

Sa Mata Ng Agila (In the Eye of the Eagle): Interrogating Newscast Authenticity of a Philippine TV Network

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ABSTRACT

Broadcast news, as a fleeting medium, falls into the journalism discourse of communicating the truth. Therefore, whatever is aired should be based on facts. In the Philippines, the recent presidential elections on May 9, 2022, had news outfits cover the different candidates during the campaign trail. This included the church-owned television network, Net25. Their flagship program, titled “Mata ng Agila” (“In the Eye of the Eagle”), is the subject of this study as it used opinion-based phrases in the newscast. Through Erving Goffman’s framing analysis, selected voice-over packages were analyzed through qualifying their language, style, and presentation, to determine their authenticity. Mikhail Bakhtin’s framework on production of talk was also used. Michel Foucault’s concept of power further gave depth on how an ideal newscast should be given under the context of the elections. It showed how the newscast’s manner of speech for a certain candidate differs in comparison to another contender for the presidency. These phrases attribute to inauthenticity, which diminished the purpose of producing news. The study thus suggests a standard for newscasts, especially in this age of valid concerns about disinformation.

Keywords: Broadcast news, news authenticity, Philippine journalism, television newscast

INTRODUCTION

Television is still one of the most popular forms of media in existence today. Usually, major networks have a news department where daily newscast becomes their flagship program. It is considered the most important product that a media network can offer, a leading show that attracts both the audience and advertisers (Davis, n.d.). The same applies to television in Asia, specifically in the Philippines.

One of the television networks present in the Philippine media landscape is Net25, owned and managed by the church-based denomination Iglesia ni Cristo. The said denomination was founded by Brother Felix Y. Manalo in 1914 (History, n.d.). According to the Media Ownership Monitor Philippines (2016), this network is registered as owned and managed by Eagle Broadcasting Corporation. The network was launched in 2000 with the objective "to bring in a unique TV viewing experience by focusing on informative and educational shows" and features the tagline "Feed your mind" (Net25 Livestream, n.d.). Their programming includes genres of news and public affairs, modern living, arts and culture, and modern entertainment.

Since Net25's start of broadcast operations in 1999, the network has associated itself with the Kapisanan ng mga Brodkaster ng Pilipinas (Association of Broadcasters in the Philippines) and other journalistic organizations. It also operates on a hierarchical structure bound by Philippine media laws. A franchise is made available for Net25 by the House of Representatives. The Iglesia ni Cristo denomination is also known to be a bloc-voting religion, which means that the Church's leaders endorse candidates for their followers to vote for on election day. Prior to the May 2022 Philippine Presidential Elections, Net25 publicly announced through its channel that the network was supporting the candidacy of now president-elect Bongbong Marcos Jr. (Patag 2022).

However, given the description of the network, the Philippines' Media Monitor, the Center for Media Freedom and Literacy or CMFR, called out Net25, because of the way news was presented by them. In CMFR's section called "Journalism Review" (2022), the media monitor criticized Net25's newscast titled "Sa Mata ng Agila" [trans. In the Eye of the Eagle] for seemingly attacking the presidential candidate Vice President Leni Robredo in an unfavorable manner by using negative words. The media center called it "baseless opinions brazenly presented as news" (3). CMFR further described "Sa Mata ng Agila" as a "huge disservice to the community it claims to serve," where its news is identified as "propaganda disguised as news and hate speech" (16).

Thus, the authenticity of Net25's news fell under scrutiny. Authenticity itself is already a debatable concept in the field of social sciences, especially how it is seen in relationship with use of language (Coupland 2001). It refers to the ideas of personal and collective identity on top of the ethical demand to be true to oneself (Hagel 2016). Etymologically, the word authenticity is a combination of the Greek

words *autos*, which refers to the self, and *hentes*, which means worker, doer, or being. It is also closely related to the word “genuine” and is the antonym of fake.

