MEDIA AND POLITICS: THE COVERAGE OF TV PATROL AND 24 ORAS INVOLVING 2016 PRESIDENTIAL ASPIRANTS

THESIS

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ABSTRACT

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The study was conducted to determine how media, specifically TV Patrol and 24 *Oras*, covered the news regarding the 2016 presidential aspirants based on content and angle. The significant difference between TV Patrol and 24 *Oras*' news coverage of the 2016 presidential election aspirants was also identified.

The researchers used a descriptive research design. News reports of TV Patrol and 24 *Oras'* from November to December 2015 were analyzed to gather the necessary information.

Majority of TV Patrol's news reports were about the aspirants' political advocacy, followed by personal background, political background, and political agenda. Meanwhile, more positive news were recorded than negative news.

Similarly, majority of 24 *Oras'* news reports were about the aspirants' political advocacy, followed by personal background, political agenda, and political background. There are also more positive news than negative ones in terms of angle.

Both TV news programs produced more positive news reports dealing mostly with the 2016 presidential aspirants' political advocacies.

Based on the findings, the researchers recommend that the audience, specifically the voters should be keen on viewing newscast portraying the 2016 presidential aspirants.

They should be more particular with the treatment of news reports and the angles presented so they can be decisive on choosing the next president of the country.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	v
LIST OF APPENDICES	x
ABSTRACT	xii
INTRODUCTION	vii
Statement of the Problem	1
Objectives of the Study	2
Significance of the Study	3
Scope and Limitation of the Study	4
Definition of Terms	4
Theoretical and Conceptual Framework	5
REVIEW OF THE RELATED LITERATURE	5
METHODOLOGY	9
Research Design	28
Sources of Data	28
Data Gathered	28
RESULTS AND DISCUSSION	29
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	30
Summary	79
Conclusions	79

Recommendations 80

REFERENCES 81

APPENDICES..... 82

LIST OF APPENDICES

Appendix		Page
1	Rubrics/ Sample	85
2	Certification of English Critic	98
3	Routing Slip	99
4	Curriculum Vitae	100

LIST OF TABLES

Table		Page
1	TV Patrol's news Coverage of Jejomar Binay	32
2	TV Patrol coverage of Jejomar Binay in terms of content and Angle	33
3	TV Patrol's news Coverage of Rodrigo Duterte	34
4	TV Patrol's news coverage for Rodrigo Duterte in terms of Content and Angle	35
5	TV Patrol's news Coverage of Grace Poe.....	37
6	TV Patrol's news coverage for Grace Poe in terms Content and Angle.....	41
7	TV Patrol's news Coverage of Mar Roxas	42
8	TV Patrol news coverage for Mar Roxas in terms of Content and Angle	44
9	TV Patrol's Coverage of Miriam Defensor- Santiago.....	45
10	TV Patrol news coverage for Miriam Defensor- Santiago in terms of Content and Angle.....	46
11	TV Patrol coverage involving 2016 Presidential Aspirants.....	47

12	TV Patrol's news coverage Angle of News Involving 2016 Presidential Aspirants.....	48
13	24 Oras' Coverage of Jejomar Binay.....	48
14	24 Oras' news coverage for Jejomar Binay in terms of Content and Angle.....	50
15	24 Oras' Coverage of Rodrigo Duterte.....	51
16	24 Oras'news coverage for Rodrigo Duterte in terms of Content and Angle.....	54
17	24 Oras' Coverage of Grace Poe.....	55
18	24 Oras' news coverage for Grace Poe in terms of Content and Angle.....	60
19	24 Oras' Coverage of Mar Roxas.....	61
20	24 Oras'news coverage for Mar Roxas in terms of Content and Angle.....	64
21	24 Oras' Coverage of Miriam Defensor Santiago.....	65
22	24 Oras' for Miriam Defensor Santiago In terms ofContent and Angle.....	66
23	24 Oras' news coverage of the presidential aspirants in terms of content.....	67
24	24 Oras' Coverage Angle of News Involving 2016 Presiential Aspirant.....	68
25	Comparison of TV Patrol and 24 Oras' for Jejomar Binay In terms of content.....	69
26	Comparison of TV Patrol and 24 Oras' for Jejomar Binay In terms of angle.....	70
27	Comparison of TV Patrol and 24 Oras' for Rodrigo Duterte In terms of content.....	71
28	Comparison of TV Patrol and 24 Oras' for Rodrigo Duterte In terms of angle.....	71
29	Comparison of TV Patrol and 24 Oras' for Grace Poe	

In terms of content..... 72

30 Comparison of TV Patrol and 24 Oras' for Grace Poe
In terms of angle..... 73

31 Comparison of TV Patrol and 24 Oras' for Mar Roxas
In terms of content..... 73

32 Comparison of TV Patrol and 24 Oras' for Mar Roxas
In terms of angle..... 74

33 Comparison of TV Patrol and 24 Oras' for Miriam Defensor Santiago
In terms of content..... 75

34 Comparison of TV Patrol and 24 Oras' for Miriam Defensor Santiago
In terms of angle..... 75

35 Significant difference between TV Patrol and 24 Oras' news coverage of 2016 presidential aspirant..... 76

36 Total number of TV Patrol and 24 Oras' news reports the 2016 presidential aspirants..... 77

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INTRODUCTION

Mass media had already played several roles for decades as reporters of tragic events, manufacturers of culture, promoters of awareness, and so on (Alexander, 2005).

Mass media involve the exercise of power in shaping ideas and attitudes. This power is acquired through its mass character. Almost no one today can escape its reach, especially television, which in the Philippines grasps 96 percent of Filipinos (Fonbuena, 2004).

Dagnes (2010) explained that mass media has a powerful influence on political reality, as it shapes public opinion and lays the foundations of political beliefs. Sometimes referred to as the fourth branch of government in democratic countries, the media plays a crucial role during elections and in times of change.

The Philippine presidency is an extremely powerful position. Because of the centrality of patronage for Philippine political parties, the most important powers of the