



Padayon ang Pangandoy: The Future Media Practitioners'
Views on the Public Opinion to Media

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ABSTRACT

The public's trust in the media has long been a major issue, and little attention is paid to what students who wish to work in the sector have to say. This study aimed to validate the public's perceptions of the media and how they affected the desire of aspiring media professionals to pursue this line of work. To fully understand how each perspective relates to the other, the researchers interviewed two non-communication students who are media consumers, two currently enrolled communication and broadcasting students, and a media practitioner. As a result, the public has positive and negative perceptions of the media, and the negative ones influence their trust. Future and currently employed media practitioners stated that these public opinions influenced them positively rather than negatively. Thus, the public's perception of the media has influenced future practitioners' motivation to work in the sector. The primary reasons for choosing this path are their passion for journalism and broadcasting and their desire to serve the public.

Keywords: *Public Opinion, Media, Mass Communication, Broadcasting, Journalism, College, Dream Job, Passion, creative work, documentary film, Philippines.*

INTRODUCTION

The development of mass media during the 20th century reflects the ongoing progress in technology. It has increased everyone's access to knowledge, information, and cultural experiences in just a few decades (The Rise of...). With that, the media, in general, has undeniably provided the public with easily interpreted data and facts, discoveries, the benefit of connecting with other people, and even entertainment (15.2 Functions and...). However, the consumers' opinions towards media vary into positive and negative views despite its many useful advantages. For example, today's youth aged 15 to 24 rely so much on the media, but the UNICEF-Gallup study implies that this does not mean that they believe or trust the information they gather from it (Young People Rely...). In Davao City, voters show low levels of public trust in the government due to the negative portrayal of politicians by the media (Negative Media Portrayal...). Still, among the numerous extremely powerful influences on making decisions such as choosing a course to take, social media was mentioned (Social Media and...). These are just some of the perspectives that the media industry carries that could affect the aspiring media practitioners of the future in deciding to pursue such a profession.



In the United States, choosing a major among mass communication and media majors is the basis of how well they believe it will meet their intrinsic needs. This is such a big factor for them that despite a decrease in the availability of journalism jobs, the presence of struggles faced by both traditional and digital media, and the low starting salary offers, the number of students enrolled in mass communication studies remains stable (Madison et al. 50-66). On the other hand, Filipino families still consider how high paying the job for a certain course is and how big earnings will be when guiding their children in choosing a degree to take, according to the 2017 Youth Education Investment and Labor Market Outcomes Survey (Survey Shows Pinoy's...). The larger picture of choosing a professional path does not fully reflect the students' perception of the job they would pursue, which is why the researchers was prompted to undertake a study on how to present students at the University of Mindanao majoring in communication and broadcasting felt about pursuing careers in the industry given the different opinions that the public has towards it.

The goal was to produce a documentary entitled *Padayon ang Pangandoy* to discuss the communication and broadcasting majors' views towards the public's opinion on media and to find out if it affected their motivation to get a media-related job after graduating. According to the Digital 2022 Global Overview Report, 58.4% of the world's overall population are active social media users (Digital 2022: Global...). Therefore, this documentary will be made available to the general audience through social media sites like Facebook and Youtube.

This study explored how future media professionals in Davao City view the public's perception of the media. This study's main concern is the impact the public's perceptions of the media sector have on aspiring media professionals. It also dispels the public's preconceptions about the media and hopefully increases their trust. This study paper's context was restricted to the city mentioned above. As a result, it cannot be applied to all communication majors nationwide. With that, the documentary *Padayon ang Pangandoy* eagerly anticipated finding out how aware the future media practitioners are of the public's stance on the media and how the public's perception of the media impacted their current views on the profession they are pursuing.

Focusing on the views of future media practitioners towards the public's opinion on media, the results of the study are greatly important to first, the *Media Practitioners and Organizations* who are the firsthand recipient of the differentiated opinions of the mass regarding their current jobs. It will help in aiding the lack of awareness regarding the issues faced by the media nowadays and come up with a proper solution to gain more public trust moving forward. Second are the *current and upcoming Communication Students*, as it will help them justify their personal views towards the profession. Additionally, it will help them understand the current issues faced by the media and eventually help them in critical decision-making regarding their future jobs. Thirdly, the *Academic Institution* will help them assess how the public's perceptions of the media affect the university's communication with students. The results are also essential for the administration to understand the demands of their students better because the university provides courses in communication and broadcasting. Lastly, *the future researchers*. With regards to public trust and opinion about media, this study can be a helpful reference for future researchers who plan to investigate more in the said field. Also, only a few studies relate communication between students and the media so this research can be a starting point.



This study is based on the constructivist worldview, which is identified as a belief in which subjective interpretations from experiences construct multiple and various meanings that help them "seek understanding of the world in which they live and work" (Creswell 8.) in which the researchers will need to know the experiences of the public that made them believe the perspectives that they currently have towards the media that shaped the way the industry is currently working. Also, gathering the views of the communication students regarding the topic will help the researchers understand if both variables impact each other or not. This study is also based on the Attribution Theory by Fritz Heider, which states that a social perceiver uses information on behaviors and causal events and combines it to make judgments about a certain issue (A First Look...). In this study's case, the social perceivers are the future media practitioners who use the public's varied opinions about media to contemplate pursuing a media-related job which is the main issue of the study. Attributions are defined in two ways: Dispositional and Situational. The first one looks for internal characteristics to find an explanation. In contrast, the second relies on situations beyond a person's control, which is the situation for this study. By knowing these attributions, the researchers will be able to pinpoint how these issues impact the perception of future media practitioners.

Furthermore, the researchers used the Actor's Map for this study. There are three 'actors' identified: the public (Actor A), in which we will get the opinion they have towards the media, the future media practitioners (Actor B), that will be asked if the other party's opinions affect their decision in pursuing a media-related job in the future, and the current and experienced Media Practitioner/s (Actor C) who have been in the industry and can firsthand witness how the public perceives the media and personally go through a crucial decision-making process before as an aspirant. The outside actor is the Commission on Higher Education or CHED, the government body in charge of encouraging and ensuring access to high-quality higher education in the Philippines. This institution does not directly relate to any of the actors. Actor A or the public are specifically the common Filipino people who are consumers of media outputs.

On the other hand, Actor B is an aspiring media practitioner currently enrolled in a media-related course. By using lines or symbols that indicate the relationships between actors, the researchers will thoroughly examine any potential linkages between them. By disclosing results fairly, it is possible to prevent conflicts during the conduct of the study.

