



**UNIVERSITY OF THE PHILIPPINES**

**Bachelor of Arts in Communication Research**

**Sheryll Bebien G. Abrillo**

**Manny “Pacman” Pacquiao as an Icon of Filipino Nationalism:  
A Textual Analysis of National Newspapers’ Coverage on the Pacquiao-Marquez  
Fight III**

Thesis Adviser:

**Ms. Roxanne Girlie Cipriano  
College of Mass Communication  
University of the Philippines Diliman**

Date of Submission  
April 2012

Permission is given for the following people to have access to this thesis:

Available to the general public	Yes
Available only after consultation with author/thesis adviser	No
Available only to those bound by confidentiality agreement	No

Student’s signature:  
Signature of thesis adviser

## **UNIVERSITY PERMISSION**

I hereby grant the University of the Philippines non-exclusive worldwide, royalty-free license to reproduce, publish and publicly distribute copies of this thesis or dissertation in whatever form subject to the provisions of applicable laws, the provisions of the UP IPR policy and any contractual obligations, as well as more specific permission marking on the Title Page.

Specifically I grant the following rights to the University:

- a) To upload a copy of the work in these database of the college/school/institute/department and in any other databases available on the public internet;
- b) To publish the work in the college/school/institute/department journal, both in print and electronic or digital format and online; and
- c) To give open access to above-mentioned work, thus allowing “fair use” of the work in accordance with the provisions of the Intellectual Property Code of the Philippines (Republic Act No. 8293), especially for teaching, scholarly and research purposes.

---

**Sheryll Bebien G. Abrillo**  
April 2012

MANNY “PACMAN” PACQUIAO AS AN ICON OF FILIPINO NATIONALISM:  
A TEXTUAL ANALYSIS OF NATIONAL NEWSPAPERS’ COVERAGE ON THE  
PACQUIAO-MARQUEZ FIGHT III

SHERYLL BEBIEN GIMENA ABRILLO

Submitted to the  
COLLEGE OF MASS COMMUNICATION  
University of the Philippines Diliman  
In partial fulfillment of the requirements  
for the degree of  
BACHELOR OF ARTS IN COMMUNICATION RESEARCH

APRIL 2012

MANNY “PACMAN” PACQUIAO AS AN ICON OF FILIPINO NATIONALISM:  
A TEXTUAL ANALYSIS OF NATIONAL NEWSPAPERS’ COVERAGE ON THE  
PACQUIAO-MARQUEZ FIGHT III

by

SHERYLL BEBIEN GIMENA ABRILLO

has been accepted for  
the degree of BACHELOR OF ARTS IN COMMUNICATION RESEARCH  
by

Ms. Roxanne Girlie B. Cipriano

and approved for the  
University of the Philippines College of Mass Communication  
by

Professor Roland B. Tolentino  
Dean, College of Mass Communication

## BIOGRAPHICAL DATA

### PERSONAL DATA

Name	Sheryll Bebien G. Abrillo
Permanent Address	163 Daisy St, Pingkian Vill. 3 Zone 3, Pasong Tamo, Q.C.
Telephone Number	(+63-02) 430-5275
Email Address	bebsabrillo@yahoo.com / bebsabrillo@gmail.com

### EDUCATION

Secondary Level	Quezon City Science High School (Regional Science High School for NCR), Bago-Bantay, Quezon City, Metro Manila
Primary Level	Salutatorian, Fairview Elementary School, Fairview, Quezon City, Metro Manila

### ORGANIZATIONS

Member, UP Communication Research Society

Member, STAND UP-CMC

Member, UP Broadcaster's Guild

Member, UP Practice of Administrative Leadership and Service

### WORK EXPERIENCE

Researcher, Agricultural Managers for Plant Enrichers, Inc., January 2012 - present

Market Researcher, Prime Advisory Research Services, September 2011 - November 2011

Online English Tutor, RareJob Philippines Inc., April 2010 - present

### ACHIEVEMENTS

College Scholar: 1<sup>st</sup> semester, AY 2008-2009

CHED-NSP Scholar, 2007-2011

Table Tennis Inter-Section Competition 2<sup>nd</sup> Placer, 1<sup>st</sup> semester, AY 2007-2008

## ACKNOWLEDGMENTS

The following thesis, while an individual work, benefited from the insights and direction of several people.

First, my Thesis Adviser, Ms. Roxanne Girlie Cipriano, who provided constructive criticisms on my work which motivated me to do better. Also, I would like to thank all my professors in the College of Mass Communication, especially in the Department of Communication Research for imparting their knowledge and inspiring me. In addition, I wish to thank my K3 blockmates for helping me out through answering my questions whenever I need someone to explain things to me. Next, the Larc and Asset family for happily letting me do my data gathering in their office and providing me the files that I needed. Each person provided insight that led and dared my thinking, significantly improving this project.

Aside from the methodological and technical assistance given to me by these people above, I would also like to thank my family – mama and papa and my siblings - and my friends for supporting me all the way. My boyfriend, for inculcating all the encouraging words to keep me going. They have been my inspiration from the beginning and they will continue to be.

Finally, I thank my Lord and Savior Jesus Christ for everything. Passing the UPCAT, accomplishing this thesis and everything in between would have been impossible without Him. You are the best, Lord. Awesome God! I love You.

DEDICATION

To my parents

Oscar and Virgie Abrillo

For allowing me to pursue my dreams and not giving up on me

For believing in me

And inspiring me to do better in life

## ABSTRACT

Abrillo, S.B.G. (2012). *Manny “Pacman” Pacquiao as an Icon of Filipino Nationalism: A Textual Analysis of National Newspapers’ Coverage on the Pacquiao-Marquez Fight III*, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication.