Authentic language is attained by an attested and attestable manner of speaking, naturally occurring language, and the encoding of fact and truth, among others. On the other hand, news authenticity is anchored in Galtung and Ruge’s taxonomy of news values. For news to be considered true, it must establish its factual status and be salient for the audience to see. Hliang and Kham (2020), who probed news authenticity in their study, stated that the concept is also backed by user authenticity. The more verified the person is based on their body of work, there is a higher chance of reading additional information into authentic content. This article thereby counterchecks the newscast’s claim to be part of the journalistic discourse in comparison to its actual production of talk. It is investigated by probing some of its elements, such as voice presentation and choice of words.

The opposite of news authenticity is fake news, which in a more specific sense is called disinformation. Propaganda is also aligned with disinformation. The Oxford Dictionary (2023) defines it as “false information intended to mislead, especially propaganda issued by a person, institution, or government organization towards a rival power or even the media.” Thus, the study seeks to determine if the newscast functions as an instrument for disinformation or as an instrument to proliferate this type of information. It also seeks to understand what other factors are present in an inauthentic manner in the newscast; to create a standard for an ideal national newscast; and to craft guidelines on how viewers can evaluate television news.

AUTHENTICITY IN NEWS

In the 18th century, modern-day schools of thought defined authenticity as being “genuine.” Hagel (2016) defined an authentic person as one who possessed authority in the parliament of the court. This was later referred to as “learned fellows.” The closest description then related to the words genuineness, sincerity, honesty, and transparency.

Feng (2016) evaluated television news authenticity by looking into the/different elements of the newscast and ruling out specific voices that needed to be present to determine genuineness. These are the *institutional voice*, or the journalistic stance or position expressed; the *journalistic voice*, or the journalist’s personal stance or position; and the *non-journalistic voice*, or a non-journalist’s sentiment on behalf of a specific institution. The presentation of such voices is determined by examining the manner of speech, choice of words, and tone of writing.

This was affirmed by Taboada (2021) by determining misinformation spread across journalistic platforms through linguistic analysis. The conversational style of news where oral discourse is open deems it authentic. Whereas, the informal writing of news accentuates it as fake, such as suspicious words that raise skepticism. Coupland (2020), on the other hand, agrees that language and discourse are big factors in determining news authenticity. However, there is a need to factor in the journalistic style of the producer. For instance, traditional broadcast news render more facts versus a tabloid newspaper, which is highly sensational. There was also a "skewing of the element of truth" where news values are diminished with the placement of advertisements. Simply put, the political economy of the media indeed plays a hand in its language and manner of speech.

JOURNALISTIC AUTHORITY

The autonomy of journalistic authority is constructed in relation to other public institutions (Nolan 2009). This includes the government, corporations, and even religious organizations. The concerns raised by these relations are reconstituted to be disseminated across platforms to call for public action. This type of authority is established culturally based on interpersonal discourse (Carlson 2021). The discourse is based on media ownership vis-à-vis affinity for its audience. The sense of being ritual, together with the ability to recall historic events, adds to the value of the authority. On the contrary, novel and unknown journalistic personalities are likely to not exhibit power.

The journalistic discourse works in three ways: to enable, constrain, and constitute. It takes Foucault's theory that power produces reality, and domains of objects and rituals of truth are eminent in any journalistic text (Storey 2008). The accepted discourse then leads to a regime of truth, which is likened to an echo chamber. Foucault also described it as a manifestation of power (Faubion 2020). This places potential audiences in the panopticon and makes them subjects to control. His concept of panopticism is applied to the concept of journalistic authority.

For Ladrado (2017), journalistic authority is defined as the enactment of journalistic values or the enactment in response to power relations. It is an ongoing process of legitimation through repetitive or patterned actions, such as rituals, that respond to influences that affect news production. Further, it maintains a "news-nation relationship," which is central to social order.

SPEECH IN NEWS

News discourse in broadcasted form could be examined through the different elements of speech. Tolson (2001) identified the discourses as such: the hard-hitting interview and the conversational

news, among many other forms of content. Speech is aligned with authenticity when the audience is formally addressed as one. It is accompanied by an open invitation and a call to action. Less formal conversations form part of a mediated community of interest. It is often too gossip-like and leans towards stories with human interest.

Cotter (2006) identified three ways of speaking in the news: (1) the actual doing of journalism by reporting and editing; (2) identifying oneself as a professional reporter through role and position; and (3) the loci of learning through education and performance. Within these facets is the understanding of ethics, a premise that one can follow professional guidelines and codes set by different journalistic institutions.

