Marcos, Jr., and Robredo in Philippine Media: A Transitivity Analysis

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ABSTRACT

This paper examined the representations of the word choices and arrangements of the three (3) selected newspapers: CNN Philippines, Philippine Daily Inquirer, and GMA News, in their online news articles containing the two (2) leading presidential candidates, namely: Ferdinand ‘Bongbong’ Marcos, Jr. and Maria Leonor ‘Leni’ Robredo, during the 2022 national elections. MAK Halliday’s Transitivity System was used for this qualitative-quantitative research by selecting the 30 latest online news articles from May 9, 2023, the election day. Two hundred twenty (220) clauses containing direct and indirect descriptions of Marcos, Jr., and Robredo, whether part of the subject or the predicate, were extracted and analyzed. The results revealed that the three newspapers’ dominant processes were material and verbal when they were clauses’ subjects. Verbiage and goal were also the prevailing circumstances when they were in the clauses’ predicate. This postulates that Marcos, Jr., and Robredo are presented in the news media by what they do and say rather than what they think, feel, become, possess, behave, exist, or are. Further, the study revealed that despite obtaining the same dominant processes and circumstances, they have separate representations – Marcos is presented neutrally, while Robredo is presented positively.

KEYWORDS

Transitivity analysis, Robredo, Marcos, Philippine media, newspapers, qualitative-quantitative research, Philippines
INTRODUCTION

Media can never offer us a full and unbiased picture but instead uses language and imagery to provide us with representations of reality. (Neary & Ringrow, 2018, p. 7)

Of the many fascinating capabilities of humans, the ability to communicate is undeniably at the top tier. It serves as an unending bridge and component for human survival, using it as a tool for social expression, identity, consciousness, and relationship (Salvaleon, 2019). This makes any word or language people speak a substantial human element since they are ‘never neutral, transparent, or innocent’ (Fowler as cited in Kondowe, 2014). Apart from the mentioned roles that language and communication take, they also take a pivotal position in nation-building, political quest, and propagation of political power and ideologies (Anastassov, 2018). This concept raises interesting questions on the link between language and politics, as language carries various perceptions of realities, ideologies, and values through politics (Van Djik as cited in Kondowe, 2014). Considering many outlets where these perceptions of realities could be seen, news media leads the list.

News media covers almost all facets of the world – from phenomena, issues, to people. Specifically, they have significant participation in the realm of politics. Out of the many roles they play in this aspect, the most significant is their responsibility to guide voters with the needed information to make educated decisions. This is done by relaying all relevant information from the candidates, whether frontrunners or not, to reach a wider audience of voters. Ideally, the news checks and balances the government’s actions for its people and provides a forum for political expression.

The Philippine news media is not exempted from this provision. More than a country that houses copious cultures and languages, the Philippines shares diverse but patronizing opinions and preferences on many things – with the national elections being the most recent in 2022. This national election and its campaign period have been the subject of many sentiments not just in the county but in the international lens because of its candidates, particularly the presidential aspirants. Most analysts declared it was the most significant and divisive election in Southeast Asia for the highest contested public office in recent history (Mendoza, 2022).

A total of 10 candidates were qualified, but Lopez (2022) asserted that only two (2) were the most significant. The presidential candidates referred to are Ferdinand Marcos, Jr., more famously called “Bongbong Marcos,” and Maria Leonor Gerona - Robredo, commonly known as “Leni Robredo.” These preferences were verified numerous times, with Pulse Asia’s result (2022) being the most consistent and accessible to Filipinos even a month before May 9, 2022. More than surveys and other forms of mass media, the Philippine newspapers – online or print – have played a significant role in providing information about the candidates’ track records, qualifications, plans, campaigns, and
even issues and controversies.

Granting that news media fairly and objectively discloses all pertinent data concerning the election, they then hold a significant advantage in the trajectory of the candidacies. However, Altheide (2013) believes that newspapers often inject media logic instead of a political one when they cover a political issue. In contemporary politics, news coverage frames politics as a strategic game rather than focusing on political matters (Aalberg et al., 2012).

In the words of Van Djik (as cited in Rodelo & Muñiz, 2019; Strömbäck., S., Tsfati, Y., Boomgaard, H., & Damstra, A., 2020), the news media has an advantageous role in shaping public opinions, and may ideologically sustain and reproduce social power relations and dominance through ‘privileged access to discourse’ and consensus-based ideology. This is why the news has the greatest edge in influencing the perception of its audience – telling them what to think and how to think about an issue. Page (as cited in Asad, Noor, & Jaes, 2019) further expressed that media organizations always act as ‘political actors’ that express ideas with persuasive actions. These ideas are embedded in their choice and arrangement of words. Therefore, how they use their language ‘represents’ how newspapers see reality and how they want their audience to see it through the same lens. However, this ‘framed’ reality might not always be correct. With this in mind, continued investigation into how news media uses language to construct and maintain societal norms and values must be done (Nealy & Ringrow, 2018). The potential effects of media representations on individuals, issues, concepts, and consumers must be analyzed and counter-checked.

The Philippine media cannot be disregarded in this remark. Like any media source, Philippine newspapers also have their own take when it comes to representation. This is where the study bridges the gap. From all the relevant observations on political news and their representations of reality through word choices and arrangements, this study determined how the online news articles of the most trusted Philippine newspapers: CNN Philippines, Philippine Daily Inquirer, and GMA News (Publicus Asia, 2022), present the two leading presidential candidates during their stint, namely Ferdinand Marcos, Jr. and Leni Robredo. Their names were shortened to BBM and LR in this study. It sought to uncover how the newspapers’ online news presents their candidacy through word choices and arrangements. More specifically, the study analyzed the prevalent transitivity processes and circumstances of these candidates reflected in the online newspapers through MAK Halliday’s Transitivity Analysis.

**FRAMEWORK**

Transitivity Analysis and System in Systemic Functional Linguistics (SFL)

Among all theories using Fairclough’s Critical Discourse Analysis (CDA), Halliday’s Systemic Functional Linguistics (SFL) is believed to be the root because of the many commonalities (Young & Harrison, as cited in Isti’annah, 2014). Like SFL, CDA has been widely used to examine power relations and ideologies in a particular discourse. For Fairclough, CDA associates linguistic text analysis with a social theory of the functioning of language in political and ideological processes. With the notion that language is a pivotal part of any discourse, the CDA explores hidden ideologies and discloses certain social expressions from their context/circumstances (Fairclough, 2018).

SFL and CDA both view language as a social construct. These theories also examine the role of language in society and how the latter has shaped language. SFL and CDA also believe in the dialectical view of language. This means that discursive events influence the contexts in which they occur and vice versa. Lastly, both SFL and CDA highlight the cultural and historical aspects of meaning. This study then looked at CDA as a model to help assess the results given by Transitivity Analysis under SFL.