This study analyzed how Philippine national newspapers’ coverage of the Pacquiao-Marquez fight III presented Manny “Pacman” Pacquiao as an icon of Filipino nationalism. It also looked at the potential of newspaper to become a venue for promoting nationalism in the Philippines. The media coverage on every bout of Manny Pacquiao is a big phenomenon. Several portrayals and framing strategies are done to influence and preserve the image of Manny “Pacman” Pacquiao as a global Pinoy symbol. To analyze how newspapers cover the Pacquiao-Marquez fight III, textual analysis was used to deconstruct the images of Manny “Pacman” Pacquiao being portrayed in the national newspapers. Codes of Television by John Fiske were adapted to guide the analysis of the study. Language, wording, title, placement, word frequency, images, narrative, conflict, character, action, dialogue, setting and tone were the codes that contributed to the analysis of Pacquiao’s portrayal in newspapers. The study revealed six images of Manny “Pacman” Pacquiao; the pacifist, instrument of good and evil, the learner, no superman, the easy money-maker, and the prayerful fighter. In the process, newspapers helped promote nationalism but the extent of its influence is still subject to further studies.



## TABLE OF CONTENTS

	Page
University Title Page	i
University Permission Page	ii
Title Page	iii
Approval Sheet	iv
Biographical Data	v
Acknowledgments	vi
Dedication	vii
Abstract	viii
Table of Contents	ix
List of Tables	xi
List of Figures	xi
 I. INTRODUCTION	 1
A. Background of the Study	1
B. Statement of the Problem and Objectives	4
C. Significance of the Study	5
II. REVIEW OF RELATED LITERATURE	6
A. Filipino Nationalism	6
B. Media's Role in Promoting Nationalism	9
C. Pop Icons in the Philippines	11
D. Philippine Contemporary Sports	13
E. Review Synthesis	14
III. STUDY FRAMEWORK	16
A. Theoretical Level	16

B. Conceptual Level	19
C. Operational Level	21
IV. METHODOLOGY	23
A. Research Design and Methods	23
B. Concepts and Indicators	24
C. Research Instrument	24
D. Units of Analysis and Sampling	24
E. Data Generation and Construction	26
F. Data Analysis	27
G. Scope and Limitations	28
H. The Researcher	29
V. RESULTS AND DISCUSSION	31
A. Reality	31
B. Representation	52
C. Ideology	60
VI. SUMMARY AND CONCLUSION	69
A. Summary	69
B. Conclusion	70
VII. IMPLICATIONS AND RECOMMENDATIONS	71
A. Theoretical Issues	71
B. Methodological Issues	71
C. Practical Issues	71

Bibliography

Appendix

## LIST OF TABLES

Number	Title	Page
1	Concepts and Indicators	24
2	Random Sampling	25
3	Article Titles	40
4	Code of Reality	51

## LIST OF FIGURES

Number	Title	Page
1	Theoretical Model	18
2	Conceptual Model	20
3	Operational Model	22

## I. INTRODUCTION

### A. Background of the Study

There have been a lot of studies about nationalism, national identity, and national pride but nationalism still remains as a vague concept that is widely used by people in different fields like culture, entertainment, economics, socio-politics, etc. People across countries and cultures have different views and definitions of nationalism. Nationalism has been associated with various constructs and meanings. Merriam-Webster Dictionary defined nationalism as “loyalty and devotion to a nation”, Dictionary.com defined it as “national spirit or aspirations and patriotism”, while Stanford Encyclopedia of Philosophy described it as an “attitude that the members of a nation have when they care about their national identity and actions that the members of a nation take when seeking to achieve (or sustain) self-determination”. Some of the variations in meanings are perceived to be products of what the media exposes since it has been proven in various studies that it is a very powerful tool in shaping the opinions and influencing the decisions of the people and their lifestyles in general. Some individual perceptions and attitudes toward nationalism might have been greatly affected by personal experiences, social norms, media, or the combination of all.

Media’s primary social functions are to entertain, inform, and educate its viewers. It can reach millions and billions of audience in just a day, thus making it more potent in influencing public opinions concerning various issues. But the utilization and motives of mass mediated communication determine the effects on its audience (Santos, 1991). The media decides and selects the programs and its content which they want their audience to consume along with the message they want the people to receive and process in their minds. The people holding the power in media institutions are the ones controlling the media to function on maintaining the ideology of the ruling elite (Hall, 1997). The mass media oblige the principal ideology on the rest of the society. However,

the audience has the power to resist hegemonic influence (Griffin, 2006). The mass media are a major social force in our world today because some of the basic organizing principles and procedures for social activity are influenced by these media. The intent of media has changed from send-message-receive towards an alternative system of production-circulation-distribution/consumption-reproduction (Hall, 1997).

Print media, specifically newspaper, still remains as an important medium in information dissemination. Synovate, an international survey group, conducted a survey from August 2009 to June 2010 regarding newspaper readership in the Philippines. There have been predictions that the newspaper industry will soon die due to the emergence of other social media but the survey proved that newspapers are still preferred by the majority of Filipinos. According to the fourth annual Synovate Media Atlas, "newspapers continue to be the 'stickiest' advertising medium, considering the rise in newspaper readership among individuals..." The survey involved more than 8,000 respondents and results also showed that 56% of Filipinos still prefer reading newspapers and magazines to look for advertisements. Synovate discovered that there has been a 24% increase in office readership. The survey also showed that the most read sections in the newspaper are the front page, entertainment, and sports. Such results show that newspaper readership is on the rise despite the surfacing of television, internet, and other social media. With these data, the study will focus on print media, specifically national newspapers in the Philippines which will consist of national broadsheets and national tabloids.

One of the most read section in the newspaper is sports. Recently, several new sports (e.g. football, touch rugby, dragon boat, etc.) have entered the mainstream along with other popular sports for Filipinos such as basketball, billiards, and boxing. There were a lot of good news and bad news, and even controversies, about Filipino athletes who are dating a celebrity, having a pending criminal case, having a controversial

billboard in EDSA, and even involving their disputes with the Philippine Sports Commission (PSC) and the Philippine Olympic Commission (POC) about funding and moral support. In a survey conducted by Social Weather Station (SWS) last December 2009, it found out that the news about Pacquiao-Cotto fight was followed by 81% of the public while the news on the Maguindanao massacre was only closely followed by 75% of the Filipinos. Thus, boxing, specifically Manny “Pacman” Pacquiao’s fights, is very successful in getting public attention. With these, the researcher developed an interest in dealing with a study about sports, specifically boxing.