Legends:

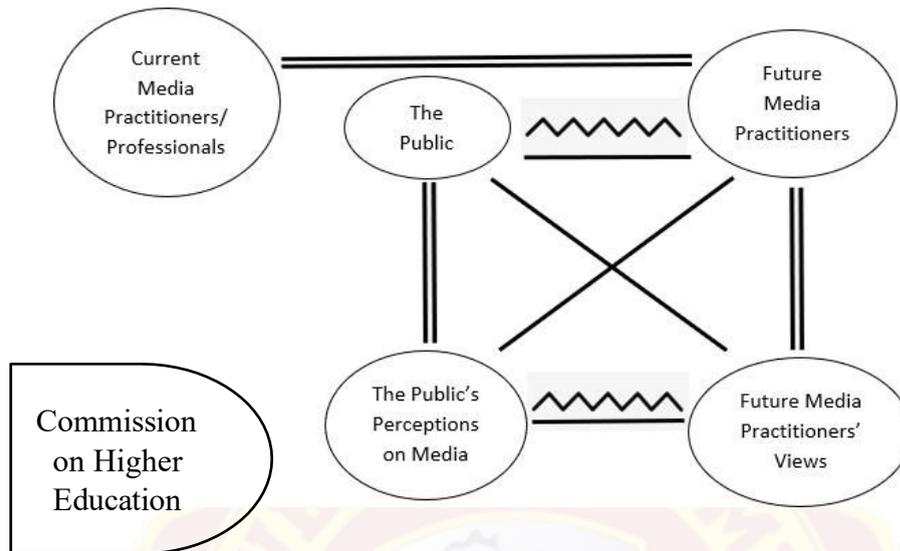
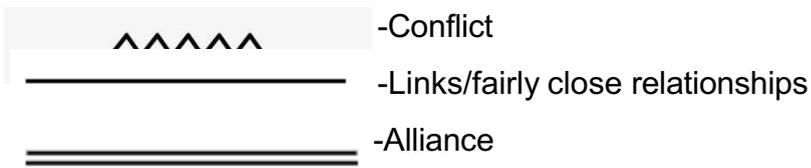


Figure 1. *Perceived Actors Map Based on Expected Involved People*

The used angles, color-grading, and fonts in *Padayon ang Pangandoy* are based on a documentary by Kara David entitled "pandemic teachers." According to a blog, the Impact of a Low Angle Shot, this camera angle symbolizes the subject's power, which can be comprehended as a charismatic aura (Power Dynamics in...). This camera angle is applied in the documentary to reflect a motivational and inspirational vibe to the subjects that highlights the main theme of the documentary film.



Figure 2. *Screenshot from I-Witness: 'Pandemic Teachers' by Kara David as reference for camera angle signification*



Based on the tech blog written by Novoseltseva, vivid bright colors show excitement and optimism. In the documentary output of this research, these color grading techniques are registered to achieve the goal concept: hope, motivation, and reaching one's dreams.



Figure 3. Screenshot from *I-Witness: 'Pandemic Teachers'* by Kara David as reference for color grading signification

Serif fonts represent professionalism and empower the quality of history or experience. The font offers traditional, established, and trustworthy symbolism (Sans Serif vs.), and according to Reed, bold fonts emphasize and focus on a certain phrase or title. These are useful factors to reflect professionalism and focus on the letter fonts and typography, highlighting the quality of the material in introducing titles, names, and subheadings of the documentary film.

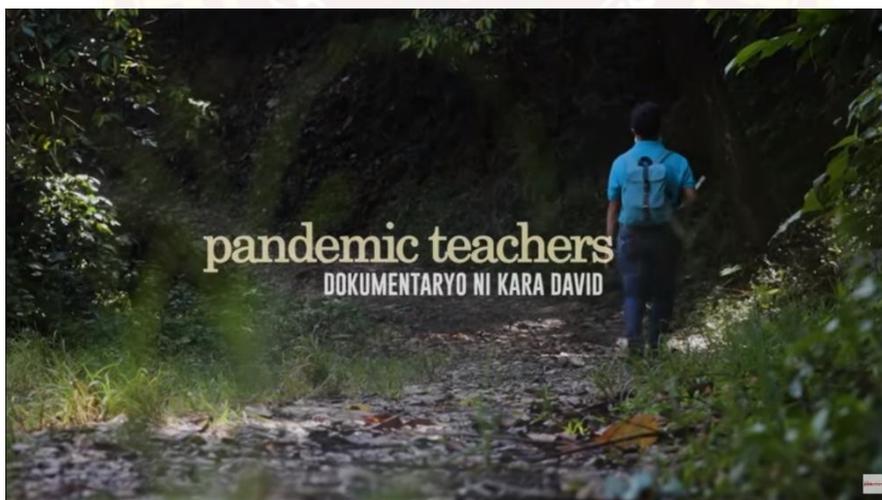


Figure 4. Screenshot from *I-Witness: 'Pandemic Teachers'* by Kara David as reference for typography signification



METHOD

method encompassing data collection, analysis, interpretation, and representation addressing research questions in person-centered and attached ways in which the theory and practice twist (Art-based research...). The study produced a documentary film that allows a vision of the presented problems of the study. An organization named Education Week stated that documentaries could enlighten the students' minds regarding the current global issues, reducing isolation and making them think broadly based on the information acquired from crossing the limitations of their current environment. Applied techniques encompassing production skills, writing skills, and applied technical skills learned from the past years of taking the major communication subjects were applied by the researchers.

This research design focused on future journalists' perception of the public's opinion towards the current media. The study focused on communication and broadcasting students in one of the higher education institutions in Davao City, as they are recognized as the aspiring journalists of the next generation and professional journalists of the present time. The researchers acquired a student from the third- and fourth-year levels who dreams of being a future journalist or media practitioner. The researchers also included two from the public to get the '*public opinion*' part of the study. This research method improved their perspective on the profession they are taking amidst the public's current views. It is considered a good technique for conveying the researchers' most important information and message; simultaneously, enhanced skills, perspective, and expounding ideas will be observed. Judgment sampling was used as a procedure in which researchers chose who to ask and participate. This allowed the researchers to choose a "representative" who suited the needs of the fulfillment of the research. Also, this sampling procedure is beneficial in terms of saving time throughout the completion of the study (Methods of Sampling...).