Systemic Functional Linguistics (SFL) is directed toward the power that the clauses hold in framing the meaning found in a particular context. For Halliday (1985), the context is a social angle that affects language. He explained that a representation of reality could be viewed through the transmission of ideas by a semantic system. Halliday has further proposed three language metafunctions in three dimensions of social contexts: interpersonal, textual, and ideational or experiential metafunctions (Matthiessen & Halliday, 2014). While each of the metafunction plays a role, the ideational metafunction is highly used to show the substantial role of language in representing the reality available to the human experience, awareness, cognition and perception, and the overall linguistic ability of speaking and understanding, involving two main systems such as transitivity and ergativity (Adjie & Ewusi-Mensah as cited in Manzano & Urquijo, 2020). From this reference, only the ideational or experiential metafunction and its transitivity system and processes are the focus of this study.

Bridging on Transitivity Analysis that comes under the ideational or experiential metafunction, this is a semantic category that pertains to the fundamental element of the ideational metafunction, which is part of a broader scope of the SFG. Halliday and Matthiessen (2014) define it as the function that the speaker or writer embodies in a language through his/her experience of the real world. It refers to how the participants of a conversation represent the world through language. Analyzing this meaning involves assessing the choices in the grammatical systems of “transitivity.”

In simpler terms, the metafunction where the Transitivity Analysis falls under organizes our experience and understanding of the world by how we express it in words (Halliday, 1994). The language we use has the power to interpret and differentiate elements into processes, the participants in these processes, and the circumstances in which the processes occur (Emilia, 2014). The identification of these participants, processes, and circumstances can be extracted from clauses through the Transitivity
Transitivity deals with the content expressed in language: all doing, sensing, being, and saying activities that happen in the world. Halliday (1994) stated that the system interprets the world of experience into a manageable set of process types. It explains a speaker’s experience by determining the process (verb or verb phrase), the participant (noun or noun phrase), and circumstances (the background against which the process takes place) present in a clause of a written or spoken discourse.

Process, therefore, is the heart of transitivity. The participant and circumstance are incumbent upon it. Halliday proposed a total of six types of processes: (a) material, (b) mental, and (c) relational are the main types of processes, and (d) behavioral, (e) verbal, and (f) existential processes are the minor types of processes. The summary of these processes is as follows:

A. Material Process- this process includes clauses of doing and happening. This concerns what something or someone does to whom or what.

B. Mental Process- this process is grouped into four subtypes which are perception (see, hear, feel), cognition (know, understand, believe), affection (like, love), and desire (hope, want, wish).

C. Relational Process- this process occurs outside and inside human beings. Relational processes are typically realized by the verb ‘be’ or some verbs of the same class (known as copular verbs).

D. Behavioral Process- this process lies between the material and mental processes. It symbolizes the outer expression of inner working and reflects physiological and psychological behaviors.

E. Verbal Process- This process occurs between mental and relational processes representing the act of saying.

F. Existential Process – This process occurs between relational and material processes. Existential processes prove states of being, existing, and happening.

OBJECTIVE OF THE STUDY

The study used Transitivity Analysis to determine how Ferdinand Marcos, Jr. and Leni Robredo are represented in online articles of the selected Philippine newspapers. These newspapers were CNN Philippines, GMA News, and Philippine Daily Inquirer, which were revealed as the top three (3) trustworthy news outlets in the Philippines (Publicus Asia, 2022).

METHODOLOGY

Research Design

This study used descriptive quantitative and qualitative research designs to obtain the dominant transitivity process of Ferdinand Marcos, Jr. and Leni Robredo in the
Philippine newspapers, whether they are contained in the subject or predicate of the clause.

Quantitative research design gathers numerical information and generalizes it to explain the nature of the data (Babie, 2010). In this study, the design was employed in collecting data from online news articles to determine the presence and dominance of the transitivity process in the subject or predicate of the clause. Specifically, the design aided in answering questions 1 and 2.

On the other hand, the qualitative research design is an interpretive and naturalistic approach to its subject matter, of which language can be considered. Researchers using this design can interpret or make sense of the phenomena or social reality at hand to meaningful inputs (Denzin & Lincoln, as cited in McLeod, 2019). In this study, the design was employed to interpret the linguistic representation of Ferdinand Marcos, Jr. and Leni Robredo in Philippine media through the transitivity process and Critical Discourse Analysis. Specifically, the design aided in answering questions 3 and 4.

Research Environment

The internet was utilized to gather the online and English versions of the news articles from the official websites of CNN Philippines, GMA News, and the Philippine Daily Inquirer. They have been chosen because they are the top three (3) trustworthy media outlets, as per Publicus Asia. This private political management and lobbying firm has delivered a full service on government relations, campaign management, strategic communications, competitive intelligence, and capacity building since 2003 (Publicus Asia, 2022).

CNN Philippines is the country’s predominant English-language news channel that has provided in-depth news and relevant events from regional to global arenas since its launch in 2015. Aside from its presence in traditional TV networks in the region, they have expanded cnnphilippines.com to provide the latest news and information from the media outlet at the convenience of the modern media consumer (CNN Philippines, n.d.).

Like most of the entertainment giants in the Philippines, GMA Network has also launched its website for news through GMA News, www.gmanetwork.com/news. The website was launched last 2011 (GMA News, n.d.).

The Philippine Daily Inquirer, on the other hand, is the sole newspaper company on this list. It is founded last 1985 during the last days of President Ferdinand Marcos’ regime. More famously called Inquirer now, the company has also ventured into online platforms through inquirer.net. It houses breaking news, local and international issues and events, and commentaries on politics, entertainment, sports, lifestyle, business, and technology (Inquirer, n.d.)
Data Gathering Procedure

Ten (10) latest online news articles before May 9, 2022, that contain direct and indirect descriptions of Ferdinand Marcos, Jr. and Leni Robredo were used for the study. Direct descriptions in this context are those that present the apparent positions that the identified candidates carry – candidates, politicians, Vice President, and former Senator, among others. Indirect descriptions, on the other hand, included statement cues that indicate a relationship to Marcos, Jr., and Robredo (Example: The headline ‘Philippines: People wearing pink ahead of elections’ concerns Robredo since that is her campaign color). Indirect descriptions also included pronouns such as he, him, she, and her that refer to them. Further, clauses where Ferdinand Marcos, Jr. and Leni Robredo are either in the subject or predicate were considered since they are included in the criteria.