Mikhail Bakhtin's (1930) concept of *heteroglossia* is recurring in different studies involving linguistic understanding, especially in mediated spaces such as the journalistic field. It is defined as a discourse which combines and mixes forms of content that present socio-ideological contradictions between groups. It is the combination, alternation, and juxtaposition of communicative expression, such as speech. Leppanen et al. (2009) saw how the manner of speaking is altered and refracted to convey a different meaning and emotion. Their language attitude and use are reflective of their values, shaped by the culture that they are in. There are also positive and negative biases in language identified by its valences (Rozin et al. 2010).

METHODOLOGY AND FRAMEWORK

This study investigated the different elements of three news items that were aired over the Philippine newscast "Mata ng Agila." News items, for brevity, refers to the production and reporting of the news events that make up the main body of the program (Feng 2016). These news items were selected from May 2022, when the height of the campaign period for the Philippine Presidential Election was recorded. The chosen news items revolved around a central theme about the leading presidential candidate, Ferdinand Marcos Jr., also known as BBM, and his top contender, then Vice President Leni Robredo.

The titles of the selected videos are as follows: *"Desperadong Supporters ni VP Robredo, Nambabastos na"* (Desperate Support of VP Robredo, Already Very Rude) aired on May 7, 2022; *"Pagbiyahe Papuntang Ibang Bansa ni Leni Robredo, Tinawag na Showbiz"* (Leni Robredo's Travel to Another Country, Called as Showbiz) aired on May 18, 2022; and *"Mga Anak ni Leni Robredo, Kulang sa Pansin at Nagpasikat sa kanilang Social Media Accounts"* (Children of Leni Robredo, Desperate for Attention and Clout Chasing on their Social Media Accounts) aired on May 23, 2022. The elements that were examined included use of language, visual presentation, and manner of speaking.

The news items were examined using Goffman's (1974) framing analysis, which employed a qualitative type of study to further determine the authenticity of news items. It seeks to introspect the behavioral way of selected media and situations in the closely related world of sociology. Frame is then defined as a principle that governs events, including their subjective meaning. With frames, consumers of media can "locate, perceive, identify and label" (Bishop 2019) a seemingly infinite number of concrete occurrences to make sense of the world.

The framework on the production format of talk from Goffman (1981) supplements the framing analysis. It specifically analyzes the roles of the voices present in the news items. The framework requires all three roles to be present, which are: (1) animator, where the utterances are coming from; (2) author, the person who puts together, composes, or scripts the lines that are uttered; and (3) principal, whose position, stand, and belief the words attest to.

This study is limited to a critical review of one specific broadcast network's newscast in the Philippines. Of the many episodes aired, the study only probed three news items shown in a short time period. There is also no variety in the persona of the reporter behind the voices of the chosen items. The network is also owned by a Philippine-based religion, which is a point of consideration in future research. For further studies, the researcher recommends the interrogation of a variety of newscasts through a structured rubric, which is not present in this paper. It should delve more on the principles of linguistics vis-à-vis journalism to enhance the identification of authenticity, especially in the age of misinformation. A comparative analysis between newscasts in the Philippines and the whole of Southeast Asia could also be patterned after this framework.

NEGATIVE WORDS USED IN NEWS ITEMS

The valence of the words used in the items was threshed out based on their negativity or positivity. Those that were identified as a negated form of talk were classified as negative, while the affirmative were classified as positive. For instance, in the first news item "*Desperadong Supporters ni VP Robredo, Nambabastos na*" (Desperate Support of VP Robredo, Already Very Rude), the female anchor referred to the alleged supporters as *desperado* or desperate.

She also subsequently used the term *pinklawan*, which is a merger of two Filipino words of the colors pink and yellow attached with the suffix "-an" that indicates a noun. This term became rampant during the campaign period, referring to the supporters of former Vice President Leni Robredo, who strongly used pink in her collateral. It is a form of insult associated with the Liberal Party, which was branded as yellow (Pinklawan n.d.). This started when detractors of the Liberal Party destroyed the credibility of its

former leader, Benigno Aquino III. Throughout the package that ran for one minute and forty-four seconds, there were nine phrases that described Robredo negatively.

