

A Critical Discourse Analysis of the Kidapawan Massacre News Coverage

Julius Cesar R. Pascual

College of Arts and Sciences, UE Manila

Abstract

This study explored the representations of People-Centered Development (PCD) in the Kidapawan Massacre coverage from the selected Philippine print and broadcast media. Specifically, this examined how media presented these farmers and indigenous peoples (i.e., Lumad)-related massacres within the context of social development. This researcher employed van Dijk's (1998) Critical Discourse Analysis (CDA) of selected twenty-seven (27) tabloid news articles, two (2) television documentaries, and one (1) radio and television news coverage of the stories of conflict between the oppressed and marginalized sector of the society and the government. This research led to the way of thinking that because of the latter's inaction and the media's neoliberal-capitalistic ideology, the former's plight was overlooked and silenced. In this elite-dominated Philippine society as well as in the Asia-Pacific, representations of profit-centered development are more hegemonic compared to its counterpart that was relatively muted. Hence, the conceptualization of Communication and Social Development (CSD) as an alternative model can further be explored in the context of modern times amidst the COVID-19 pandemic.

Keywords: Media representations, social development, People-Centered Development (PCD), profit-centered development, Communication and Social Development (CSD)