIPPINES**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

by
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May 2024

APPROVAL SHEET

This undergraduate thesis entitled "**BALWARTE AT BALITA: THE PHILIPPINE DAILY INQUIRER'S PORTRAYAL OF THE MARCOS POLITICAL FAMILY OF THE PHILIPPINES,**" prepared and submitted by **FLORICEL DELA CRUZ SERRANO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:

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THESIS ABSTRACT

1. Title: BALWARTE AT BALITA: THE PHILIPPINE DAILY INQUIRER'S PORTRAYAL OF THE MARCOS POLITICAL FAMILY OF THE PHILIPPINES
 - 1.1 Total No. of Pages: 137
 - 1.2 Text No. of Pages: 19,978
2. Researcher: SERRANO, FLORICEL DC.
3. Type of Document: Undergraduate Thesis
4. Type of Publication: Unpublished
5. Accrediting Institution: Central Luzon State University
Maharlika Highway, Science City of Muñoz
3120, Nueva Ecija
6. Keywords: Marcos family, media portrayal, news article, analysis
7. Abstract:

7.1 Rationale/Background

Despite the huge number of publications, radio stations and television channels across providers, it is worth noting that the mass media is dominated by only large groups or conglomerates, which clearly demonstrates substantial influence on what is read, heard, and watched by the public (Nayak, 2015). The media also has begun to form our views in society, through the use of their power to sensationalize stories (Anisere, 2017). Considering that bias can be present in media illustration, this study aimed to determine the means of representation of one well-known political family in the Philippines—on stories published by one of the biggest media monopolies in the country.

7.2 Summary

The general question that this study aimed to answer is “how did the Philippine Daily Inquirer portray the Marcos political family of the Philippines?”. It also tried to answer the following questions: 1.) In what sections of Philippine Daily Inquirer do the Marcos stories appear? 2.) How are the Marcoses characterized in Philippine Daily Inquirer news articles? and 3.) What is the nature of representation of the Marcoses in Philippine Daily Inquirer?

This study is a content analysis which used the Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) Statement as guide in analyzing Marcos-related online news articles from different sections of Philippine Daily Inquirer, covering an 18-month timeline from January 2022 to June 2023.

7.3 Major Findings

This analysis has found that most Marcos-related news stories from Philippine Daily Inquirer were published in their NewsInfo section, followed by the Opinion, GlobalNation, Business, and Lifestyle sections. Half of the total number of analyzed articles were portrayed positively, while more than a quarter were negative and only a few stories were neutral.

Later on, clusters were classified and named as follows: Cluster1– President Bongbong Marcos, Cluster2–Family Controversies, Cluster3–BBM as a Presidential Candidate, Cluster4– Marcos Siblings, Cluster5–Marcos Matriarch, and Cluster6–The Marcoses as a Family. Then, it was described by creating themes for every cluster, which are the following: Cluster1–Privileged view,

Cluster2–Abuse of power, Cluster3–Hounded by issues, Cluster4–Political exposure, Cluster5–Effect to Masses, and Cluster6–Family in Politics.

7.4 Conclusions

Listed are the following conclusions of this content analysis; 1.) For most analyzed articles, stories about the Marcoses can be seen in the NewsInfo section. 2.) The general characterization of the Marcos political family in the PDI pages are mostly as controversial political figures. 3.) In connection, such stories in PDI pages are mostly on the positive side in portraying the Marcoses. 4.) Many things should be observed in the analysis aside from the tone and use of words as articles are also screened by editors and publishers. 5.) Wide readership of news organizations may also be affected by the often visibility of political figures in media and in the public.

7.5 Recommendations

Listed are the following recommendations of this content analysis; 1.) News stories about political leaders should stay in the general news and public affairs so should be treated seriously by the viewers. 2.) Issues surrounding public servants should always be asked and covered by the media. 3.) The consumption of media must be critical as readers know the media are used to influence their preferences and decisions. 4.) News companies must watch how they cover news subjects to evade the propensity of agenda setting. 5.) Researchers must further the studies in media portrayal and the politics of it.

ACKNOWLEDGEMENTS

The accomplishment of this paper would not have been possible without the aid of the people who surround the researcher. It really takes a village. Allow me in this space to recognize and thank the people who have helped me in accomplishing this paper.

First, to the advisory committee, particularly to critics Atty. Jay B. Villafria, Jr. and Ma'am Cherie Amor P. Urpiano, for lending their time and knowledge into making this paper. Especially to the thesis adviser, Dr. Marife R. De Torres, who always made time and exerted effort in watching over the revisions and checking every process of the paper. The researcher appreciates all of your critiques to make all parts of this paper better. Your guidance and wisdom humbled her. And for that she will always be grateful to each of you.

To her parents and siblings, for looking after her and providing her with the resources that she needed. Particularly, to her Nanay, who has never failed in fueling her with unwavering love and support. You are now another step closer to the goal. Remember that she is doing this for all of you.

To her friends, for the conversations that allowed her to be motivated and pushed her to the limits. You kept her sane. This is proof that you can do things no matter what. She will forever be grateful and honored to have experienced this college journey alongside each of you. Thank you for always being there, checking up on her.

To her CODE family, for unknowingly reminding her purpose every time. She will always be delighted by the fact that she belonged in this organization. Her heart is grateful to have worked together with each of you. Cheers to more.

To the workers in the media, for asserting the facts and amplifying the voices of those unheard and silenced. Your selfless use of your power and influence means a lot to the advocacies the industry is fighting for. This paper is dedicated to everyone in the newsrooms and in the fields who still remain to fight and hope for this country. Please never let go and continue to hold the line.

Lastly, to the creative souls behind the song “Tuloy Ka Lang” from Still, thank you for fueling that clueless ComRes student from semesters ago with bravery to continue moving forward. She will forever treasure the infinite magic this music gives her. And to you who are unsure of what will be your next step, she is here to remind: Hakbang lang. Tuloy ka lang. Tahakin ang sarili mong daan. Magmadali o dahan-dahan lang— sa’yo `yan.

And to close, the researcher would like to reiterate that may we stay observant. Let us collectively hold those in power to account. Never stop in renouncing that public officials are indebted of service not to anyone high, rich, or powerful—but instead to the country and her people.

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LIST OF ABBREVIATIONS

COMELEC: Commission on Elections

BBM: Bongbong Marcos

EDSA: Epifanio Delos Santos Avenue

PCGG: Presidential Commission on Good Government

PDI: Philippine Daily Inquirer

PRISMA: Preferred Reporting Items for Systematic Review and Meta-Analysis

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