Coverage will be defined as the “inclusion within the scope of discussion or reporting” as defined in Merriam-Webster dictionary. For the purpose of this study, boxing “coverage” will solely include those news articles and news features on pre-fight, actual fight, and post-fight of Manny “Pacman” Pacquiao with Juan Manuel Marquez last November 2011. The data to be collected for the pre-fight will be news articles published in national broadsheets and national tabloids one week before the actual fight. News articles on the actual fight on November 12, 2011 will also be included. Meanwhile, post-fight will cover all the news articles and news features one week after the actual fight. The researcher decided to focus on the news articles and news features one week before the fight and one week after the fight since it is the period where the bulk of news and information are covered by the writers and the attention of media regarding the upcoming fight is more likely to be greater than any other period of the year. Only news articles and news features will be included in the analysis to sustain a balance between objectivity and bias from the writers and editors.

There have been TV programs, advertisements, books, events, etc. that openly promote nationalism but there has never been a study that looked into the potential of sports coverage in national newspapers in advocating nationalism to its readers especially in the Philippines. Since there are only few studies regarding the relationship

and influence of sports and nationalism to each other, the researcher would like to explore the possibility and feasibility of sports coverage in national newspapers in the country, specifically boxing coverage, to become a venue for promoting nationalism in the Philippines. Also, as Manny “Pacman” Pacquiao continues to become more and more popular and influential, especially in the field of sports, the study would also want to look at how newspapers portrayed or presented Manny Pacquiao as an icon of Filipino nationalism.

## B. Statement of the Problem and Objectives

### *1. Research Problem*

How does Philippine national newspapers' coverage of the Pacquiao-Marquez fight III present Manny “Pacman” Pacquiao as an icon of Filipino nationalism?

### *2. General Objective*

To analyze the Philippine national newspapers' coverage of the Pacquiao-Marquez fight III and to know if boxing coverage in national newspapers can be a venue for promoting nationalism in the Philippines.

### *3. Specific Objectives*

1. To analyze the news articles and news features of Philippine national newspapers on the coverage of Pacquiao-Marquez fight III through the following levels of social codes:
  - a. Reality
  - b. Representation
  - c. Ideology
2. To determine the dominant nationalism constructs that present Manny “Pacman” Pacquiao as an icon of Filipino nationalism.
3. To find out if boxing coverage in national newspapers can be a venue for promoting nationalism in the Philippines.

### C. Significance of the Study

The concept of nationalism is one of the most difficult to define. People have different associations with it across culture and socio-demographics. One can easily say that he or she is patriotic or nationalistic or just simply a citizen having genuine love for the country. For the purpose of this study, nationalism through sports will be the focus. Nowadays, several sports have been the talk of the town not just because of the controversies and issues they are linked to but also because of the pride and honor that they give to our country. Sports have been undoubtedly linked to nationalism most of the time especially when it's an international competition. Filipinos show their great support to every team representing the country in every game.

The study seeks to identify constructs of nationalism dominant in national newspapers' coverage of the Pacquiao-Marquez fight III that present Manny "Pacman" Pacquiao as an icon of Filipino nationalism. These constructs will contribute to further studies on nationalism and national identity in the Philippines through different aspects of analysis. Social codes, which will be singled out in the analysis of each article, will reveal themes that will be the foundation for deconstructing the portrayal of newspapers on Manny Pacquiao. In addition, the study will also look into the power of media, specifically newspaper, in encoding messages and employing different media effect strategies to come up with an expected decoding from the audience.

There is a knowledge gap on sports or sports coverage as a venue in promoting nationalism. Studies regarding the relationship of sports and nationalism are insufficient especially in the Philippines. The power of media to influence its audience has already been proven in various studies across the globe by many scholars but this study will dig deeper on the analysis of boxing coverage, specifically on the Pacquiao-Marquez fight III coverage, and the development of perceptible nationalism constructs that it has. This will help future studies on recognizing other medium as the subject of their research works.



## II. REVIEW OF RELATED LITERATURE

This section will be divided into three concepts; Filipino Nationalism, Media's Role in Promoting Nationalism, Pop Icons in the Philippines, and Philippine Contemporary Sports. These concepts were taken from the dissected pre-notion of the goal of the study. The researcher wishes to come up with a synthesis of all the literatures being reviewed to be able to establish a blueprint of the study. The researcher will discuss related studies in these three concepts first and will relate such concepts with each other based on the study's objectives.

### A. Filipino Nationalism

In this day and age, nationalism has scores of meanings. It may be translated through the actions or behavior of a person or by just simply asking what nationalism means for them. It has different manifestations in politics, economics, academics, and culture, etc. *Nationalism* is a political ideology which can be used to describe two phenomena such as the attitude and action of the people when they care about national identity and self-determination (Miscevic, 2010). It has lately been moving on from the political sphere and is fast becoming a more prosperous concept in the arena of marketing in the world economy. It is a 'principle' that holds the congruence of political and national unit, hence, it always encompasses cultural qualities pointing towards those bonds that are the essence of the nation (Bolin, et al., 2009).

According to Arcilla (1992) in *The Origins of "Nation" and "Nationalism": What Is Philippines Nationalism?*, "Nation", from the Latin word *natio* which means "birth", first came at the medieval University of Paris where Latin was the medium of instruction. The mother tongue of a person is learned since birth and birth served as the characteristic among different races in medieval Europe. The language and the place of birth were then used to identify one's love of nation which consequently became known as nationalism. But these foundations don't always apply at this present time. There is a

wide variety of situations wherein a person can manipulate another person's citizenship and knowledge in what language to learn and use.