The number mentioned above (i.e., 10) was equally divided for the said subjects – five (5) latest online news articles for Ferdinand Marcos, Jr. and another five (5) for Leni Robredo. English versions of these online news articles were utilized for practicality and convenience since the theory is mostly used with the language. The online news articles were then downloaded from the newspapers’ official websites.

Data Gathering Tools

The websites of the three (3) Philippine newspapers were the only data-gathering tool to generate online news articles that carry direct or indirect descriptions of Ferdinand Marcos, Jr. and Leni Robredo. No permission was asked from these media outlets since it is deemed that the data from their website is for public consumption.

Mode of Data Analysis

Basic statistical tools such as frequency and percentage were used to analyze the data found in the online news articles. They were used to determine the most prevalent transitivity process in both subject and predicate of the clauses by assessing the number of times they appeared. This means that processes, participants, and circumstances are manually counted to get their frequency. After that, their percentages are given.

Ethical Considerations

There were no personal interests between the researcher and the study at hand aside from the desire to know how newspapers shape ideas through their headlines, let alone how they choose and arrange their words in the contents. Additionally, Philippine politics is one of the interesting phenomena in the Philippines this 2022 because of the candidates, supporters, and media coverage. Further, the theory used in the study is believed to have the capacity to linguistically analyze how media presents events like this. These are the only reasons why the study was idealized.

The data, also made for public consumption, can be accessed through the websites of the identified Philippine newspapers. Therefore, the researcher ensured that the
online news articles were extracted as they were. Moreover, the tables reflecting the processes done during analyses were appended in this study for transparency.

RESULTS AND DISCUSSION

Table 1. Summary of the most dominant transitivity processes per newspapers for when Marcos, Jr., and Robredo are in the clauses’ subject

|-------------|----------------------------------------|-----------------------------------------------|-----------------------------------|-----------------------------------|

Table 1 reveals that the material and verbal processes are the most dominant for newspaper clauses that contain the direct and indirect descriptions of Marcos, Jr. and Robredo in their subject. This is evident in all three (3) newspapers: two (2) material processes (CNN Philippines and Philippine Daily Inquirer) and one (1) verbal process (GMA News) for Marcos, Jr.; one (1) material process (CNN Philippines) and two (2) verbal processes (Philippine Daily Inquirer and GMA News) for Robredo. The result further shows that Marcos, Jr. and Robredo are presented more on what they do and say rather than what they think, feel, become, possess, behave, exist, or are. They are presented as either Actors who exhibit physical actions towards accomplishing a Goal or affecting an Affected or Sayers that utter important statements. These newspapers often associate Marcos, Jr. and Robredo with verbs that denote actions and speech. These are manifested in the sample clauses from the analysis:

CMC#13: Marcos rejects Robredo’s debate challenge: ‘Never going to happen’

PMC#1: Bongbong Marcos leads pres’l race by over 500,000 votes in first wave of results

GMC#5: Bongbong urges supporters to protect their votes

CRC#36: Robredo, turned down the last-minute invitation of the Commission on Elections for a panel interview

PRC#1: We should listen to the voice of voters, says Leni Robredo

GRC#6: Leni Robredo casts vote in home province CamSur

It can also be further noted that the other types of processes, such as mental and relational were interchangeably in rank for all three newspapers because their thinking,
being, becoming, and possessing are also manifested in the clauses. However, just like behavioral and existential processes, they are not dominant because the corpus used in this study is not essays, novels, or related literary texts. The less prevalent processes can come dominant in the said areas, such as in the studies of Nurwanti (2022), Zein, et al. (2018), and Afrianto (2014).

Table 2. Summary of the most dominant circumstance per newspapers for when Marcos, Jr. and Robredo are in the clauses’ predicate

<table>
<thead>
<tr>
<th>Participant</th>
<th>Most Dominant Circumstances in CNN Philippines</th>
<th>Most Dominant Circumstances in Philippine Daily Inquirer</th>
<th>Most Dominant Circumstances in GMA News</th>
<th>Overall Dominant Circumstances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marcos, Jr.</td>
<td>Verbiage</td>
<td>Verbiage</td>
<td>Verbiage</td>
<td>Verbiage</td>
</tr>
<tr>
<td>Robredo</td>
<td>Verbiage</td>
<td>Verbiage and Goal</td>
<td>Verbiage</td>
<td>Verbiage and Goal</td>
</tr>
</tbody>
</table>

Table 2 reveals that the Verbiage and Goal are the dominant circumstances for newspaper clauses containing the direct and indirect descriptions of Marcos, Jr. and Robredo in their predicate. Specifically, Verbiage is evident in CNN Philippines and GMA News through having the same result. For Philippine Daily Inquirer, the Goal also dominates for Robredo aside from the Verbiage.

The result further shows that Marcos and Robredo are often the subject or object of the Sayer’s Verbiage. This means they are either the content of the Sayer’s speech or the receiver. The samples reflected show that Marcos and Robredo are often highlighted in the conversations, mainly as the subject.

CMC#6: *The economist added* that the former senator “also has a lot of political baggage, which risks distracting or, at worst, destabilising a probable Marcos administration.”

PMC#14: I will be a loyal VP to Bongbong Marcos, says Sara Duterte

GMC#16: *Comelec: Marcos DQ case ruling release expected Tuesday*

CRC#8: The organizations also said that Robredo is the only presidential candidate who declared her commitment in sustaining the gains of the Bangsamoro peace process.

GRC#23: *Tsek.ph*: 92% of false info favorable to Marcos, 96% of disinformation vs Robredo negative

If Marcos, Jr. is often the highlight or the receiver of a Sayer’s speech in the clauses of the Philippine Daily Inquirer, Robredo is also presented as part of the actors’ Goal in a clause extracted from the Philippine Daily Inquirer. This means that she is also a receiver of the action made by these actors.
It can also be further noted that the other circumstances, such as phenomenon (mental process), attribute, value, or possessed (relational process), behavior (behavioral), or existent (existential process), are less dominant or nonexistent because the said processes where they fall under are also less dominant or nonexistent. This is similar to the observation made in Problem 1, which reveals that the corpus from where Transitivity Analysis is used affects the dominant process that would prevail (Nurwanti, 2022; Zein et al., 2018; Afrianto, 2014).

Table 3. Summary of the most dominant transitivity processes per newspapers for when Marcos, Jr., and Robredo are in the clauses’ subject

|-------------|-----------------------------------------|-----------------------------------------------|-----------------|----------------------------------|

Marcos, Jr.’s Dominant Transitivity Process, its Participant, and Circumstance
Dominant Process: Material

From the results of the transitivity analyses for the clauses of the three (3) selected Philippine newspapers, it can be observed that CNN Philippines and the Philippine Daily Inquirer’s most dominant transitivity process involving the direct or indirect descriptions of Marcos, Jr. in the clauses’ subject is the material process. The result is similar to the studies of Ghani, et (2022), Manzano & Orquijo (2020), Alhumsi, et al. (2020), Balog (2019), and Asad, S., Noor, S., & Jaes, L. (2019) that dealt with looking at the representation of politics or politicians in newspapers. A material process shows something is physically done between two entities in the clauses or texts. It shows who (or what) is the Actor that does an action, if possible, to the goal (or range) as the participant in the news (Halliday, 2004).