In this study, the researchers constructed interview guide questionnaires for the participants gave all the questions to the participants, and all the answers were recorded comprehensively. The researchers considered using different sources on the internet to analyze the impacts of public opinion on the media from the perspective of future journalists. The researchers examined the answers, preserving, and offering to improve the media industry, university, and the people. All the mentioned parts and techniques were highly considered honesty and integrity and applying the presented ethical considerations up until completion. In gathering data from the participants, tools and equipment were used such as (1) A laptop for data gathering of the study for the researchers considering the efficiency; (2) A mobile phone as a secondary device for data gathering, interview recording, and a camera for the shooting proper during production; (3) Earphones as a communication tool on data gathering; (4) Tripod which supported and stabilized recorded videos of the stand-upper/host; (5) Microphone which recorded good quality audio for the voice-over needed; and (6) A desktop for the post- production video and audio editing. Additionally, the researchers and the video editor tapped to help used Adobe Premiere for video editing and audio enhancement. See Figures 12-18 under Appendix B on pages 47-49 for pictures of the mentioned tools and equipment.



This part of the study consists of three sub-parts: Pre-production, Production, and Post-production. Each explained the processes that the researchers has done to produce the output.

Pre-Production. All the preparations happened on this part. Critical conceptualization was conducted by the researchers wherein the colors to be used, the tone of the video itself, and the total visual and audio aspects of the documentary were appropriately and carefully adjusted to the theme, mood, and the main idea to suit the topic best. The end goal was to produce a documentary film entitled "Padayon ang Pangandoy," which translates to "The Dream Continues," which encompasses the future journalists' perspective towards the public's opinions to the Media: an appropriate message to convey in connection to the documentary film's main concept. The medium used is Filipino, the national language of the Philippines, to make the output much more suitable and understandable by a wider scope of audience.

In an online setup, all necessary communication with the participants was done. The interview was done in a virtual setting through Google Meet, in which the researchers, Ma. Mikaela Alonso was in charge. She was also the on-cam talent and will be shooting needed video clips and voice recordings with the help of an acquaintance. The video editing will need to be collaborated with an editor to produce a competent output.

Production. To make use of time efficiently, the researchers followed the scheduled tasks accordingly. Interview sessions with the participants were the priority in the production process. The virtual interview sessions were recorded using the OBS Studio. Recorded clips were then renamed properly and stored in a Google Drive folder for safekeeping. After the interviews, the researchers edited the documentary's script and ensured that the on-cam talent's spiels corresponded to the information gathered from the interview. The shooting took place, including raw montage clips of the city and the university to be used in some parts of the documentary.

Post-production. The editing began as all the recorded video and audio segments were assembled using Adobe Premiere. Access to the necessary materials was simple because the researchers utilized a Google Drive folder to compile the files. Here is where the rough cut was made, a few scene cleanups, edits, and applications of the necessary transitions and video frames. To be specific, scenario cuts were made to arrange the material in chronological order. The series of scenarios were filed and cut, which allowed emphasis and interconnectedness of the content.

The audio (host spiels, voice- overs, background music, sound effects, etc.) was applied as well, assuming the researchers has achieved the illustrated video flow, wherein appropriate background music and sound effects were applied depending on the scenario, proper volume adjustments, and bed audio control, complete noise reduction and modulation of the audio and voice over clips using limiters, single-band, and multi-band processors, dynamics processing, filter and equalizer, and normalizing processes. For the final cut, visual effects and appropriate color grading were done following the application of vivid and bright colors to match the positive ambiance of the material and improve the charisma of the scenarios and the whole documentary film. The researchers used Adobe Premiere for the video editing process as it contains features needed for the documentary film output.



The decision of the research participants was not forced and was highly recognized and respected by the researchers. The participants can decide freely and voluntarily whether to participate or not. With this, the researchers will grant permission and consent to the participants. Upon the fulfillment of this study as well as the production of the material, the researchers highly consider preventing the invasion of data and privacy as stated in the Republic Act 10173, which seeks to protect all forms of information, be it private, personal, or sensitive (Republic Act 10173...). It is meant to cover both natural and juridical persons involved in personal processing information. The researchers in any part of this study will avoid plagiarism. All production materials and information the participants will provide will be highly confidential to prevent harm to the participants and the researchers.

RESULTS AND DISCUSSION

Documentary Output

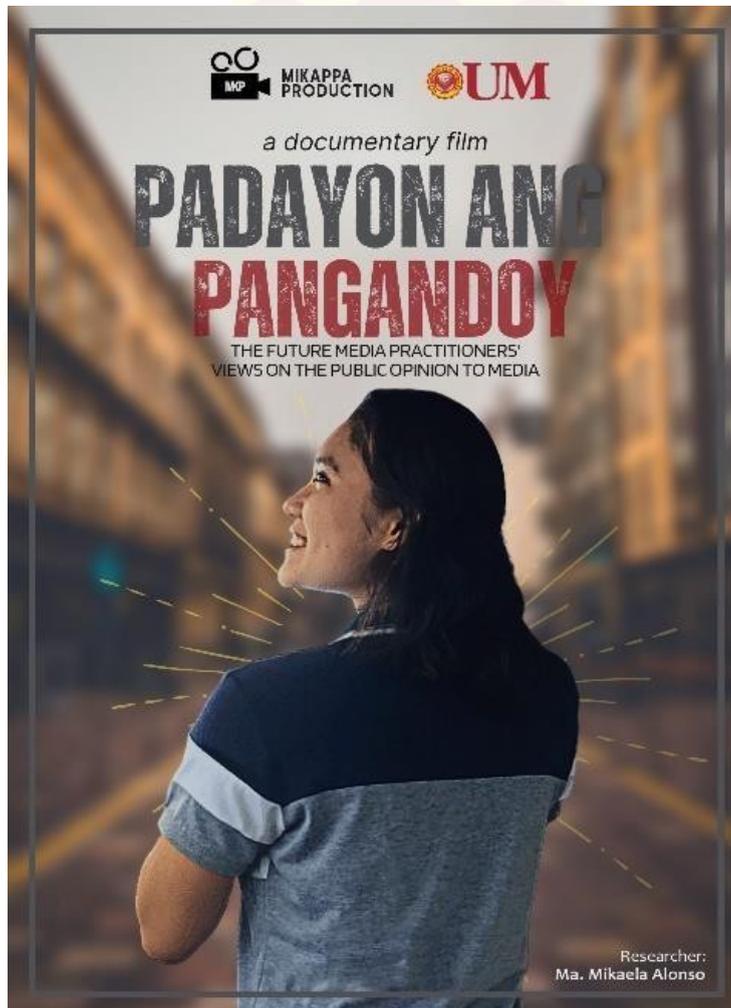


Figure 5. *PADAYON ANG PANGANDOY* Documentary Film Poster



The researchers conceptualized a personalized documentary poster to convey the film's message to the audience appropriately. The layout was intently made to feel light and motivational, hence the use of the colors (1) red and (2) yellow to signify (1) passion, excitement, strength, (2) optimism, energy, and joy (What do colors...). It functions to emphasize the word '*PANGANDOY*' in the title, which means 'dream,' and to additionally symbolize the film's main theme, "Pursue your Dreams," which is the literal translation of the title.

