

TRENDS OF JOURNALISM IN ERAP'S ADMINISTRATION:  
A TEXTUAL ANALYSIS

THESIS

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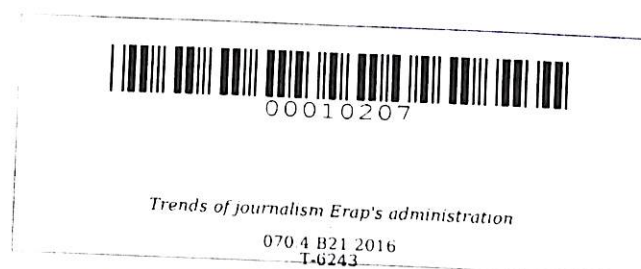
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**TRENDS OF JOURNALISM IN ERAP'S ADMINISTRATION:  
A TEXTUAL ANALYSIS**

Undergraduate Thesis  
Submitted to the Faculty of the  
College of Arts and Sciences  
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## ABSTRACT

**BALLAO, MICHELLE ANNE S. and MARIANO, LEVY MARIELE P.** Trends of Journalism in Erap's Administration: A Textual Analysis. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. Indang, Cavite. April 2016. Adviser: Ms. Racquel G. Agustin.

This study aimed to describe and analyze the trends of Journalism using the Manila Bulletin. Specifically, it aimed to identify the banner headlines of Manila Bulletin; to determine how leads support the interpretation of the banner headlines and to analyze the banner headlines. The study analyzed the banner headline of the said broadsheet to distinguish the trends of Journalism. The analysis was based on the coding sheet of the researchers which was composed of the theme, tone, and type of news story.

The study was limited to the daily issues of Manila Bulletin from June 1998 to January 2001. This covered only the banner headline of the broadsheet on the said years. The researchers gathered data from the National Library of the Philippines and University libraries. Qualitative approach and content analysis were used in this study. Specifically, the thematic table was used to interpret and analyze the banner headlines of Manila Bulletin.

Moreover, the study showed that most of the banner headline of the Manila Bulletin was focused on the political issue of the presidential term, and the banner headline shows that most of the tone is positive. Further, the type of news story used in most banner headline were hard news. This shows that most of the categories of the banner headlines fall under the political issues. The leads supports the interpretation of those banner headlines by providing information that was used for the analysis of the headlines. With

these results, it is recommended that the Philippine journalism student and the community to use this study as their reference in knowing the trends of journalism during the administration of former President Joseph Ejercito-Estrada.

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# **TRENDS OF JOURNALISM IN ERAP'S ADMINISTRATION: A TEXTUAL ANALYSIS**

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## **INTRODUCTION**

Journalism refers to the activities and outcomes of those professionally engaged in collecting, analyzing, and publishing news. In turn, News can be defined as factual accounts and explanations of current or recent events of wider relevance to a given public, usually characterized by their geographical location. It is important not to reverse this connection and identify journalism only in terms of news since there is a strong case for including other kinds of account of social reality within the scope of journalism (McQuail, 2010).

Journalism is gathering, processing, and disseminating of news information relevant to the needs of the audience.

In journalism, journalist becomes the middleman (Lippmann, 2000).