The Philippine newspapers then present Marcos in their online news articles by associating his direct and indirect descriptions with action verbs. While it is true that verbs like these denote physical actions, such as those present in CMC#7 and PMC#28, it is also worth considering that there are also verbs that reflect the choices he had made during the election or the consequences of the actions done beforehand, and not entirely physical actions. Verbs such as rejected, claim, got, and exceeds, among others, were used after his description to signify this, as seen in CMC#15, PMC#5, PMC#13, and PMC#16.
PMC#28: Marcos Jr. made a short stop at Immaculate Conception Parish.
CMC#7: Marcos himself had faced allegations of tax evasion.
CMC#15: Marcos, the son, and namesake of the late dictator, earlier rejected the Comelec panel interview

PMC#5: Marcos Jr. camp claims votes for Bongbong came out for Robredo
PMC#13 Marcos got 56 percent.
PMC#16: Bongbong Marcos exceeds Duterte number of votes in the 2016 elections

While it is true that material processes are usually dominant in texts that tackle politics or involve politicians (Manzano & Orquijo, 2020), there are levels of influence that action verbs take when used to denote or specify an action. Most of these verbs with an identified actor and goal indicate conviction, power, and volition. In the mentioned studies, material processes also signify a sense of perceived political power (Balog, 2019; Zhang, 2017) and clarity of who does the action to an event or circumstance (Alhumsi, et al., 2020). This is an effective way to manifest ideologies and describe actions in a discourse.

The dominant focus on material processes in the news about politicians is likely due to several factors, including the nature of the political process, the interests of news organizations and their audiences, and how politics is covered in the media. Stories about material processes can be more easily understood and have tangible effects on people’s lives, making them more appealing to readers and viewers.

However, in the case of Marcos, Jr. being the main actor of the clauses, the majority of the verbs do not indicate strong convictions of actions but rather a reiteration of a past event or a physical action that holds no political power or inclination to the present post at all, especially for the Philippine Daily Inquirer:

PMC#22: Bongbong Marcos casts vote in bailiwick Ilocos Norte
PMC#37: Marcos won as representative of Ilocos Norte’s second district
PMC#38: he served as governor of Ilocos Norte anew
PMC#39: He returned to Congress in 2007
PMC#40: he ran and won a seat in the Philippine Senate in 2010.

These reasons postulate that Marcos being attributed to action verbs did not show that he had influence and control. Looking entirely at the clauses where the verbs are placed, the latter did not indicate conviction, power, or volition, as opposed to what the related studies suggest. The verbs simply narrate physical actions Marcos did in the past and nothing else. Therefore, the supposed reason why action verbs dominate in such cases is defeated.

CNN Philippines’ angle, on the other hand, supports this. CNN’s use of the verbs ‘ended, attempted, rejects, attended, and faced’ might signify strong verbs of agency
and control; however, reading the entire clause where these verbs are placed would denote that these do not put Marcos in good light, nor as someone who conveys a sense of agency and control over situations that he is in. The words existing together with the action verbs mostly do not project him as an actor with positive commendations of influence, volition, or power.

CMC#4: The son of the late dictator earlier ended near the bottom of a Bloomberg poll in March
CMC#7: Marcos himself had faced allegations of tax evasion.
CMC#15: Marcos, the son and namesake of the late dictator, earlier rejected the Comelec panel interview
CMC#17: Since the start of the presidential race, he has only attended one debate – the one hosted by Sonshine Media Network International (SMNI)

Dominant Process: Verbal Process

GMA News revealed a different dominant process for Marcos which is verbal. This is still the same with the studies of Ghani, et. al (2022), Dewi and Mahdi (2020), and Xiaowan (2018). The dominance of verbal processes in transitivity analyses of politics in the news can be attributed to the nature of political discourse itself (Matthiessen et al., 2010). Politics is a domain primarily concerned with actions, events, and processes. Since politicians are likely seen in situations where they are heard for what they say, especially during campaign periods, their speech tends to be focused and coined more. In addition to their practical utility, verbal processes are also deeply embedded in language structures. Verbs are a fundamental part of grammar used to construct sentences and convey meaning in almost all languages (Xiaowan, 2018). As a result, the dominance of verbal processes in political discourse reflects the centrality of verbs in language more broadly.

GMC#8: Ang taong bayan po ay hindi na po naghintay sa halalan, ang taong bayan po noong narinig ang aming mensahe ng aming adhikain ng pagkakaisa ay sinimulan na ang pagkakaisa kaya ating nararamdaman ngayon, na ang buong Pilipinas ay dahan-dahan nang nagkakaisa.” Marcos said in his message

GMC#9: “Kayo na ang mga mamamayang Pilipino ang nangunguna dito sa kilusan ng pagkakaisa,” be added.

GMC#10: He said he is waiting for the day when Filipinos unite for the betterment of the country.

GMC#24: “Alam naman natin pag tayo’y natulog, manuming nangyayari na di kanais-nais,” be added.
Looking at the samples above, it can be observed that the verb ‘added,’ an action word, if placed semantically, is tagged as an indication of Verbiage here. This is because transitivity analysis goes beyond grammatical meaning. Rather, it looks at the relationship between the different elements in a clause, such as the subject, verb, and object. It highlights how the participants in a clause are represented and how they relate to each other (Halliday, 2004). This is also done for the verbs that denote speech other than ‘said’:

\[\text{GMC#13: Marcos also reiterated the need to guard the vote}\]
\[\text{GMC#20: Marcos Jr. calls for vigilance on Eleksyon 2022: Walang tulugan}\]

It can be further detected how the GMA News is the sole newspaper in this study that highlights the speeches of Marcos despite many opinions about his inaccessibility in political interviews and debates (Patag, 2022). In the news published by GMA News themselves, an organization called Foreign Correspondents Association of the Philippines (FOCAP) raised their concern over the difficulty in accessing Marcos for an interview about pressing issues and controversies directed at him, stressing the struggle of journalists to obtain his side of the case. The FOCAP relayed that Marcos has not submitted himself to a free-flowing press conference like other candidates (Bajo, 2022).

However, looking at the Verbiage of the clauses, it can be concluded that these were from his speeches during his public campaigns, in which he told CNN Philippines that his branding of being inaccessible is puzzling since he is always out in public (Patag, 2022).