The Philippines already holds basic elements of nationalism even before the 19th century, but the Filipinos did not yet think of themselves as a nation. As Jose Rizal said, "A man in the Philippines is only an individual; he is not a member of a nation." Alfonso said that such factors that brought the national consciousness of Filipinos are the following: common grievances as expressed in revolts, the opening of the Philippines to foreigners, racial prejudice, the liberal administration of Carlos Maria de la Torre, and the unjust execution of the three priests; Mariano Gomez, Jose Burgos, and Jacinto Zamora (*Beginnings and Development of Filipino Nationalism: From Local Revolts to the Philippine Revolution of 1896-1898*, 1967)

Jose Abueva said in his book titled *The Book on Nationalism Filipino Nationalism: Various Meanings, Constant and Changing Goals, Continuing Relevance*,

*"Filipino nationalism is love of our country – the Philippines – the Filipino nation and people; a selfless, inclusive love beyond our selfish individual, parochial or partisan interests. It is also love of country and God..."*

Nationalism has always been linked to "love of country", but the question, "How does someone show his love for the country?" arises. Nowadays, various perceptions and practices toward nationalism can be seen in different forms. Philippine historical records associate nationalism with revolts. In this modern period, fighting and dying for the country are not the only means by which a person can say that he or she possesses nationalism. As what Renato Constantino said,

*"Nationalism is not just an empty word full of emotional appeal. It is expression of reality – that we have a country of our own, which must be kept our own. Its political expression is independence. In economics, nationalism*

*desires the conscious control of our resources. Culturally, the goal is the development of a Philippine culture that has its roots in our own heritage, admits foreign influence but retains its distinct and separate identity."*

Thus, love of country could be executed in different forms that do not only appeal to the emotions. The concept of "national pride" will also be discussed in this section briefly since "national pride co-exists with patriotism and is a prerequisite of nationalism, but nationalism extends beyond national pride, and feeling national pride is not equivalent to being nationalistic" (Smith and Jarkko, 1998).

According to Smith and Kim (2006), "national pride is the positive affect that the public feels towards their country as a result of their national identity. It is both the pride and sense of esteem that a person has for one's nation and the pride or self-esteem that a person derives from one's national identity. National pride is used as a measure of an individual's subjective assessment of the extent to which he or she has a positive relationship to the nation (Almond and Verba, 1963). National pride is built through the different perceptions and expressions of people toward nationalism. Therefore, it influences people's views and opinions on various issues in the society. In a study conducted by Smith and Kim in 2006, the Philippines ranked twelfth and seventh respectively on domain-specific national pride between 1995-1996 and 2003-2004. Moreover, the country ranked sixth and eighth respectively on the general national pride between 1995-1996 and 2003-2004. As a result, the Philippine's average ranking for general and domain-specific national pride for 2003-2004 was at the ninth place. The study showed that national pride also varies across socio-demographic groups such as gender where men appeared to express more national pride than women and also diverge in age divisions. In an SWS national survey in 1996 for Philippine National Youth Commission, they found out that the youth of today feels very proud to be Filipinos, thus, very much willing to serve the country in case of war, i.e., about 7 in 10 Filipino youth are

very proud and a fifth are quite proud to be Filipinos, totaling to 93% (89% among adults) who are considered proud of their nationality. In addition, there is a high level of socio-cultural and political-economic nationalism on public grade school students (Sison, 1998).

One way of expressing nationalism is through sports. There is a feeling of pride and unity when Filipinos support their fellow countrymen as they compete and represent the country in different fields, “Self-esteem and personal confidence raised after their team won – vice versa” (Bryant and Thompson, 2002). Everyone is in high spirit especially when a team or a Filipino athlete wins. Boxing placed 2<sup>nd</sup> (55%) on a national survey conducted by SWS about sports where Filipinos are very good at from September to October 1999. Moreover, Manny Pacquiao placed 3<sup>rd</sup> on a national survey (21%) about the most admired Filipino Sportspersons in that same year. He also got 2.6% next to Emilio Jacinto (2.8%) as Person Considered to be Genuine Filipino Heroes in an SWS survey last April 2011. There is virtually insufficient empirical studies that relate Manny “Pacman” Pacquiao to nationalism and national pride, thus it has become one of the objectives of the study.

#### B. Media’s Role in Promoting Nationalism

It has been shown in a wide range of studies about media that it does play a pivotal role in shaping the perceptions of the viewers, influencing how they make decisions and being a powerful source of information. Its basic social functions are to entertain, inform, and educate. According to Joseph Dominick (1990), “the mass media are a pervasive part of our life” (p. 31). Altheide (1985) stated in his book about Media Power that “the mass media are a major social force in our world today because some of the basic organizing principles and procedures for social activity are influenced by these media.” He also stressed that every age has a dominant medium and that all social

activity essentially occurs in and through a medium. Thus, media is all-encompassing. Significantly, it could be the most influential source of information about the actual world.

Media has a critical role in shaping perceptions of the world as it acts as a window which displays violence, sex, drugs, and consumerism. There are different types of television shows, newspapers, magazines, radio programs, and online websites that showcase different issues with different appeal and approach. Some demonstrate nationalism, patriotism, and reflect love of country. In the Philippines, there have been TV shows for children like *Bayani* which has stories of Filipino heroes' adventures in fighting for the freedom of the country.

In a study by Ramirez (1999), a survey was utilized and found that the show is effective in the promotion of nationalism to its viewers, especially in children but upholding nationalism can also be done not only through TV shows but also through advertisements. "There is so much room for the use of TV advertisements in promoting nationalism" (Coronel, 1994). Furthermore, there is a need among high school students for an advertisement on nationalism (Santos, 1991). Results of the study showed that the concept of "kanya-kanya" is what should be corrected immediately among Filipinos in order to attain nationalism.

On the other hand, print media can also be used in promoting nationalism. In a study about promoting national identity among Filipinos, "the nationalistic orientations projected in Student's Digest as a whole contribute much in the promotion of national identity among Filipinos (Villaraza, 1991). Meanwhile, Synovate conducted a survey from August 2009 to June 2010. It showed that 56% of Filipinos prefer reading newspapers to look for advertisements than any other medium. Such results show that newspaper industry isn't dead yet and newspaper readership is still on the rise. Consequently, different media have their own distinctive ways of promoting different advocacies.

Unity of people, which is usually linked to nationalism, can be shown through media. Such an example is the People Power Revolution in 1986 which was televised and shown nationwide. Alberto (1973) in his book *The Power of Mass Media* said that the power of the press and other forms of mass media has increased tremendously that they play a great part in the national development of any nation. Thus, the media not only plays a significant role in people's lives but specifically has a great part in developing a nation and influencing its nationalism. Furthermore, Amosin (1976) stated that the media people have a sacred task to fulfill in the uplift of our people and should not merely serve the interest of a privileged few. Thus, media not only shows nationalistic stories but also strengthen and boost the nationalism of the viewers. Despite the role of mass media to uplift the nationalist spirit, Filipinos' personal perceptions toward nationalism vary.