Based on Goffman's production format of talk, the news item has only two voices in it. One is that of the studio-based production, considered an institutional voice, and the other is that of the reporter, which is the journalistic voice. It lacks the non-journalistic voice, which is supposedly from interviews. This is seen in Table 1.

"Desperadong Supporters ni VP Robredo, Nambabastos na" (Desperate supports of VP Robredo, already very rude)		
Type of voice	Words and/or phrases	Translation
Institutional voice (anchor)	<i>desperadong supporters</i>	desperate supporters
	<i>Pinklawan</i>	Pink and yellow
Journalistic voice (reporter)	<i>Sukdulan ang pagkadesperado ng mga supporter</i>	Extreme desperation of supporters
	<i>Nagpapakita ng kabastusan ng mga taga-suporta ni Robredo</i>	Showing rudeness by Robredo's supporters
	<i>pagkilos ng mga pinklawan</i>	movement of the pinks and yellows
	<i>tila pang-komunista ang kanilang mga utak</i>	communist-like brains
	<i>bumababa na ngayon ang pagtingin ng mga tao kay Robredo</i>	the public's view on Robredo has gone down
	<i>huwag iboto si Robredo</i>	don't vote for Robredo
	<i>bulag na taga-suporta</i>	blind supporters

Table 1. Identified negative words used in the first voice-over package "Desperadong Supporters ni VP Robredo, Nambabastos na" (Desperate Supporters of VP Robredo, Already Very Rude). Source: author.

In the second news item "*Pagbiyahe Papuntang Ibang Bansa ni Leni Robredo, Tinawag na Showbiz*" (Leni Robredo's Travel to Another Country, Called as Showbiz), the anchor and the reporter both emphasized the description "*Galawang showbiz*" (Showbiz moves), which implies a celebrity complex for former Vice President Robredo. The specific incident pertained to the viral post of an airline pilot from Cebu Pacific (Interaksyon 2022) claiming that Vice President Robredo asked for landing privileges at the Ninoy Aquino International Airport in Manila. Landing privileges is the priority landing in an airport afforded to a dignitary or head of state (Maru 2022).

In comparison to the previous news item, the second reported on Vice President Robredo's travel, highlighting the claim on landing privileges and allegedly causing flight diversions. This claim was later debunked by fact-checkers (Vera files Fact Check 2022). There were only five negative words found in the news item that ran for two minutes and nine seconds. This referred to the alleged celebrity complex of the former Vice President. The news item only presented the story with two voices instead of three, where the non-journalistic voice is still missing. The details of the findings are seen in Table 2.

"Pagbiyahe Papuntang Ibang Bansa ni Leni Robredo, Tinawag na Showbiz" (Leni Robredo's Travel to Another Country, Called as Showbiz)		
Type of voice	Words and/or phrases	Translation
Institutional voice (anchor)	<i>galawang showbiz</i>	showbiz moves/behavior
Journalistic voice (reporter)	<i>galawang showbiz</i>	showbiz moves/behavior
	<i>taliwas ito sa protocol</i>	contrary to protocol
	<i>ito ang nagdulot ng flight diversion ng ilang biyahe</i>	this brought about the flight diversion of some trips
	<i>Hindi man lang inisip ng kampo ni VP Robredo ang kapakanan ng mga pasahero</i>	the camp of VP Robredo did not even think of the passengers' welfare

Table 2. Identified Negative words in the second voice over package "Pagbiyahe Papuntang Ibang Bansa ni Leni Robredo, Tinawag na Showbiz" (Leni Robredo's Travel to Another Country, Called as Showbiz). Source: author.

The third video, *"Mga Anak ni Leni Robredo, Kulang sa Pansin at Nagpasikat sa kanilang Social Media Accounts"* (Children of Leni Robredo, Desperate for Attention and Clout Chasing on their Social Media Accounts) talked about the different photos posted by former Vice President Robredo's daughters during their trip to New York City.