According to Halliday (2004), verbal clauses play a significant role in quoting a report, whether directly or indirectly, while simultaneously indicating the writer’s stances by using verbs like ‘point out, suggest, claim, assert.’ These verbs indicate either negative or positive representations of the Sayer. In the case of Marcos, most of the verbs used by the newspaper do not pose strong indications; Rather, they are impartial for just using ‘said’ or ‘added.’ Overall, the newspapers use material and verbal processes for Marcos neutrally.

**Dominant Participant: The Actor for Material Process**

The dominance of the material process that CNN Philippines and Philippine Daily Inquirer tagged Marcos as the Actor. An actor is someone or something who is doing an activity (Halliday, 2004), more so physically.

Looking at the clauses in the two (2) newspapers, ‘Marcos’ comes as the most dominant name of the actor. This is followed by the pronoun ‘he,’ ‘presidential candidate,’ ‘former senator,’ and ‘Bongbong Marcos’:

\[\text{CMC#7: Marcos himself had faced allegations of tax evasion.}\]
\[\text{PMC#1: Bongbong Marcos leads pres’l race by over 500,000 votes in first wave of results}\]
It can be inferred, however, that CNN Philippines attaches the relationship or attribute his father has to him in the noun phrase by having two (2) clauses that name the actor ‘The son of the late dictator’ and ‘Marcos, the son and namesake of the late dictator.’ The Philippine Daily Inquirer also manifested this once by naming him ‘son of former president Ferdinand Marcos Sr.’

CMC#4: The son of the late dictator earlier ended near the bottom of a Bloomberg poll in March
CMC#15: Marcos, the son and namesake of the late dictator, earlier rejected the Comelec panel interview
PMc#29: Marcos Jr., son of former president Ferdinand Marcos Sr., announced his presidential bid in October 5, 2021 under the Partido Federal ng Pilipinas (PFP).

It can be further observed that the actor’s name in the CNN Philippines clause is paired with a predicate that posits a negative inference to the actor (see CMC#4 and CMC#15). For Philippine Daily Inquirer, it is neutral.

Therefore, despite the factual information presented, CNN Philippines’ portrayal of the actor may be subtly negative compared to the Philippine Daily Inquirer’s. This means that “Marcos earlier ended near the bottom of a Bloomberg poll in March” and “The son of the late dictator earlier ended near the bottom of a Bloomberg poll in March” can both be used since they are factual information, but CNN Philippines chose the latter. The selection of this description for the actor impacts the ‘already negative’ predicate concerning Marcos, Jr.

It is important to note that the language used in news reporting can significantly impact public perception and opinion. Subtle negative inferences can sway public opinion in a certain direction without being overtly biased or untruthful. However, this negative connotation for Marcos, Jr. cannot represent the entirety because it is not dominant.

Dominant Participant: The Sayer for Verbal Process

The dominance of the verbal process in the clauses of GMA News tags Marcos as the Sayer. The Sayer is the one who performs the function of saying something (Halliday, 2004). In the clauses of GMA News about Marcos, the pronoun ‘he’ was dominant as a Sayer:

GMC#9: “Kayo na ang mga mamamayang Pilipino ang nangungunang sa kilusan ng pagkakaisa,” he added.
GMC#10: He said he is waiting for the day when Filipinos unite for the betterment of the country.
GMC#12: “At pagdating ng araw na ‘yan ay tayong mga Pilipino ay
magmamatikulit sasabihin sa ating mga kaibigan sa buong mundo, tingnan
niyo kaming mga Pilipino, dumaan sa krisis at hindi kami nakaraan lamang,
kami ay sumikat pa at nalampasan na natin ang ating sitwasyon bago pa
nagkaroon ng pandemya,” he added.

GMC#23 “Basta bantayan nyo yung boto sa Lunes. Walang tulugan,” he
said.

Looking at the totality of the online news content, the predominant use of the
pronoun ‘he’ to refer to Marcos is not an indication of backgrounding his role in the
clause but rather a result of many quoted verbatims.

In GMA News’ online articles that contain many of his quoted speeches, his name
is mentioned first, specifically in the headlines and lead, before the series of pronouns in
the body. Due to the many quoted verbatims, the pronoun was used.

It is also worth stating that the description ‘son of the dictator’ still exists in the
online news articles of GMA News for the verbal process, as presented below. However,
unlike in CNN Philippines and Philippine Daily Inquirer, the description is paired with
a predicate that indicates influence and call to action:

GMC#25: The son of the late dictator Ferdinand Marcos said the May
9, 2022 elections will be one of the most significant events in the lives of the
Filipinos when they elect new leaders to lead the country.

GMC#38: Marcos, the son of the late dictator Ferdinand Marcos Sr.,
called on the Filipinos to protect their votes so that they would not be “stolen.”

Transitivity analysis focuses on the relationship between the verb and its participants
and how they are arranged in the clause (Halliday, 2004). Therefore, the possibility
of a less desirable description of a participant being paired with a clause that conveys
positivity depends on the specific context and intended meaning. In this case, there is
a contrast between negative and positive implications. Pragmatically, it can be ironic to
say how a son of a dictator encourages people to be vigilant and responsible voters; but
semantically, it can be accepted. Either way, the clauses themselves hold true accounts
– Marcos, Jr. is indeed a son of a dictator, and he also relayed these imperatives. GMA
News had a subtle way of making the readers think about what angle serves them best
while establishing their representation.

Dominant Circumstance: The Goal for Material Process

The dominant goal of Marcos in the clauses of CNN Philippines and Philippine
Daily Inquirer is locations, answering the question where:

PMC#22: Bongbong Marcos casts vote in bailiwick Ilocos Norte
PMC#24: The presidential candidate arrived at the Mariano
Marcos Memorial Elementary School in Batac City at around 7:20 a.m.

PMC#28: Marcos Jr. made a short stop at Immaculate Conception Parish.

Location as a goal in material processes is not unusual. Even people and events, which come next after location, are common. However, it should be stated here that the researcher believes that the dominance of location (8 out of 27 clauses) as a goal cannot generalize the entire representation of Marcos as being someone who is highlighted based on where he goes because most of the locations, including the sample clauses above, belong to the same article. The events (7 out of 27 clauses) and people (7 out of 27 clauses) can somehow provide a more varied representation, but they are not dominant, as per the result of the analysis.

Dominant Circumstance: The Verbiage for Verbal Process

GMA News quotes Marcos, Jr.’s speeches heavily in their news articles, even putting them with no English translations. Instead, the newspaper introduces the content of the quoted speech by summarizing it in English. It can be further concluded that most of the speeches grabbed by GMA News come from Marcos’ public political rallies, most of them directives and commissives.