### C. Pop Icons in the Philippines

In the Philippines, there are a lot of people considered as icons in and outside of the country. They may come from the field of politics (e.g. Ninoy Aquino and Cory Aquino), music (e.g. Lea Salonga and Regine Velasquez), arts (e.g. Ben Cab), literature (e.g. Nick Joaquin and Pablo Gomez), and entertainment (e.g. Vilma Santos and Nora Aunor), just to name a few. In order to be considered as an icon, there are certain criteria that a person must meet to qualify for the title and be recognized by the society. Skill, intelligence, credibility, competence, capability, talent, appeal, attitude, and number of years in his/her field are just some of the decisive factors for a person to be named as an icon. Becoming one entails great recognition and responsibility in protecting and preserving the image of a person. This is where media enters. It's the one responsible for presenting and portraying an icon in a specific way to create an image which the audience will crunch into, sometimes putting a person in a positive or negative light.

In a study about Jessica Soho as an icon of investigative reporting, five salient characteristics emerged; attitude towards work, skills, values, physical characteristics, and non-verbal behavior. Such characteristics were deemed important in the portrayal of media on Jessica Soho as an icon of investigative reporting in the Philippines, the more positive the characteristics of a person is, the more positive the feedback is from the audience/decoders (Bolivar and Fagara, 2003). Mass appeal and defying stereotypes were the physical attributes of Jessica Soho being emphasized in television which the masses liked.

Similarly, in a study regarding Judy Ann Santos' as an icon of the masses, results revealed themes that contributed to her wide mass appeal on the Filipino audience. The roles being played by Judy Ann Santos in her shows had the same characteristics such as being an ill-treated poor girl, simple, naïve, and submissive to the powerful forces around her. Results revealed such as rise from poverty, need to belong to a complete family, and search for true identity. Results showed that the more the audience can relate to the character or the image being portrayed, the more positive the feedbacks are (Cruz and Santiago, 2002).

In a study by Abesa and Guia (2007), TV promotions affected the image of Manny Pacquiao as a national icon. A number of representations were driven out from the analysis of the study: national hero, unifier of the Filipinos, example for other Filipinos, champion and idol of his countrymen. The study also looked at the perception of the audience on Manny Pacquiao and people recognized him as good and humble, one of the best Filipino boxers of all time, symbol for Filipino people, one who brings pride, honor and respect for the country (Abesa and Guia, 2007). However, Filipinos vision of Pacquiao didn't directly equate him as a national hero since his accomplishments were limited mostly to boxing only.

There were several themes and characteristics of other Filipino icons that are similar to Manny Pacquiao such as his rags-to-riches story, moving away from the stereotype (i.e. a celebrity or an icon must be good-looking and well-educated), and having mass appeal where audience can relate themselves with the person. Thus, the media and the icon work hand-in-hand in maintaining the image they are packaged to and the demands of work. Good characteristics and values are deemed important criteria in becoming an icon. Such characteristics attract more positive responses from the audience.

#### D. Philippine Contemporary Sports

Growing up, most, if not all, Filipinos would have been exposed to at least one Filipino game. Some traditional Filipino games include Agawang Sulok, Araw-Lilim, Bulong-Pari, Iring-Iring, Kapitang Bakod, Lawin at Sisiw, Luksong-Tinik, Patintero, Palo Sebo, Piko, Presohan, Pusa at Aso, Sipa, Taguan, Takip-Silim, Tawanan, Viola, etc.

The Philippines has a rich sports heritage. Sports in the country gained reputation and eminence since it became a part of our culture. The country had been involved in all kinds of sports; ball/cue sports, boxing and martial arts, outdoor sports, racquet sports, skating, in water and on water sports, sailing, paddle sports, underwater sports, air sports, and even extreme sports. There is also a sport of the differently able people and they compete with other countries across the globe. Filipinos love sports and they also like watching games to the extent of wanting to have a sports channel with purely sports programs. "Establishing an all-sports channel is feasible. There is an adequate size of audience base and TV networks were willing to undertake the venture which will contribute to the shaping of the nation with regards to sports" (Ignacio, 1997). "Motivations for viewing [sports] are to relieve boredom, and be stimulated by an exciting game, to relax or to escape, to identify with sports teams or figures, to share in the



competition, and to fantasize being involved in the sport itself", (Wenner and Gantz, 1989).

A sports enthusiast or even just a simple citizen of the Philippines would easily agree that boxing and basketball are the most popular sports in the country. In a study by Villanueva (1990), there is a high level of knowledge and viewership on Philippine Basketball Association (PBA). Basketball (72%) and boxing (55%) placed first and second respectively on a national survey conducted by SWS in 1999 regarding the sports where Filipinos are very good at. Additionally, the Pacquiao-Morales fight in 2006 generated the highest television viewership in four months. From the data of AGB Nielsen Media Research Philippines' National Urban Television Audience Measurement (NUTAM) panel, "As many as 10.3 million individuals from all urban areas nationwide rejoiced with Filipino boxing hero Manny Pacquiao as they watched the local telecast carried by ABS-CBN".

In boxing, the focus of the people is directed into the two fighters and this is amplified because each fighter identifies themselves with their nationalities and the countries they represent (Wenner and Gantz, 1989). Sports not only give pleasure and heartbreaks to the viewers, it also represents national identity and it showcases the best of each nation. Sports are able to display virtues and values and deny vices, which help a nation feel good about its self (Burton, 2005).

#### E. Review Synthesis

Nationalism still remains as a broad concept that can be defined and acted upon in different ways. Every Filipino has his own definition of nationalism and own way of expressing his love for the country. The media as well, still holds its power to influence and catch the attention of the public. Its basic social functions - entertain, inform, and educate – can be carried out through different forms. One of the most popular and powerful media of communication is the print, specifically newspapers. There were a lot

of news articles, editorials, and news features that contributed to the present knowledge and awareness of the people on certain issues in the society.

One of the most read sections in newspapers is sports which generate high attention and interest on its readers. Today, one of the most popular sports is boxing. Such sport is continuously getting more and more fame because of the exposure in media. Sports have been a big part of the Filipino culture and media plays a very critical role in uplifting the Filipino spirit.