The focal point is the part of a specific photo that gives the viewers the most attention. It draws the eye of the audience to the most important part of the picture you want to highlight (The Importance of...). The researchers used a photo of a young adult looking up and smiling to offer a positive ambiance and charisma that supports the main concept. The subject also is used to represent aspiring media practitioners.

Presentation and Analysis of Data

This part discusses how the public perceives the media and the communication students' take on it. The nature of this study required the researchers to get insights from two different groups of people: (1) the public or the non-communication students, namely Kirby John Bandalan (a Social Work student) and Princess Ej Aguilar (an Accountancy student); and (2) the communication students who aim to get a job in the media industry soon that is Therence Mae Lamban (4th Year AB Communication student) and Johnamae Diana (3rd year BA Broadcasting student). To get the insight of someone in the field to justify further the claims of the first two groups of participants, the researchers also interviewed Mr. Michael Pasco, a regular Radio Anchor of Radyo Singko Davao 101.9 News FM, Reporter and Assistant Desk Editor of Aksyon Davao. Concerning the study's purpose, the non-communication students were asked how they perceived the media: Do they have positive or negative perceptions about it? How much do they trust the media as a whole? Then, the Communication majors were asked what they think are the perceptions of the public towards the media.

Mr. Kirby said that the media is an avenue for people to know about the latest happenings around because the media publishes information that the community or society needs to know. He further explained that the way he sees the media is a positive perception since he knows that the citizens need to be aware of what is happening around the world as he needs to know such updates too. The use of media as providers of information explains that the public views one of the various media channels, social media, as one of the essential sources of information about different events. Information from it is considered a timely response due to the innovation of the technology.



Figure 6. Mr. Kirby explaining his perceptions of the Media, the Press, and Journalism

"Para sa'koa, pag makadungog ko ug media is it is something na medium para sa public para mabal-an nila unsa ang mga latest news sa ilang surroundings ug... isa s'ya ka way para ma-publish ang mga butang nga need mabal an sa isa ka community or society. It is positive because diba need man jud nato ug mga information regarding sa mga panghitabo sa atong surroundings (For me, when I hear media, it is a medium for the public to know about the latest news in the area and it is one way to publish information that a community or a society needs to be aware of. It is positive because we really need to know about what is happening in our surroundings)"

On the other hand, Ms. Princess specifically stated that when hearing the words 'Media,' 'Press,' and 'Journalism,' the first thought that comes to mind is the writing of newspaper, TV Broadcasting, radio, and broadcasting whichever events are currently happening in the 'outside world' as she mentioned. This idea, she believes, is a positive perception of the media and cited widespread illnesses like Covid-19 to explain. She stated that without the media, press, and journalists, people would not know how to act during a pandemic or even know that a pandemic is happening. Since different media platforms are being utilized by the journalists, such as print and digital media platforms, to disseminate information to the public amidst the pandemic, the public acknowledges the media as the main source of information during the widespread COVID-19 while dealing with the new normal (The Role of...).



Figure 7. Ms. Princess explaining her perceptions of the Media, the Press, and Journalism

"The idea that comes to my mind is more like newspaper type of thing, like TV broadcasting or radio. One of the example is TV, balita, like the thing that you can... watch in the TV where broadcast is happening on the outside world. One thing is also...for me, journalist is more like they write newspaper. It's positive for me, because especially we would like to know a lot of news from the outside world like especially this Covid19 that is happening right now. It's positive to have this kind of work (The idea that comes to my mind is more likely related to newspapers, TV Broadcasting, or radio. One of the examples is television news that we watch where they broadcast what is happening in the outside world. One thing also is that for me, journalists write newspapers. It is positive for me, because we would especially like to know a lot of news from the outside world like this Covid19 that is happening right now. It is positive to have this kind of work)."

When asked about trust towards the media, Mr. Kirby and Ms. Princess said they "somehow" trust it. Both do not trust the media a hundred percent because of fake news everywhere. Moreover, Mr. Kirby stated that social media is part of the channels for receiving information and how everything is high technology might negatively impact people, specifically the risks and harm of unprotected data and information. Social media brings upon good impact on people's lives, but at the same time, problems arise and attack people's privacy in different ways; Account hacking and impersonation, stalking and harassment, being compelled to turn over passwords, walking a fine line between effective marketing, and privacy intrusion, and the privacy of downside of location-based services (Top Five Social...).



“Yes somehow... I have trust issues on media kasi media diba it is not just only... tv or what... apil man gyapon ang mga socmed ana... Grabe naman ka high-tech karon nowadays tapos possible if you are giving information to a certain guy or girl ba diraa, it may... crash gud ang information... So somehow there is a negative...impact sa media isa ka tao. In general, I trust the media, but naa gyapon s'yay... doubt na how we could get this security gud nga atong information dili gud sya makalat, dli siya madisseminate sa uban (Yes, somehow. I have trust issues towards the media because it is not only television or what, social media is included. Everything is in high-technology nowadays and it is possible that you are giving information to others, it may crash. So, somehow the media has a negative impact on individuals. In general, I trust the media, but I still ask how we could get this security of our data and information so that it would not be around theinternet and get disseminated to others).”

Moreover, Ms. Princess stated that a couple of social media (accounts and posts) broadcast fake news. She specified the Celebrity-related fake news spreading all over the internet. But she said that in terms of updates about natural disasters and important societal information, that's when she fully trusts the media and everything it publishes. Fake news is rampant nowadays, affecting certain media platforms' credibility. This discourages the public from fully trusting in the media itself and influences people to change their perspectives about the media (The Danger of...).

