

ASSESSMENT OF SUMBONG AT AKSYON IN MEDIATING
BETWEEN PUBLIC VS. PUBLIC SERVANTS CONFLICTS

THESIS

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ABSTRACT

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The study was conducted to assess the effectiveness of the role of *Sumbong at Aksyon* amidst public vs. public servants conflicts. It specifically aimed to determine the complaint cases at *Sumbong at Aksyon* involving conflicts between public and public servants; identify the actions done by *Sumbong at Aksyon* to help solve the problems of the complainants; and evaluate the effectiveness of *Sumbong at Aksyon* in resolving conflicts between public and public servants.

This study used descriptive method of research utilizing content analysis in studying the role of *Sumbong at Aksyon* in mediating between public vs. public servants conflicts. The *Sumbong at Aksyon* was evaluated in terms of complaint cases filed, actions done, and the effectiveness of the program in resolving such cases. The cases that were tackled at *Sumbong at Aksyon* (on-air) for the whole month of December 2014 were used as the data for the study.

The results show that the most common complaint in the segment *Sumbong at Aksyon* was about police anomalies. Contacting persons involved in the complaint and agencies related to the complaint were the most frequent actions done by the segment. *Sumbong at Aksyon* is a very effective mediator for being a convener, questioner and

clarifier, and as process advisor. Meanwhile, they are effective as an educator, communication facilitator, translator, and as a responsible detail person. On the other hand, the segment is average when it comes to being a catalyst.

Generally, *Sumbong at Aksyon* is an effective mediator between public and public servants conflicts yet there are still rooms for improvement. There are factors that affect their effectiveness. Though they want to solve all the cases, they still need to adhere with the time allotted to them.

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INTRODUCTION

"All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. Or we can help lift it onto a higher level."

— William Bernbach (1998)

In today's movement, mass media has become as necessary as food and clothing. It has played significant role in strengthening the society. Furthermore, media is considered the "mirror" of the modern society which shapes the lives of the people as media influence them in so many ways. It helps the masses to get information about a lot of things and to form opinions and make judgments regarding various issues. Moreover, it is also the media which keeps the people updated and informed on what is happening around them.