GMA News’ usage of Marcos, Jr.’s untranslated speeches is a common practice of many news organizations (Nordquist, 2020) to provide the audience with the most accurate representation of what he said. This allows the audience, specifically Filipinos, to interpret the message in their own way without any bias or interpretation from GMA News. Additionally, using original speeches helps preserve his words’ integrity and avoids any potential misrepresentation or mistranslation. With this, GMA News presents the Verbiage neutrally.

GMC#9: “Kayo na ang mga mamamayang Pilipino ang nangunguna dito sa kilusan ng pagkakaisa,” he added.

GMC#10: He said he is waiting for the day when Filipinos unite for the betterment of the country.


GMC#23 “Basta’s bantayan nyo yung boto sa Lunes. Walang tulugan,” he said.
A. Robredo’s Dominant Transitivity Process, its Participant, and Circumstance

Dominant Transitivity Process: Verbal

From the results of the transitivity analyses for the clauses of the three (3) selected Philippine newspapers, it can be observed that the Philippine Daily Inquirer and GMA News’ most dominant transitivity process involving the direct or indirect descriptions of Robredo is the verbal process. Fairclough and Fairclough (2018) argue that the verbal process with reference is a crucial element in constructing power relations. It allows the speaker to position themselves as the Sayer and present their actions, plans, commitments, and commitments volitions as benefiting themselves or the Filipino voters. This is highly evident in the clauses taken from both newspapers:

PRC#2: The voice of Filipino voters is becoming clearer and clearer. For the sake of the Philippines, we should listen to that voice,” Vice President Leni
Robredo said in an address.

PRC#10: “We have learned. Nothing is impossible. When I declared my candidacy, some of you who were there, I can just count them easily in front of me now. but I can’t see at the very end any of the people who are with us now,” she said in Filipino, the predominant language she uses in public addresses.

GRC#9: Robredo assured that she will fix broken systems in government
GRC#11: Robredo said there is nothing to fear on election day

The dominant use of the verbal process to highlight Robredo’s solid and reformative remarks during public rallies and interviews indicates that the Philippine Daily Inquirer and GMA News present her positively. The newspapers show her as a leader that speaks with diction and clarity in her speeches. The dominance of this process also signifies Robredo’s excellent communication skills and ability to convey her message to the public effectively.

Most of the analyses’ clauses tagged in the process contain either declarative, commissive, or directive remarks. Searle (1969) explains that the combination of declarative, commissive, and directive speech manifests how a speaker asserts authority, makes promises, and persuades their audience to act. Green (2021) validates this further by saying that if a person – in this case, a politician – uses a lot of declarative, commissive, and directive speech acts, they are trying to assert their authority, persuade their audience, and get things done.

Dominant Transitivity Process: Material

For CNN Philippines, the material process is dominant, as seen in the sample clauses:

CRC#16: Win or lose, Robredo camp sees ‘new political movement’ under next admin
CRC#36: Robredo, turned down the last-minute invitation from the Commission on Elections for a panel interview

As stated in the explanation for Marcos, material processes are rampant in newspapers reporting about politics because they put the politician in action. This notion can be applied to the case of Robredo. However, contrary to how Marcos is presented, Robredo’s material clauses are focused more on her volition. This indicates positive representation.

Dominant Participant: The Sayer for Verbal Process

The dominance of the verbal process in the clauses of the Philippine Daily Inquirer and GMA News tag Robredo as the Sayer. The Sayer is the one who performs the function of saying something (Halliday, 2004). In the clauses of Philippine Daily Inquirer and GMA News about Robredo, ‘Robredo’ and ‘she’ are prevalent Sayers:

PRC#3: “First of all, let me thank everyone who voted for me, who convinced [people to vote for me]… the millions who gathered. I know it’s not easy for you to accept the numbers coming out of the quick count. Not are they disappointing but dismaying,” she said.

PRC#15: “It’s natural for this hope to spread, to flow through each one of us. There is hope in all of us. This is a fire that can’t be put out, a light that guides the way of others,” Robredo said.

GRC#4: “Masaya na finally natapos na yung campaign period. Masaya na nabigyan ako ng pagkakataon na gawin yung labat nang pwedeng gawin na hindi nag-resort sa kabit anom hindi maganda,” Robredo said.

GRC#27: Robredo earlier appealed to her supporters not to get tired of combating fake news

It is also worth noting that her position was also included in some of the verbal clauses:

GRC#13: Vice President Leni Robredo on Saturday vowed to address broken systems in the government

PRC#27: Vice President Leni Robredo questioned the barrage of misleading information about her

Robredo being the most prevalent identification for the Sayer, is given. Conversely, the pronoun sits mainly on the body of online news articles to avoid redundancy. With this being said, the representation of the Sayer’s name is neutral.
Dominant Participant: The Actor for Material Process

The prevalent identifications for the Actor are still ‘Robredo’ and ‘her,’ as presented in the sample clauses below from CNN Philippines:

CRC#23: Robredo remained at a distant second at 23%, despite drawing up mammoth crowds in her rallies.

CRC#37: Robredo, on the other hand, posted the biggest jump in the last Pulse Asia survey but was still a distant second.

In the clauses, it can be observed how these material clauses explain the status of Robredo’s standing in the election polls, of which she still hailed at the second spot despite an increase in the statistics and crowd in her rallies. Although this can be tagged as a negative representation of Robredo, the total number of material clauses is only 5 out of 11. More clauses placed Robredo in their predicate rather than in their subject. This will be discussed in the following problem. Therefore, the researcher believes that the negative representation cannot represent all.

Dominant Circumstance: The Verbiage for Verbal Process

Depending on the newspaper selected, there are two approaches for the Verbiage of Robredo. For Philippine Daily Inquirer, an English translation is provided after the original speech spoken in Tagalog, as presented in these examples:

PRC#10: “We have learned. Nothing is impossible. When I declared my candidacy, some of you who were there, I can just count them easily in front of me now. but I can’t see at the very end any of the people who are with us now,” she said in Filipino, the predominant language she uses in public addresses.

For GMA News, the original speech is presented before or after an English summation. The sample clauses below are taken from the same article for reference:

GRC#2: The camp of Vice President Leni Robredo on Monday expressed optimism

GRC#4: “Masaya na finally natapos na yung campaign period. Masaya na nabigyan ako ng pagkakataon na gawin yung lahat nang pwedeng gawin na hindi nag-resort sa kahit anong hindi maganda,” Robredo said.

GRC#14: “May mali sa sistema, at may magagawa ako para maitama ito,” Robredo said

GRC#15: Robredo said she devised concrete plans for the government
Akin to the explanation on the Sayer and material process above, the predicate of these clauses (also called the circumstance) further validates how the Philippine Daily Inquirer and GMA News present Robredo positively by highlighting remarks of volition and influence.