"Mga Anak ni Leni Robredo, Kulang sa Pansin at Nagpasikat sa kanilang Social Media Accounts" (Children of Leni Robredo, Desperate for Attention and Clout Chasing on their Social Media Accounts)		
Type of voice	Words and/or phrases	Translation
Institutional voice (anchor)	<i>kulang nga ba sa pansin</i>	attention seeker
	<i>pasikat</i>	showy
Journalistic voice (reporter)	<i>pawang celebrity wanna-be</i>	all celebrity wanna-bes
	<i>ipinagyayabang ng kampo nila ang pinag-aralan ng mga anak ni VP Robredo</i>	their camp is boasting about the education of VP Robredo's children
	<i>ang ipinapakita nilang imahe ng kabutihan ay taliwas sa smear campaign ng kampo nila laban sa mga Marcos</i>	the good image they are projecting is in stark contrast to the smear campaign that their camp has launched against the Marcoses
	<i>wala silang tigil sa paninira</i>	they persist in their defamation
	<i>inimbento lang ng mga Robredo</i>	invented by the Robredos
	<i>Angat buhay ba talaga ang layunin ng mga Robredo para sa bayan o angat sarili?</i>	Is the purpose to uplift the life for the country or to uplift one's self?

Table 3. Negative words in the third voice in "Mga Anak ni Leni Robredo, Kulang sa Pansin at Nagpasikat sa kanilang Social Media Accounts" (Children of Leni Robredo, Desperate for Attention and Clout Chasing on Social Media). Source: author

The news item that spanned for two minutes and twenty seconds logged eight negative words and

offensive phrases. This included "*Kulang sa Pansin*," or being labeled as desperate for attention, among others. Similar to the first two news items, these phrases were spoken by both the anchor and the reporter. There is no presence of an attributed source, which is the non-journalistic voice. It was also noticeable that a negative phrase was used in a rhetorical question. These are found in Table 3 above.

VISUAL ELEMENTS

During the duration of the program, the news anchors in charge of reading the news items all made direct visual addresses to the camera. The reporter for the three news items scrutinized in this study was Vin Pascua. There was no visual presence of the reporter in any of the news items. Pascua's voice was only heard through a voice-over.



Figure 1. On-air look of "Mata ng Agila" (Eyes of the Eagle) on its weekend edition. Source: Net25 2022.

The appearance of the whole newscast adheres to the standards of newscasts. The colors and typeface used in the graphics looked legitimate, as did the speaking news anchor. This is seen in Figure 1 above. The text located at the lower portion of the screen is referred to as downstream. All three downstream items in the news items connoted a negative meaning. For example, the first news item used the word *nambabastos* (being rude). The second news item used the phrase *galawang showbiz* (showbiz moves or behavior).

News Item number	Title in Filipino	Translation
1	<i>Mga Desparadong Supporter Ni VP Leni Robredo Nambabastos Na</i>	Desperate Supporters of VP Leni Robredo are Already Very Rude
2	<i>Pagbyahe Ni VP Leni Sa Abroad, Tinawag Na 'Galawang Showbiz' ng Isang Piloto</i>	VP Leni Travels Abroad, Called 'Showbiz Moves/Behavior' by a Pilot
3	<i>Kulang Sa Pansin: Mga Anak Ni VP Robredo, Panay Pasikat Sa Kanilang Mga Social Media Account</i>	Attention-seekers: Children of VP Robredo, Always Showy on their Social Media Account

Table 4. Presentation of the downstream texts used in the news items. Source: author.

The third news item was *kulang sa pansin* (attention seeking). The phrases used are a mix of the institutional voice coupled with opinion. The look of the downstream text, onscreen graphics, and footage is also legitimate, resembling that of other newscasts in the Philippines. The downstream items used are presented in Table 4 above.

VOICE PRESENTATION

The presentation of the news items through the voices is refracted, seemingly with a personal intention. The use of inflection in the delivery of the news is highly utilized. Certain words were accented by the speaker in a strong and angry manner. They are collated in Table 5.

