

**MEDIA FRAMING IN CRIME REPORTS OF PILIPINO
STAR NGAYON AND BULGAR**

THESIS

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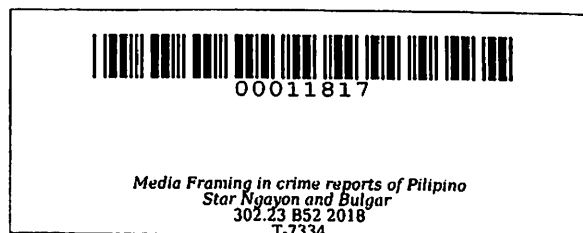
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**MEDIA FRAMING IN CRIME REPORTS OF *PILIPINO STAR NGAYON* AND
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Undergraduate Thesis
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ABSTRACT

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The study took place at Cavite State University, Main Campus from August 2017 to May 2018. The purpose of this study was to determine the different news frame used and how those news frames were applied in crime reports by two of the top leading tabloids in the Philippines namely *Pilipino Star NGAYON* and *Bulgar* from October to December 2017. Another aim of this study was to determine the similarities and differences of the two tabloids when it comes to framing.

A content analysis table was used to determine the different news frames used by *Pilipino Star NGAYON* and *Bulgar* tabloids. The table was also used to determine how those news frames were applied. The table is composed of tabloid's name, date issued, author of the article, headline, body, type of news frame, and how was news frames used.

Pilipino Star NGAYON and *Bulgar* used different kinds of news frames in October to December 2017 issues of their crime reports namely: issue-specific, episodic frame, thematic frame, human impact frame, conflict frame, human interest frame, responsibility frame, powerlessness frame, scrutinizing, and sympathizing news frame.

The similarities in the frames used in the two leading tabloid newspapers are issue-specific and episodic news frame was the most used news frame in their crime reports while both tabloid newspaper differ on how many times a certain news frame was

used. The two tabloid newspapers also differ on the rarely used news frames used in their crime reports.

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MEDIA FRAMING IN CRIME REPORTS OF *PILIPINO STAR NGAYON* AND *BULGAR*

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INTRODUCTION

Newspaper is one of the print media that publishes issues daily or weekly and includes local and international news stories, advertisements, announcements, opinions and crime news. It is important method of letting public know what is happening in the country. Even with the advancements in computer technology, newspapers continue to be an essential part of everyday life.

Crime reports are one of the most publishing news stories in newspapers especially in tabloids. Tabloids treat crime stories differently from broadsheets. New stories in tabloids often have a sensationalized headline and the story itself. Tabloids are smaller in size and makes people prefer it because they are easy to carry and read anywhere.

The top two leading tabloids in the Philippines are *Pilipino Star NGAYON* and *Bulgar*.