### III. STUDY FRAMEWORK

This study analyzed how national newspapers' coverage on Pacquiao-Marquez fight III presented Manny "Pacman" Pacquiao as an icon of Filipino nationalism using three levels of social codes. The study also determined dominant nationalism constructs and finally, it sought to find out if boxing coverage in national newspapers can be a venue for promoting nationalism in the Philippines. It mainly looked into the social codes and analyzed how nationalism constructs are developed. In order to assess and relate the concepts and indicators, John Fiske's Codes of Television was adapted to analyze the social codes in news articles and news features.

#### A. Theoretical Level

##### *Codes of Television by John Fiske*

Codes of Television, from John Fiske's book on Television Culture, include three levels. An event to be televised is already encoded by social codes such as reality, representation, and ideology. Codes work in a multifarious hierarchical structure. "Reality" takes the first level which is measured through appearance, dress, makeup, environment, behavior, speech, gesture, expression, sound, etc. These are encoded through technical codes such as camera, lighting, editing, music, sound, etc. These are now in level two which is "representation". Through these, conventional representational codes are transmitted which shape the representation of the narrative, conflict, character, action, dialogue, setting, casting, etc. The third level of television codes is "ideology". This is organized into coherence and social acceptability through ideological codes. For the purpose of this study, only one ideological code will be included in the analysis: nationalism.

"A code is a rule-governed system of signs, whose rules and conventions are shared amongst members of a culture, and which is used to generate and circulate meanings in and for that culture" (Fiske, 1987). Producers, texts, and audiences are

linked together through codes. Such codes are also instrument in interconnecting texts through a network of meanings which comprise culture. Fiske pointed out that “reality” is already encoded, that it is never “raw” and the only way we can make sense of it is by the codes of our culture. This televised encoded reality makes the codes technologically transmittable and an appropriate cultural text for its audience.

The study adapted the television social codes to be used for analyzing news articles and news features in newspapers.

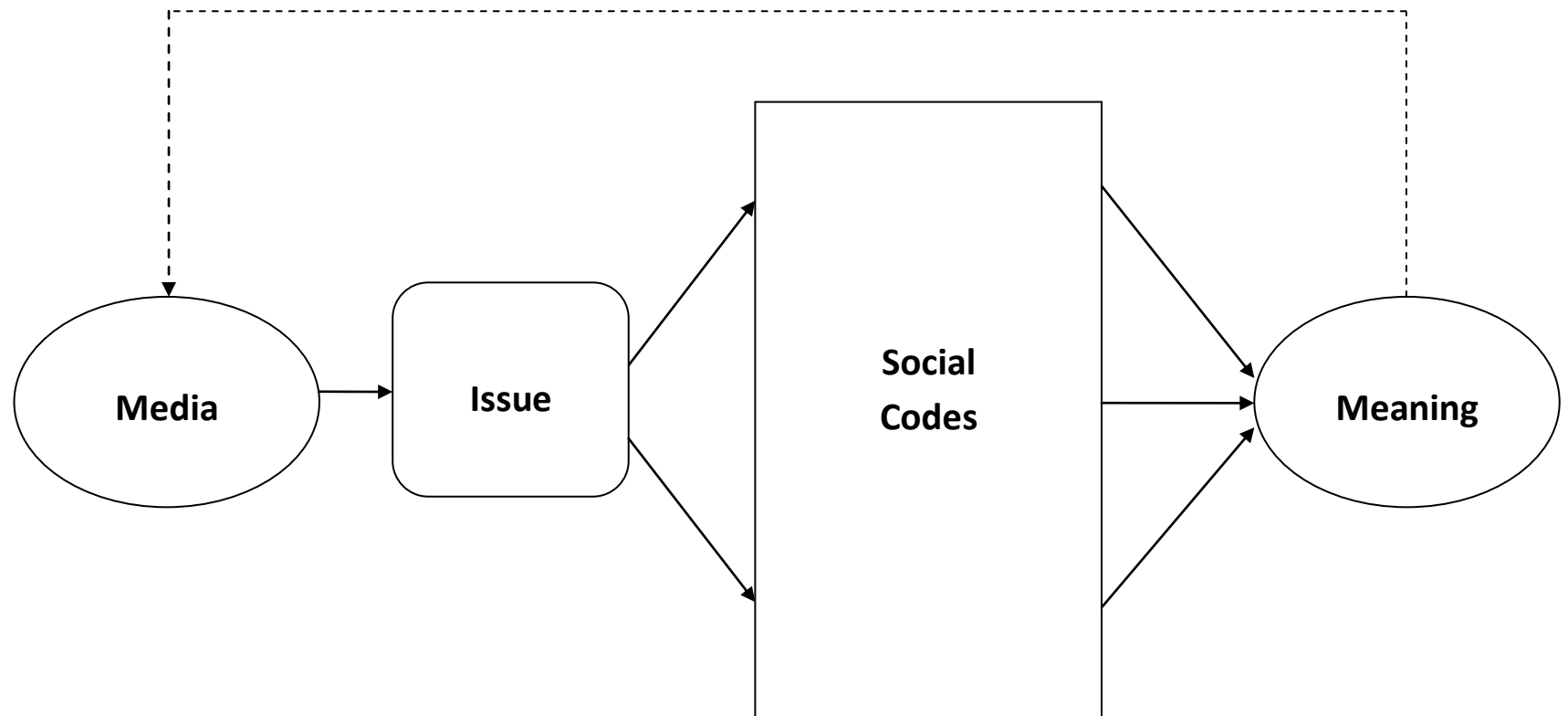


Figure 1. Theoretical Model

## B. Conceptual Level

Meanings are constantly produced and exchanged through our everyday social interactions with each other. Some perceived realities are products of what we read on newspapers. The journalist and editors frame meanings in a certain way. They have an intended meaning and dominant ideology to be delivered to the readers.

Fiske stated that there is always a reality encoded by the media. The dominant ideology/reality which became the focus of this study is Filipino nationalism in the Pacquiao-Marquez fight III, thus nationalism was the sole ideological code being analyzed. The media has to encode a certain reality through the use of codes, signs, and symbols. In this study, boxing coverage in news articles and news features of Manny “Pacman” Pacquiao’s match with Juan Manuel Marquez was the venue for the meaningful discourse.