“To be honest, somehow because there's a lot of social media broadcast fake news especially on the artist side where they informed us that this type of celebrity people is actually had a bad attitude but in fact if we get to know that person personally, they are actually not. So somehow, I have a little bit of trust issue with them. But when it comes to... like flood, rain, flu or any type of very informative information, I at least could trust them a bit especially its regarding to our wellbeing or health. To be honest I am not that type of person who would watch TV or radio broadcaster... but in general, if you watch TV or listen to news... I could perfectly say that I at least trust the social media platform in that way.”

Moving on to how the communication majors think of the public's perceptions of the media, Ms. Therence mentioned two perspectives: (1) The media industry is an unsafe work environment; (2) The media is biased. Explaining the first thought, Ms. Therence stated that this could be how the public sees the media because of the reported threats and killings of broadcasters and journalists, like the most recent killing of Percy Lapid (a veteran radio broadcaster) and the Maguindanao Massacre traced back to 2009 which ended the lives of more or less 30 journalists.



Samantha Power, the United States Permanent Representative to the United Nations, stated that those who target and endanger the lives of journalists do so because they view them as a threat to their existence (How Can Journalists...). With that, Ms. Therence added that the government's protection for journalists is not that strong and given importance. In 2021, UNESCO data showed the lowest annual death toll in over a decade, but impunity for these crimes remains common; that's why journalists continue to suffer a slew of threats (Journalists Killings Decline...). For the second one, she shared that the public, in nature, tends to generalize things. In this context, even if only a few media outlets are proven or known to be peddlers of fake news, people would eventually believe that all the media outlets are the same.



Figure 8. Ms Therence explaining how she thinks the public perceives the media

“So, I have two perspectives in mind... The first one is that media is not a safe space to work on or it’s not a safe workspace, and another thing is that media is biased. I think those are the two things that are like common perspective from the mass when we talk about media. The first... perspective that I gave which is the media is not a safe workspace, I think it’s from the situations where in yung mga in real life situations talaga wherein media practitioners here in the Philippines are not that totally safe



I mean we have this recent killing of the broadcaster Percy Lapid...and another thing is that the if you can remember the Maguindanao massacre where in a lot of lives... of media practitioners were killed that time and also hindi lang nagstop dun, even up to now there were like broadcasters who were ambushed, so... if ikaw hunahunaon nimo... the protection that the media practitioners get from the government is not that totally secure s'ya, and the other one which is media is biased because... we cannot deny that there were media outlets in the Philippines that are known as ano ba s'ya, they spread fake news... Not all but some of them, and we know that people are talagang we do this generalization. So, if you have a negative or a bad experience towards someone or something, nilalahat mo na. So, diba, one media outlet lang yun or I think konti lang, I mean not all media outlets na nagspread ng fake news, but because that happened, the people will now think na 'ay basta media bias jud na sy'a' (So, I have two perspectives in mind... The first one is that media is not a safe space to work on or it is not a safe workspace, and another thing is that media is biased. I think those are the two things that are common perspectives from the mass when we talk about the media. The first... perspective that I gave, which is that the media is not a safe workspace, I think it is from the situations where media practitioners in the Philippines, in real-life situations, are not totally safe. I mean we have this recent killing of the broadcaster Percy Lapid...and another thing is that if you can remember the Maguindanao massacre where a lot of lives... of media practitioners were killed. Also, it did not stop there since even up to now there were broadcasters who were ambushed, so if you think about it, the protection that the media gets from the government is not that totally secure. The other one, which is the media, is biased because... we cannot deny that there are media outlets in the Philippines that are known to spread fake news. Not all but some of them, and we know that people are fond of generalization. We tend to associate negative experiences not just towards the exact cause but the whole group, in this case, generalizing all media outlets. So, it is only one media outlet or I think just a few, not all media outlets spread fake news, but since it happened, the people will now think that 'if it is media it is biased')."



Ms. Johnamae, although she did not specify, stated that the public's perception of the media could be both positive and negative. According to her, it will depend on what information they receive and their perspectives or beliefs. She also added the source of information itself is also a factor. It was also mentioned that media entities differ because they must abide by certain rules from the company itself or from organizations that provide practical principles for professional and ethical radio and television broadcasting.

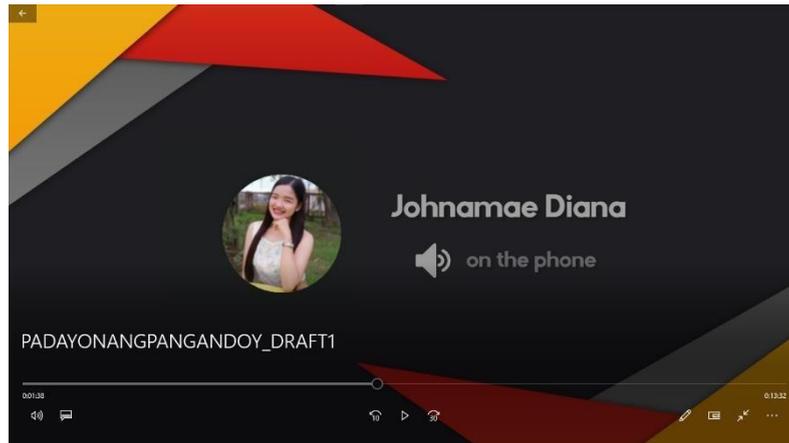


Figure 9. Ms. Johnamae explaining how she thinks the public perceives the media

"I think, the public's perspectives towards media...consists of variety of their perceptions and with that, their opinions towards various media today, it will depend on...the information that they have received firsthand. On the other hand, some people will view media in a context or in the context of a positive term or positive side like they've gained information because of these social media platforms. So, with that, it's kind of advantage for them because naa silay source of information because of media entities. And I think it varies, it depends on the person on how they see the media in general. I think when we say like a certain company or certain media entity, I think they have different media ethics, they also followed certain rules like for example KBP rules (I think, the public's perspectives towards media...consists of variety of their perceptions and with that, their opinions towards various media today, it will depend on...the information that they have received firsthand. On the other hand, some people will view media in a context or in the context of a positive term or positive side like they have gained information because of these social media platforms. So, with that, it's kind of an advantage for them because the media entities serve as the source of the information. And I think it varies, it depends on the person on how they see the media in general. I think when we say a certain company or certain media



entity, I think they have different media ethics, they also follow certain rules like for example KBP rules).”