**Dominant Circumstance: The Goal for Material Process**

In the clauses of GMA News that represent Robredo through material clauses, the prevalent goal is the *event*. Event as a goal refers to a physical or mental activity that the Actor goes or hopes to. Events as an Actor’s goal are common because they are specific and observable, and they represent concrete actions that Robredo can take to achieve her goals as a public figure. Akin to the dominant goal of Marcos, Jr., she, through the goal, is presented neutrally.

**Summary of Observations for Problem 3**

To encapsulate, the dominant processes for Marcos, Jr. and Robredo across the three (3) newspapers are material and verbal processes. Prevalence of these types of transitivity processes is usual for studies analyzing politicians in newspapers, as actions and discourse are often highlighted when it comes to any political engagements and decision-making. Actions and words can also be advantageous markers of influence, control, and power.

The dominant transitivity processes of Marcos, Jr. in the Philippine media are material and verbal – with actor, sayer, goal, and verbiage as his participants and circumstance’s role. However, analyzing the entirety of the clauses (participant, process, and circumstances) selected in this study revealed that these dominant processes do not strongly highlight him positively, as his representation opposes the ideal view about why material and verbal processes dominate, as cited in Manzano and Urquijo (2020), Dewi and Mahdi (2019), Balog (2019), Zhang (2017), and Li (2010), among others. Although fairly neutral in most cases – as per the analyses – the newspapers also use other facets of facts about Marcos, such as adding descriptions of ‘a dictator’s son’. Although this was not heavily used compared to other descriptions of the Actor, it was still mentioned in all three (3) newspapers. However, this cannot be treated as a solid reason to conclude that he is represented negatively, as the description itself does not represent the majority. Rather, it is also a fact about Marcos. Further, the words used by the newspapers in the selected clauses also do not denote strong contradictions about him. Therefore, considering all the results analyzed from the three (3) newspapers, he is presented in the newspapers neutrally.
For Robredo, however, a strong indication of positive remarks can be inferred. The dominance of material and verbal processes in the clauses she is in coincides with the ideal view of why such transitivity processes in newspapers or issues concerning politics and politicians dominate. Analyzing the entirety of the clauses (participant, process, and circumstances) selected in this study altogether revealed that she is indeed presented positively. Although there were neutral representations of its actors and circumstances, positive word choices and arrangements were rampant. Therefore, considering all the results analyzed from the three (3) newspapers, she is presented in the newspapers positively.

Problem 4. How are Ferdinand Marcos, Jr. and Leni Robredo represented in the online news articles in terms of their dominant circumstances if they are part of the clauses’ predicate?

Problem 2 revealed that Verbiage and Goal are the most dominant circumstances for clauses that Marcos, Jr. and Robredo are in the predicate, as seen in Table 4.2.7 below. This result is the offshoot of the verbal and material processes’ dominance. The result then postulates that Marcos, Jr., and Robredo are presented in the newspaper’s choice and arrangement of words by putting them as the highlight of an action or a talk. However, similar to Question 3, how they are represented is independent of one another – one is presented neutrally, and the other is presented positively.

Table 4. Summary of the most dominant circumstance per newspapers for when Marcos, Jr. and Robredo are in the clauses’ predicate

<table>
<thead>
<tr>
<th>Participant</th>
<th>Most Dominant Circumstance in CNN Philippines</th>
<th>Most Dominant Circumstance in Philippine Daily Inquirer</th>
<th>Most Dominant Circumstance in GMA News</th>
<th>Overall Dominant Circumstance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marcos, Jr.</td>
<td>Verbiage</td>
<td>Verbiage</td>
<td>Verbiage</td>
<td>Verbiage</td>
</tr>
<tr>
<td>Robredo</td>
<td>Verbiage</td>
<td>Verbiage and Goal</td>
<td>Verbiage</td>
<td>Verbiage and Goal</td>
</tr>
</tbody>
</table>

Marcos, as Part of the Predicate

Across all three (3) Philippine newspapers, Marcos, Jr. is either the Sayer’s subject or the object of the Verbiage for when he is contained in the clauses predicate. This circumstance is the offshoot of the verbal process’ dominance. Looking further at the prevalent Sayer, the Commission on Elections (Comelec) stands supreme. This means that Marcos, Jr. is highlighted in the discussion actions or statements of the government agency in the Philippine newspapers. The articles are likely focusing on Marcos, Jr.’s candidacy or political activities and how they relate to the decisions or actions of the Comelec.

It is apparent in the clauses that the Comelec has the authority to talk about pertinent matters concerning the candidate, as stipulated in Republic Act 9006 (Philippine Law and Jurisprudence Databank, n.d.) The newspapers highlighted the
progress of Marcos, Jr.’s disqualification case as a presidential candidate.

**GMC#18:** The Comelec First Division on April 20 junked the final disqualification case against Marcos for “lack of merit”

**GMC#19:** the Comelec said it will resolve appeals against the junking of Marcos DQ cases before the Election Day on May 9

**B. Robredo, as a Predicate**

Across all three (3) Philippine newspapers, *verbiage* (CNN Philippines, Philippine Daily Inquirer, and GMA News) and *goal* (Philippine Daily Inquirer) are the dominant circumstances for when Robredo is included in the predicate. The dominant Sayers for clauses that include Robredo in their predicate are his spokesperson, Mr. Barry Gutierrez, the Moro National Liberation Front (MNLF) and the Moro Islamic Liberation Front (MILF). In the clauses below, she is often the topic of the conversation. Most especially, positive remarks:

**CRC#5:** The two groups (MILF and MNLF) announced their endorsement of Robredo and Duterte

**CRC#21:** Gutierrez said this is the first time he has seen such a high level of volunteer engagement … for the lone female presidential bet.

**PRC#21:** MNLF, MILF endorse Robredo for president, Sara Duterte for VP

**PRC#22:** United Bangsamoro Justice Party (UBJP) had already announced their endorsement of Robredo's candidacy

On the other hand, Robredo is seen as the direct object of the actor's goal in the clauses of the Philippine Daily Inquirer. The most prevalent actor is still the Moro National Liberation Front (MNLF) and the Moro Islamic Liberation Front (MILF), as reflected in these sample clauses taken from the same article. It can also be noted that CNN Philippines have covered the endorsement of these organizations.