The framing of media involves the use of social codes which can be classified into three levels: reality, representation, and ideology. With these, Filipino nationalism becomes transmittable technologically and becomes an appropriate cultural text for the readers. The codes are used to generate and circulate meanings in and for the culture. The study analyzed the nationalism embedded in such coverage through the social codes. Nationalism here may or may not be similar or equally synonymous to the perceived reality of Filipino nationalism. The identification of such does not necessarily associate with the Filipinos’ definition and perception of nationalism.

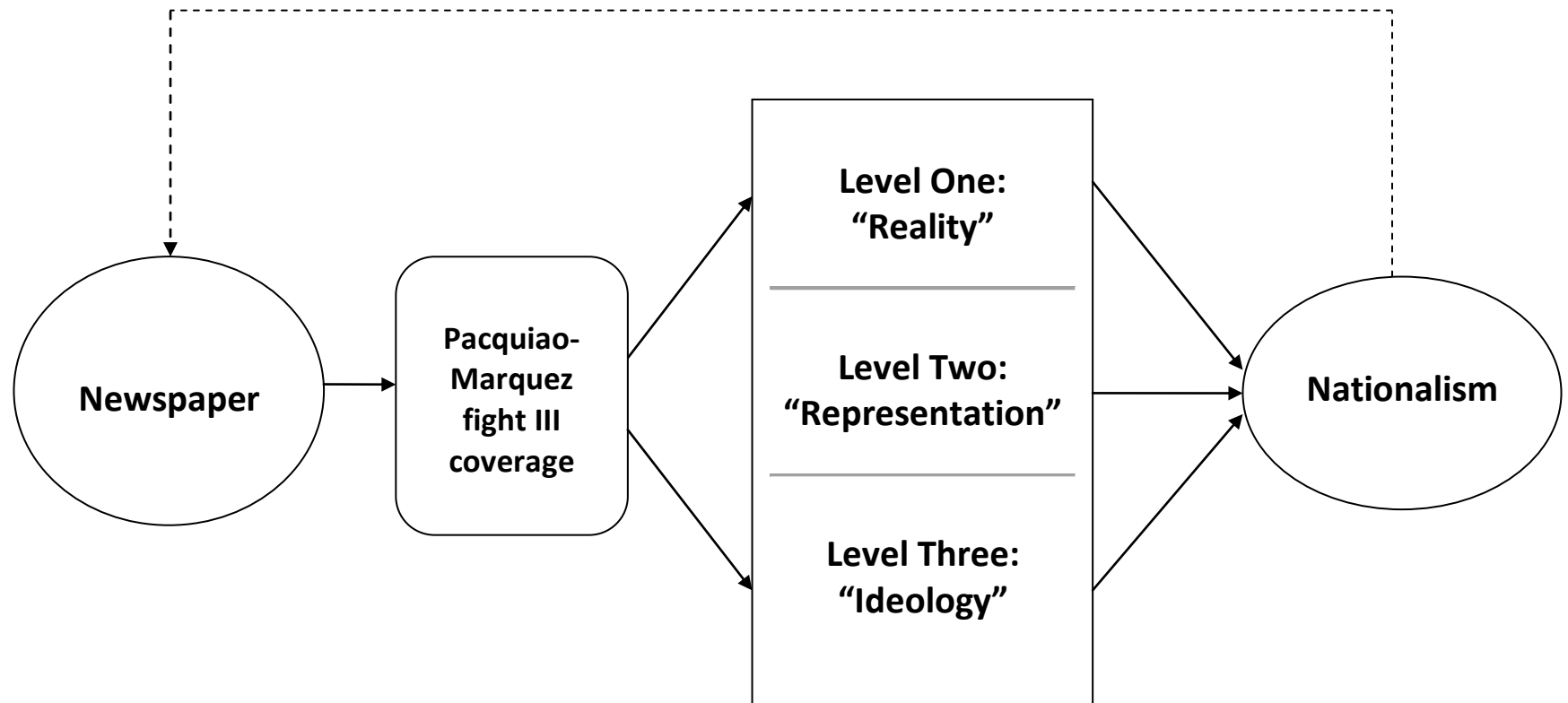


Figure 2. Conceptual Model

### C. Operational Level

Operationalization of concepts is very important to know how the study will be measured by the indicators and its relationship with other concepts to be studied.

The researcher chose boxing, among other sports, to be part of the study. Such sport has already been established in the literature as one of the most popular in the country. From this sport coverage in news articles and news features of national broadsheets and national tabloids, the researcher identified the nationalism constructs that present Manny “Pacman” Pacquiao as an icon of Filipino nationalism. News articles and news features from the pre-fight, actual fight, and post-fight both one week before and after November 12, 2011 by the nine national broadsheets and 9 national tabloids were analyzed. To be able to do this, the researcher analyzed the social codes present in such sections of the newspaper.

Three levels of social codes were used. Level one - language, wording, title, placement, word count, and inclusion of images, level two - narrative, conflict, character, action, dialogue, setting, tone, and level three - dominant themes across categories, consistency and inconsistency of portrayal, salient and downplayed characteristics, etc.

The analysis was divided into three parts: pre-fight, actual fight, and post-fight. The presence of the identified nationalism constructs was the indicator of whether boxing coverage in newspaper can be a venue for promoting nationalism in the country.