However, from a media practitioner perspective, Mr. Michael sees that the public believes that the media is powerful, influential, and helpful in times of injustice. According to him, the media provides public service, and when the public asks for help from the media, their concerns are immediately and swiftly addressed. One of the benefits of the media, according to Walden University's enumeration of its pros and cons, is that it offers the voiceless a platform. However, a drawback is that it strengthens the already strong, which ties to what Sir Michael said about how the public views the media as an abuser of power since it can lead to skewed reporting owing to the impact of money. This is the case, said Sir Mike, because the Philippines has issues or problems regarding the justice system. Media is considered one of the most powerful tools and platforms that can change the perspective of society. It helps the people in times of injustice, for it plays a very important role in informing the people and exposing untruths, abuse of power, and violation of rights. It empowers people to make decisions and engage them in societal problems. Media also holds politicians and governments accountable for the actions they take and keep as a watchdog (Help Media Speak...)



Figure 10. *Mr. Michael explaining how he thinks the public perceives the media*



"Number one, media is powerful... That's also my perspective towards media. It's powerful, it's influential, it's somebody that you can lean on in times of injustice... Mao na makita no? Basta public ka, pag media ka, maduolan ka, madaganan ka, it's more on a public service. Because they feel, they think na mas mapadali ang hustisiya ilang madawat kung naay tabang sa media. Second perspective sa public, naay portion lang, naay percentage sa public ang tan-aw sa media kay mangwartahay... ana siya. So medyo that's the negative side of it...abusado and tawag ini, manggamit, gamiton ang ilang posisyon para mointimate og somebody and it happens right now daghan mga issues like... bias. Public service, and tawag ini, mura bitawg justice assistant, ingon ana siya. I believe the very reason because, we know for the fact that we have problem of the justice system in our country...Sad siya huna-hunaon daghan ma-solve na problem ug naay media. Mura bitawg nahulog nalang pud siyag... way of life na lang siya nga pag modagan ko og media, example nalang here in TV5, pag magpa-Raffy Tulfo ko, murag mas mapadali ang pag tubag sa concern nako (Number one, media is powerful... That is also my perspective towards the media. It is powerful, it is influential, it is somebody that you can lean on in times of injustice... That is what people usually see, right? If you are part of the media, they can run to you for help, it is more on the public service. Because they feel, they think that justice is served faster if the media takes part in solving the issue. Second perspective of the public, though only a few would say, but some see the media as hungry for money. That is the negative side of it. They abuse power in a way that they will use their position to intimidate somebody, and it is rampant nowadays and leads to more issues like being biased. I believe the very reason is because, we know for a fact that we have problems with the justice system in our country... It is sad to think that issues only get resolved when the media is involved. It just became the way of life, for example here in TV5, people believe that if they run to Raffy Tulfo, their concerns will be answered immediately)."

This part discusses the Communication Students' Reasons for Pursuing a Media- Related Job in the future. The major objective of this study is to determine if the public's opinion towards the media impacts aspiring media practitioners' urge to pursue a job in the said industry in the future. The participants were able to provide their share thoughts. Both Mr. Kirby and Ms. Princess stated that the public's perceptions about the media are considered when students decide on taking a media-related course.



Aside from that, Mr. Kirby also thinks that the reason aspirants choose to take a communication-related course in college is connected to the belief in biased media. He stated that these current communication majors chose this path to be the change that the industry needs.

"I think those students who enrolled or chose to enroll AB Mass Communication kay kato, gusto nila guro...malahi sa uban gud na mga practitioners sa media, about biases (I think, those students who enrolled or chose to enroll AB Mass Communication wanted to be differentiated from the current practitioners in relation to the issue of being biased.)"

Ms. Princess, however, shared a different perspective on the said topic. She thinks that communication majors chose this path because they believe in themselves and are confident in being the center of attention since the line of work requires constant interaction with people.

"For me, I think because they have the confidence to be on the center of attention. Because as we all know, if you're enrolled to this type of courses, the first thing or the first thought that you would think is regarding about 'you should be brave or confident' especially when delivering messages to the other people. So, I think the reason why they would enroll to this type of courses is because they are confident enough that they can face a lot of people."

When the currently enrolled communication and broadcasting students were asked, Ms. Therence shared how greatly influenced her decision was by being a Press Conference participant during her junior high school years. Watching the broadcasters and journalists do their jobs on-screen inspired her to pursue this path more.

"I think it's during my junior high school days where I was like kanang influenced gyud by press conferences. So, tungod sa pagjoin sa presscon kanang I found it kanang enjoy s'ya and narealize nako na 'ay dli diay boring no ang sa media.' Wala pud ko kabalo, siguro tinuod jud nang... naay purpose why kanang the Lord put that passion in your heart kay murag nikalit lang s'ya na 'hala gusto jud lagi ko,' and there were like a lot of suggestion na mag-ingon ani na lang ka, ingon ani, ingon ani, but kanang... when you like believe and listen again to your purpose and to your intention, then I think mag 'forda go' jud ka, 'go ifight mo yang mga pangarap mo na yan.' So, that's it. I remember before magtan-aw mi og news and then kanang ma-amaze jud ko sa mga media anchors gud, media reporters both local and national. 'Huy, gusto jud ko maingana,' like you're very eager gani nga magsidlak-sidlak, mag-heart-heart imong eyes magtan-aw saila. So, yes jud, that's the dream jud:



To become part of the media industry (I think it's during my junior high school days where I was really influenced by press conferences.

By joining press conferences, I realized that being in the media industry is not boring at all. Maybe it's really true that the Lord has put that passion in your heart for a reason because it just struck me like, "I really wanted this." There were a lot of suggestions from other people of what career path I should take, but when you believe and listen to your purpose and intentions, I think it really will push you to pursue and fight for your dreams. I remember watching the news before, I was really amazed by the news anchors and reporters and said, 'I really want to be like them.' You are very eager that I feel like my eyes are sparkling with inspiration. So, yes, that's really the dream: To be part of the media industry.)"

She also emphasized that being in this program was her choice, backed up by her passion for journalism and that the negative perceptions of the public (the media is unsafe and biased) do not affect her motivation to be part of the media industry after college.