News item	Words/phrases in Filipino	Translation
<i>"Desperadong Supporters ni VP Robredo, Nambabastos na"</i> (Desperate Support of VP Robredo, Already Very Rude)	<i>sukdulan</i>	extreme
	<i>kabastusan</i>	rudeness
	<i>tila umano pang-komunista</i>	allegedly communist-like
	<i>hindi igagalang ang religious freedom</i>	did not respect religious freedom
<i>"Pagbiyahe Papuntang Ibang Bansa ni Leni Robredo, Tinawag na Showbiz"</i> (Leni Robredo's Travel to Another Country, Called as Showbiz)	<i>galawang showbiz</i>	showbiz moves or behavior
	<i>na-divert</i>	diverted
	<i>para lamang bigyang daan</i>	just to give way
	<i>ay naabala nito</i>	were hassled by this
	<i>panay ang paggamit ng code one</i>	always using code one
	<i>hindi man lang inisip</i>	did not even think
	<i>napuwerisyo nito</i>	were inconvenienced
	<i>kumpara sa administrasyong Aquino</i>	compared to the Aquino Administration
<i>"Mga Anak ni Leni Robredo, Kulang sa Pansin at Nagpasikat sa kanilang Social Media Accounts"</i> (Children of Leni Robredo, Desperate for Attention)	<i>saksakan ang sipag ng pag-angat ng imahe</i>	trying so hard to elevate the image
	<i>taliwas sa smear campaign</i>	contrary to the smear campaign
	<i>wala silang tigil sa paninira</i>	they persist in their defamation
	<i>Angat buhay ba talaga ang layunin ng mga Robredo para sa bayan o angat sarili?</i>	Is the purpose to uplift the life for the country or to uplift one's self?

and Clout Chasing on their Social Media Accounts)		
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Table 5. Words or phrases spoken in a strong and angry tone within the news items. Source: author.

FINDINGS AND ANALYSIS

The news items scrutinized in this study exhibited negative framing, especially on the subject of the story, former Vice President Leni Robredo. This despite the newscast being part of the journalism discourse. This was seen through the choice of words, visual elements, and voice presentation. Of the three news items, the journalistic voice was more resounding than the institutional voice. All items were rigid and tough sounding, thus supporting Feng's (2016) analysis, in which there is no simulated fresh talk, there is no accentuation of the authenticity. The negative words said with emphasis are likened to informal writing, which accentuates inauthenticity (Yaboada 2021). There is no overt empathy, even with linguistic analysis (Williamson 2018). It is common for reporters to use the techniques in heteroglossia, where there is more than one intention expressed by the speaker (Hirschkop 2021).

Along with the types of voices used, the newscast exudes journalistic authority (Ladrido 2017). It is aptly seen through the repeated patterns of news presentation. The concept of news-nation is present with negative frames. The inconsistencies start here, especially since this authentic media network posits itself as a member of the Kapisanan ng mga Brodkaster ng Pilipinas. Thus, the network is bound to the broadcast code of the association and the whole realm of journalism. It is supposed to operate based on ethics, standards, and individual association codes. As it becomes a discursive formation, an imminent power is bestowed on whoever belongs to the journalistic discourse, as it lives by a specific set of knowledge, which they are duty-bound to disseminate. We take note that power, as defined by Foucault, is not coercive but a productive and positive force in society.

Article 1, Section 3 of the Philippines' Broadcast Code stipulates that "News reports shall be fair, factual and objective," while Article 2, Section 7 mandates that "Personal bias or prejudice shall not be allowed to distort the facts." The tables in this study clearly show that aside from inauthenticity, there is also a breach in the code. Ideally, the power bestowed produces a set of truths brought about by the discursive formation of the network. In short, they are supposed to be producers of "truth." However, with the outcome of transgressing others being in violation of the discourse, the network did not promote the truth as it is.

Not all regimes of truth could be considered true but regarded and acted only (Foucault 2002), which was seen in the three selected news items. The presentation of the news has elements to deceive a person with poor media literacy skills. Thus, the content is not just inauthentic. It is likened to a

propaganda tool bearing false information. This is similar to being deceived such as falling into a panopticon, unless given proper attention and critique.

