FRAMING ANALYSIS: PHILIPPINE ONLINE MEDIA COVERAGE ON PNP CAMPAIGN AGAINST ILLEGAL DRUGS

THESIS

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ABSTRACT

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The study was conducted to determine the dominant frames used by the media practitioners in presenting their news reports regarding the PNP campaign against illegal drugs. Specifically, it aimed to know the frames used in selected PNP campaign - related online news articles on the two non-print media organizations published, and to compare the dominant frames used in order to find out the similarities and differences between GMA News and Rappler online coverage on PNP campaign.

It was conducted from December 2016 to April 2017. Data were gathered through content analysis of the selected articles on PNP campaign against illegal drugs. The study used descriptive approach, wherein both quantitative and qualitative methods were employed.

GMA News and Rappler presented their articles about PNP Campaign against illegal drugs using six frames: human impact, morality, powerlessness, conflict, economic, and drug suppression. Results of the study show that both news portals mostly relied on the official statements and information from the Philippine National Police, producing an imbalanced views on the issue. Both news portals have human impact as their most dominant frame, followed by drug suppression.

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INTRODUCTION

"In the endless battle against criminality, we are those who are prepared to die so that others may live in peace." A motto painted in the welcome gate marker of Cavite Provincial Police Office reminded anyone who reads of how dangerous and selfless the role of police is in the society. With how the police is portrayed now in the media, this motto holds no more power.

Recent reports on PNP campaign against illegal drugs continue to create fear, clamor and division among the citizens, and news reports about police' brutality and irregularities far outweigh the news reports highlighting the sacrifices, good effort and sacrifices of the police. This results to continuous destruction of public trust and confidence to the organization.