"Those negative perspectives toward media, I must say that it didn't affect me in choosing my track or in choosing the career that I want in the future. So, despite of these... mga negative na mga perspective na 'ay pag media chismosa, pag media ingon ani bias and all,' I think no, dili s'ya. I think I am certain that it didn't affect me. No because I know that my intention is good. It is in this career where I can see myself serving my fellow Filipinos, it is where I can see myself exercising my purpose. I know that we have different purpose in life and when you are sure... that you were in the right track, you are not afraid, or you will not doubt bitaw though the process is really... dili sya dali. Labaw na when you hear negative comments about the track that you are pursuing, but mobalik ta didto sa 'as long as you know your purpose, your intention, and what you are doing,' then I believe na that will mold you or that will firmly hold you bitaw to believe that there is goodness on what you are taking or pursuing (Those negative perspectives toward media, I must say that it did not affect me in choosing my track or in choosing the career that I want in the future. So, despite these negative perspectives such as media personnels are gossipers, the media is biased, etc., I think I am certain that it did not affect me. No, because I know that my intention is good. It is in this career where I can see myself serving my fellow Filipinos, it is where I can see myself exercising my purpose.



I know that we have different purposes in life and when you are sure that you are on the right track, you are not afraid, or you will not doubt even though you know that the process will not be easy especially when you hear negative comments about the track that you are pursuing. But if you think of your purpose, intentions, and what you are doing, I believe it will make you trust that there is goodness in the thing that you are pursuing.)"

For Ms. Johnamae, what people had to say about her career choice (both the positive and negative insights) was part of her consideration. However, she emphasized that it comes second to her decision and passion for pursuing it. Ms. Johnamae chose to pursue a major in Broadcasting because this is what she wanted to do. She was even more delighted to know that universities already offer a specification in Broadcasting and not just a vague program in Mass Communication.

"I think, ang nag-drive jud first-hand is really my passion like I've mentioned before. Secondary lang ang environment, secondary ang people na naka-surround sa akoo, secondary lang sila. But I think, the greatest contribution will be my own decision. For example, against man at first akong parents kay basi daw... dli mn gud sya in demand nga trabaho... Like I heard gamay ra daw ang sweldo which is true, but gusto man gud nako i-pursue akong gusto, like ganahan kay ko sakong ginabuhay. So, I don't know unsa jud ang perspective sa general or sa public, but for me, like I've mentioned... passion, I love what I'm doing, naga-excel ko, mao na akong strength, so, that's why I chose to be involved in this media thing. (I think the main reason that pushed me is my passion. The environment and what other people have to say are just secondary factors. I think the greatest contribution will be my own decision. For example, my parents are actually against this decision before since it is not an in-demand career, it does not provide good compensation which is true, but I really want this, and I will pursue what I want. So, I really am not sure what the public in general has to say, but this is my passion, I love what I am doing, I excel on this, this is my strength, so I chose to be part of this industry.)"

Now, speaking from someone who has experienced all these perspectives (a consumer, a communication student, and a media practitioner at current), Sir Michael stated that the public has both negative and positive opinions about the media. However, he focused on the positive impacts that he has observed that pushed him to pursue a media-related course in college and become part of the industry after. He mentioned during the earlier parts of the interview that he saw how the public viewed the media as powerful, influential, and helpful regarding injustices. This left an impact that made Sir Michael shift from pursuing a teaching career to becoming a broadcaster.



"When I was still a student, same ang ideas sa public towards media. Before naremember nako, pinaka kusog dati man gud is Bombo Radyo when we talk about public service. So, murag nabutang sa akong huna- huna na dapat maka-college gyud ko, gusto nako... maka yawyaw ko sa radio, anchor, reporter, basta ako mo yawyaw kos radio, kasab-an ko ng mga... kurakot na politiko, mga ana ang huna- huna nako sa kaniadto and mao pud ang common perspective sa public during that time: Hero ang media. Kanang sikat kaayo ka kay tabangan nimo ang gidaug-daog. Siyempre ang garbo pud nimo sa imong kaugalingon pud... Mura bag legacy nimo ba, murag honor and pride nimo ba na in public service, naay nasolbad na problema using you, di ba? Ana ang perspective sa katawhan during the time na nag estudyante pa ko, mao pud nakapa-encourage sa akoa. Though my dream is really not to work in the media industry... Unya, along the way na, diha na nag eskwela nako, naobserbahan nako ang tan-aw sa masa sa media, didto na pud ko sugod na 'hala ni shift man akong dream from teaching to media' (The public has the same ideas towards the media when I was still a student. I can still remember how strong Bombo Radyo was in terms of public service before. So, it made me decide that I should go to college so I can be radio anchor or reporter, I will really speak in the radio. I will scold those corrupt politicians. That was my idea of the media before, and commonly, it is how most of the public believes too: That the media is the hero. You are acknowledged because you help the unprivileged. It is like your legacy, honor, and pride as part of the public service, you are used as an instrument to solve the citizen's problem. It really encouraged me to take a media-related course although my dream was really to become a teacher at first. Along the way, upon observing how the mass perceives the media, I just saw my dreams shift from pursuing a teaching career to becoming part of the media.)"

Overall, the interview sessions with the participants have opened the researchers's understanding of the main topic of the study. Both Mr. Kirby Bandalan and Ms. Princes Aguilar acknowledged that they had negative and positive opinions about the media: It occasionally spreads false information or fake news, but it also offers crucial information and understanding about current events. A risk to data privacy also exists concerning one of its most popular channels: social media. They no longer fully trusted the media as a result. Although Ms. Therence Lamban and Ms. Johnmae Diana were aware of both positive and negative perceptions of the media industry, they specifically stated that the positive perspectives were one of the main reasons they chose this career path and that the negative perspectives did not at all cause them to think about changing their minds. Mr. Michael Pasco, a media professional for more than ten years, has confirmed that the public views the media as a hero in cases of injustice even before.

It serves not just as a source of information but also as a source of power in times of need. Like the currently enrolled communication and broadcasting students the researchers interviewed, Mr. Michael Pasco also viewed this notion as a driving force behind his decision to major in mass communication in college and seek a career in the media after graduation. While negative opinions about the media are acknowledged and seen, these did not become a reason aspiring media practitioners should reconsider their passion. It instead became a motivation to do better and continue to reach the goal.