The voices present did not lack skill in convincing the audience that they meant what they said on air. The look and manner of delivery by the anchor upheld the standard in the field of broadcast journalism. Yet the reporter, who possessed a journalistic voice in this situation, refracted its delivery. This meant that there were certain words that were exaggerated and said in an angry tone. This also diminishes the authenticity of the newscast. There is no presence of a standupper, which is an on-camera address made by the reporter.

Of the three news items selected, there is not even one part where the reporter, Vin Pascua, is seen talking about his story. Instead, the story is presented in a disembodied, angry, and condescending tone. There are also no attributions to different sources, which could have been a marker for an authentic newscast. Instead, the newscasts are one-sided, almost propaganda-like, in bringing Robredo down. This specific study also asserts D'Angelo's (2002) claim that frames endure because they are kept in a specific range of viewpoints. However, journalistic values that were already identified earlier were not meant.

CONCLUSION

The religion-based network Net25, which has been in existence since the early 2000s, broke off the discourse of journalism. It is evident in the manner of their recent reporting over the month of May, which is crucial for the Philippines as it was posed to choose their next president. The negative frame established by the newscast went against the ethics and standards of journalism. The identified voices in the news items defined how specific news items on Net25's newscast did not exhibit authenticity.

The use of voice as a technique, which newscasters use to give emphasis to a certain thought or idea inside the news item (Ladrido 2017) supported the findings. Goffman's production format of talk is clear in that an authentic news item has three functions: the first is as the animator or the sounding box where the origin of the audio resonates; the second is the author who scripts the lines uttered; and the third is the principal where the words attest. In the selected news items, the speakers who were identified as institutional and journalistic voices did not fulfill all three functions. The voices mentioned only functioned as an animator and, oftentimes, as the principal. The lines uttered were in a scripted manner. Because the speaker is inanimate, too scripted, and unnatural, we rule out that their newscast is authentic.

There is also no simulation of a “fresh talk” where the anchor is supposed to introduce a natural, informal, and unscripted voice. This could have accentuated its authenticity. Most of the newscast’s choice of words for their news items is also negative towards a specific candidate. On top of the negative words is a refracted tone in speaking by the reporter. Given this premise, Goffman’s model proves that they are inauthentic.

In terms of visual elements, the newscast has shown great similarity to that of other newscasts. The elements that surrounded it made it look authentic. The only danger is that they are bestowed with power as they position themselves in the journalism discourse. Foucault made it clear that this power allows them to produce a regime of truth. Yet these truths are only as regarded and not necessarily true. Therefore, one must be wary when consuming newscasts such as those of Net25. Extra caution should be exercised on top of a critical mindset when viewing the news. This is because all media are constructions, news included (Pungente n.d.). They are crafted and reproduced with an intention in mind. This is part of the power that those in the journalistic discourse possess. If a network embodies the ideals of discourse, then these productions should be excellent as they execute a seamless construct of reality. Even so, it must allow us to have a news-nation concept where we can imagine an ideal state for our society (Ladrido 2017).

Critical viewing of the news can be done by taking into consideration the different factors presented, such as the types of phrases used and the visual and voice presentation. Anything negative that is heard or seen more than once could be a red flag for the production. This could be the producer’s view of reality, which they want the viewers to believe. In return, they might get something out of it from those who ordered them to do so. On the side of the producers, they must bear in mind that with the power bestowed upon them, they are responsible for their constructs. They give the viewers a sense of reality which is the regime of truth. Anything given in falsehood is a strong violation not just of the codes they live by but also of the morals that envelope journalism.

However, there is no need to boycott Net25, as it continues its daily operations. Media scholars and fellow journalists alike should carry out the cause of calling them out for their wrongdoings. For the violations they committed before the organizations that they submit to, they must also follow due process and be accountable for them. The social and political implications of Net25 are far more damaging with disinformation combined. If left unattended, backed by the reason for free speech, then we have given them a new set of powers. This is a new discourse that changes the landscape of Philippine journalism, one that we ought most likely to fear. Ordinary viewers should not fall into the panopticon of a network that poses itself as real. Otherwise, they are no different from those who are allowing themselves to be pulled further into the vortex of disinformation. Journalists and media watchdogs should amp up their call for genuine discourse of journalism especially, in the current age of revisionism.

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