**PRC#21:** MNLF, MILF endorse Robredo for president, Sara Duterte for VP

**PRC#22:** The Moro National Liberation Front (MNLF) and the Moro Islamic Liberation Front (MILF) on Saturday endorsed the presidential candidacy of Vice President Leni Robredo

**Summary of Observations for Problem 4**

Marcos, Jr. and Robredo's dominant circumstances across the three newspapers are Verbiage and Goal. This is somehow similar to the dominant circumstances when Marcos, Jr. and Robredo are in the clauses’ subject. As previously said, research analyzing
politicians in the news frequently focuses on behaviors and rhetoric regarding political participation and decision-making. Actions and words can also be advantageous markers of influence, control, and power— including if they are the topic or receiver of the talk of action (Mattheisen, 2014).

The result further suggests that they are often the highlight of Sayer’s speech and the direct object of the Actor’s actions. However, despite having similarities with the results, it is apparent that Robredo’s Actors and Sayers highlight her positively compared to Marcos, Jr.’s Sayers.

The content of Comelec’s speech about Marcos in the clause placed him as a topic of controversy due to his family’s political history and his own actions and statements (BBC News Manila, 2022). It is also worth noting that only GMA News covered the issue of his disqualification case out of the three (3) newspapers during the timeframe. A disqualification of a presidential frontrunner released near election day poses confusion and uncertainty among voters and potentially impacts the election outcome. However, while this may present a negative connotation against him, there were no foul descriptions of the disqualification case in the clauses. It only relayed information about its progress as it is. Further, this dominance of the Sayer cannot represent all since it only appears in the clauses of GMA News. The repetition of its name in only one (1) of its news articles was an advantage to becoming a dominant Verbiage. Therefore, the newspaper’s representation of Marcos, Jr. as part of the predicate, through the choice and arrangement of words, is neutral.

On the other hand, the endorsement of Leni Robredo by the Moro National Liberation Front (MNLF) and the Moro Islamic Liberation Front (MILF) poses a significant signal because it can potentially influence the votes of their members and supporters. The support of these groups could also help Robredo address the longstanding conflict in Mindanao and work toward a peaceful resolution (CNN Philippines, 2022).

However, this endorsement can appear confidential since armed groups or militias are still a concern in the Philippine government (Malan, 2012). But, looking at the clauses extracted from the selected newspapers, it can be postulated that this equivocal endorsement places Robredo positively. Further, the news appears in two newspapers: CNN Philippines and Philippine Daily Inquirer, making the representation more reliable. Therefore, the newspaper’s representation of Robredo, as part of the predicate through the choice and arrangement of words, is positive.

Considering all data and discussions, it can be inferred that the representations through the newspapers’ choice and arrangement of words for Marcos, Jr. and Robredo are the same as when they are part of either the subject or the predicate. That is, Marcos, Jr. is presented neutrally and Robredo positively.

It posits that despite the dominant process and circumstances similarities, the choices and arrangements of words in the clauses matter more. In ascertaining the verb’s complete meaning, the analysis should go beyond the words connected to or contained within it and the participants. In Problem 4, Verbiage is dominant for Marcos
Jr. and Robredo. Yet, the words surrounding the clauses for Robredo differ from that of Marcos, Jr. The participants, their statements on the issues, and the effects it brings to the presidential frontrunners are significant in interpreting its representation.

CONCLUSION

One of the most significant observations that the researcher has while analyzing the result is that individuals evaluated under Transitivity Analysis can still have independent representations even if they carry the same prevalent processes, participants, and circumstances. Ferdinand Marcos, Jr. and Leni Robredo are both presented through their actions (material process) and words (verbal process). However, the disparity in the clauses’ word choices and arrangements describing each indicated which presidential candidate the three (3) Philippine newspapers presented more positively than the other.

For these reasons, the researcher believes that the newspaper writers have subtly inflicted their subjective perceptions of Ferdinand Marcos, Jr. and Leni Robredo while maintaining the news’ integrity at bay. This notion cannot be neglected or abhorred as humans impose personal views using language in almost all communication circumstances. More so, the neutral and positive representations of Ferdinand Marcos, Jr. and Leni Robredo also did not pose strong indications of support or contradiction to either of the candidates since the threshold or standard of factual information was still highly respected. They nonetheless presented each candidate’s issues in a manner consistent with what an objective report should look like. By including verbatims in the news, they also made sure to give their audience a chance to form their own opinions.

However, by saying that the representations through language – specifically verbs – are not as dense or influential, does this mean that newspapers are now ineffective as information outlets? Is the positive representation of Leni Robredo defeated because she still did not win over BBM in the actual turnout of electoral results?

Objectively, these cannot be answered by this study as it is only limited by its scope and selection criteria. However, the researcher believes that many factors affected the efficacy of the representations that Philippine newspapers project. One would be the underlying competition between news and the internet. The latter holds an amass of resources for other information outlets, such as social media sites and platforms. It cannot be denied that information is not centralized in Philippine newspapers only. Colossal social media sites such as Facebook, Twitter, YouTube, Instagram, and TikTok can also generate their own take on political information about BBM and LR. Even if concerns about misinformation, accuracy, and potential biases appear to be more rampant in these areas, it cannot be overstated that consumers now have a diversified resource of information.

Another concern would be about public trust and political polarization. If Filipino consumers feel that the news on politics is biased, unfair, or slanted, a loss of trust can come consequently. If they feel that news is subjective in and of itself in the political...
spectrum, it fuels and reinforces existing partisan biases. This can make finding common ground on important issues more difficult and exacerbate political divisions.

Ergo, understanding how politics is reported in the news is crucial since the media is a significant factor in influencing public opinion and political dialogue. Politicians’ policies and behaviors and public perception of political issues can be controlled by news media in one way or another through their perceived reality. Therefore, unbiased information must be critically observed by consumers to make educated decisions. Determining how the media shapes public opinion and political decision-making depends on understanding how politics are covered in the news – carefully studying the wording and framing of news items.

The researcher believes that the Philippine news media continues to publish news reports with integrity, clarity, and objectivity, particularly when covering the 2022 presidential election.

**RECOMMENDATIONS**

Based on the findings of this study, the following are recommended:

1. A wider range of timeframe can be considered, with specific phases per election activities to gather a more comprehensive analysis of the overall representation of Marcos, Jr., and Robredo, or any other political figure using the Transitivity System.

2. Speech acts and language features can also be used to determine the linguistic representation aside from Transitivity Theory to expand the study’s implications.

3. Researchers may pursue a comparative study on the same method to different media outlets that generate information, such as social media. It can be observed that Filipino voters are dominantly one of the world’s active users of online social platforms, making the latter an inevitable competition for news media when relaying information about the 2022 election.

4. Future researchers can anchor a journalistic and/or sociological perspective on this linguistic study, such as using Framing Theory by Gregory Bateson (1972) and Social Actor Representation theory by Van Leeuwen (2005), to obtain a multidisciplinary approach to determining the representation of politicians in the news.

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