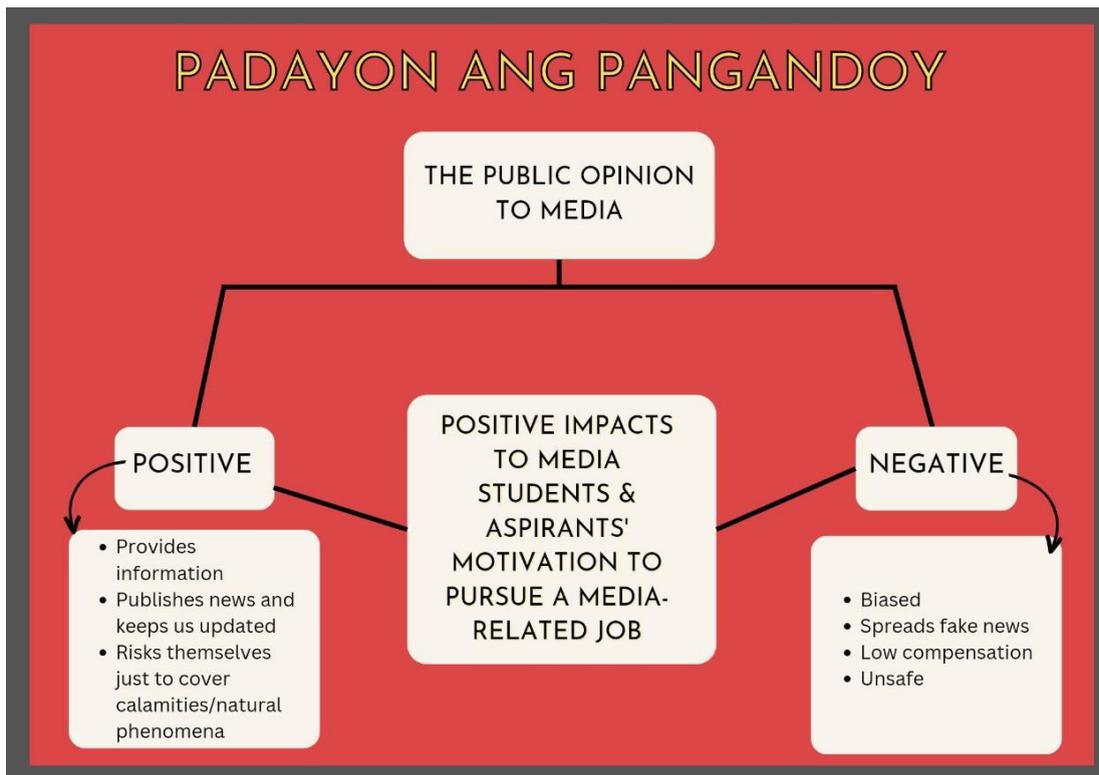


Figure 11. *Graphic Organizer for the Data Analysis Summary*

Indeed, the views of each actor are related to one another according to the Actor's Map, the CSJ Tool employed in this study. The perspectives of the non-communication student participants directly impact the decisions made by the media students: The positive perspectives or opinions motivate the aspirants to pursue and push through, while the negative ones increase their desire to change the perspective and are therefore also considered motivating factors.

While Actor A, the general public, perceived the media as a biased industry, a factor in the spread of fake news, and a danger to online safety for citizens, and they believed these were reasons for aspirants to be discouraged, Actors B and C, communication and broadcasting students and the media practitioner, respectively, emphasized that these are acknowledged but in no way a reason for them to change their goals.



The conclusions drawn from the data analysis revealed the various viewpoints that the media sector must contend with. The public's difficulties can be thoroughly understood by media organizations and present practitioners, who can then address them to win the public's trust moving forward. For students who were doubting their choices and confused about whether to pursue the path to the world of media, know that the flame of enthusiasm and the certainty that you are here to serve the Filipino people—were the same motivations that motivated previous aspirants. The academic institution might as well use this information to improve the program itself further and develop more interactive activities to ensure future journalists and broadcasters' field readiness, knowing that the communication program students contain this level of eagerness to complete college.

IMPLICATIONS AND RECOMMENDATIONS

Implications

The analysis showing that the public has both unfavorable and positive perceptions of the media was made possible by the interviews performed with all key participants in this study. Aspiring media practitioners are cognizant of these varied perceptions from the public yet believe that it had a favorable effect on how they decided to pursue a media-related course. This is also the case for current media professionals when asked to look back on why they chose this particular career path.

While the public knows that the media keeps them updated about recent and important events, fake news, wrong information, and the possibility of a data breach through the internet were a few reasons behind the divided insights. Their trust in the media is negatively affected by it as well. On the bright side, they still believe that if not because of these future media practitioners' confidence and passion, then the reason why they took communication courses is to become the change that the industry needed.

This study makes everyone aware of how the current generation of communication and broadcasting majors are inspired to make a difference by the implanted negative image of the media industry (regarding being biased and purveyors of fake news). It helps convey an unheard message from the currently enrolled students of the communication program that there is more to the media than just the image society has printed. They took this career path to prove that whichever goal is pursued with passion and dedication to serving people and one's purpose leads to greater things.

Insights

When discussing the media, the press, and journalism, the first two thoughts that pop up will always be the opposing ideas of it being providers of information yet spreaders of biased and fake news. The continuous development of technology and easier access to information makes it harder for media practitioners to rebuild the public's trust.



However, knowing the communication students and current journalists take on the varied perceptions of the public in their line of work ignites a spark of hope that the future of this industry will pave the way to not only informed and aware citizens who consume the media's outputs but also to citizens who are confident on the media practitioners' performance and way of work.

It was discovered that, despite the generation gap between a broadcaster with ten years of experience and students now enrolled in the communication program, the reason for choosing this professional route was primarily their passion. The projected low pay, fewer career options, and risk to safety in the field were some of the issues considered before enrolling; however, the aspirants' enthusiasm for journalism and desire to serve the public outweighed any discouraging factors.

As a responsible consumer and a currently enrolled communications major, the researchers believe this study serves as a call to encourage the public to give the industry a chance. It wants the public to understand through this study and the documentary that media practitioners did not spend years studying this profession and risked their own lives in the field to deliver unfair and misleading information to the people.

Recommendations

It is relevant to study where the public's opinions are coming from and how it came to that perspective to help know the main source of these ideas towards the media and help media practitioners and organizations come up with a strategy on what to do to lessen or eventually remove the unnecessary negative imprinted image of the media in the minds of the public.

It is also critical for hesitant new college students, particularly those who still need clarification about enrolling in a media-related course, to have a reputable source of information that can corroborate their internal beliefs about the course or program they wish to pursue. This research can help with that.

Academic Institutions can also utilize the findings of this study to propose a more effective learning strategy and develop more related activities or events for the media majors, knowing that they contain so much passion for the field.

The researchers advise future researchers to expand the study's scope to include a national or global context. This study will not only help them understand how the public's perception of the media influences the motivations of future media practitioners, but it will also help determine whether there are disparities in opinions based on geography.



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