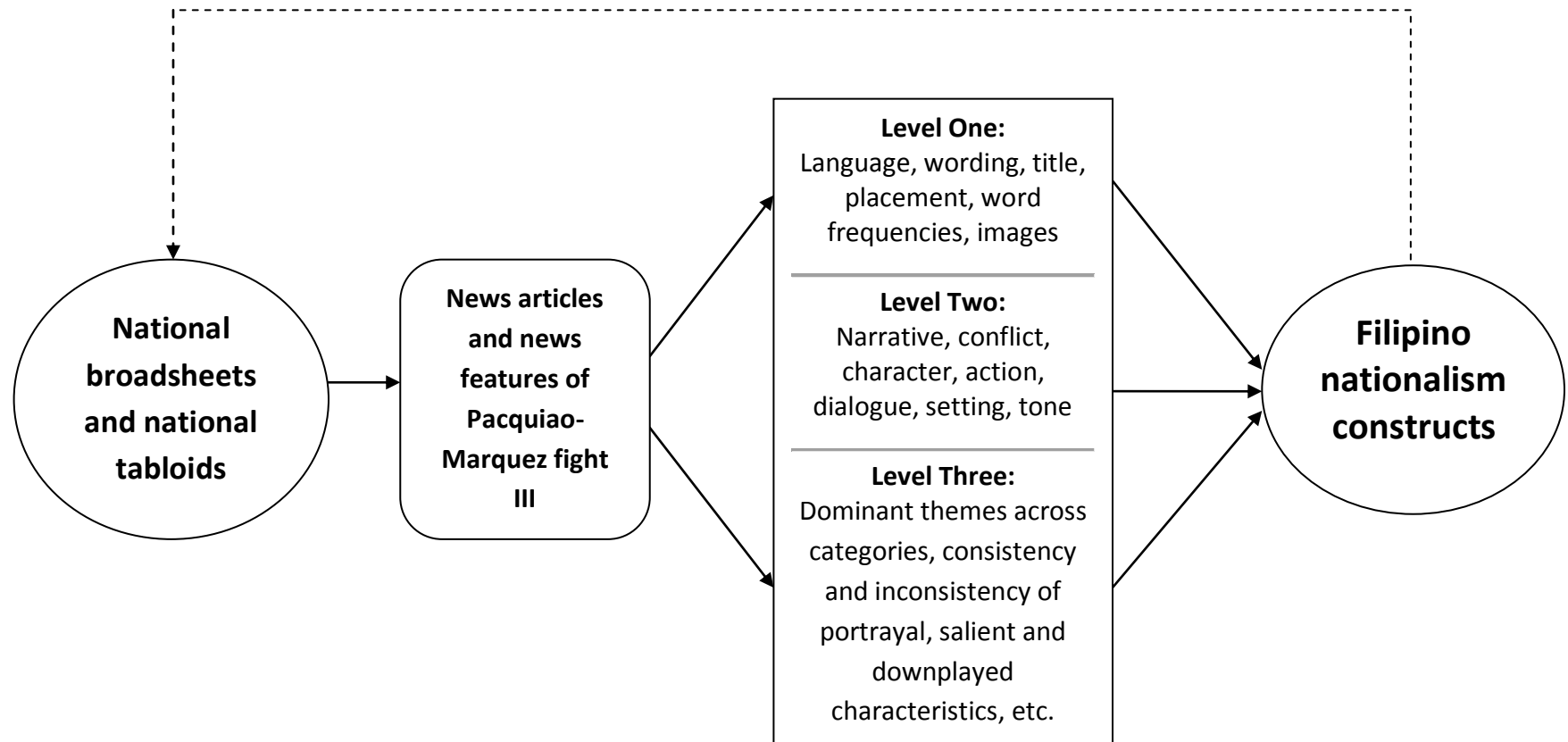


Figure 3. Operational Model

## **IV. METHODOLOGY**

### **A. Research Design and Methods**

The purpose of the study is to analyze the social codes embedded in Pacquiao-Marquez fight III coverage on national newspapers and to identify the manifested nationalism constructs that present Manny Pacquiao as an icon of Filipino nationalism. It also seeks to find out if sports coverage in newspapers can be a venue for promoting nationalism in the Philippines, specifically on its readers. Thus, a qualitative approach was used to generate meaningful findings and a detailed view of the topics. Specifically, the study employed textual analysis to come up with comprehensive interpretations of the text (boxing coverage).

“A textual analysis will help the researcher gather information about how other human beings make sense of the world” (Mckee, 2003). As stated in the previous sections of this paper, people across culture have different interpretations and perceptions on nationalism. Through exposure in media, people structure meaning.

The study sought to understand what’s behind every boxing coverage of Manny Pacquiao and the subliminal messages it may have. For the purpose of this study, it focused on newspaper coverage which included the top three national broadsheets and the top three national tabloids in the Philippines.

The use of textual analysis has many advantages. The use of prefixed materials is an inexpensive way to get information from people, and that information is up to date because researchers can work with the most recent materials. Thus, the study used the current boxing fight of Pacquiao with Marquez last November 12, 2011. Textual analysis also is an unobtrusive method of data collection because the information is fixed, so the presence of a researcher will not influence the response of the subject being studied (Berger, 1998 as cited in The Fifth Estate). With these, the researcher was able to achieve valuable findings for the study.

## B. Concepts and Indicators

Table 1. Concepts and Indicators

Concepts		Indicators
Social codes	Reality	Language, wording, title, placement, word frequencies, images
	Representation	Narrative, conflict, character, action, dialogue, setting, tone
	Ideology	Dominant themes across categories, consistency and inconsistency of portrayal, salient and downplayed characteristics, etc.
Manny “Pacman” Pacquiao as an icon of Filipino nationalism		Dominant Filipino nationalism constructs
Boxing coverage in national newspapers as a venue for promoting nationalism in the Philippines		Overall findings (nationalism constructs, themes and ideologies, virtues and values)

## C. Research Instrument

The researcher used textual analysis guide which was divided into three parts. These were the three levels of social codes such as reality, representation, and ideology. Guide questions were used to help analyze all the articles which were taken from newspapers from periods of pre-fight coverage, actual fight coverage, and post-fight coverage. This is to come up with a more detailed and comprehensive view of the topic being studied. The third bout of Manny Pacquiao and Juan Manuel Marquez was the subject of the study. It carefully analyzed the different patterns and elements in the news articles and news features in three time periods.

## D. Units of Analysis and Sampling

To probe on the dominant nationalism constructs, textual analysis on news articles and news features of Manny “Pacman” Pacquiao’s boxing bout with Juan Manuel Marquez was conducted. The analysis was divided into three parts: pre-fight, actual fight, and post-fight and three levels of social codes: reality, representation, and ideology. For the pre-fight, the news articles and news features included in the data

analysis were dated one week before the actual fight which included newspapers from November 5, 2011 to November 11, 2011. The articles from the actual fight on newspapers were collected as well. Those were the articles published last November 12, 2011. For the post-fight data, news articles and news features dated from November 13, 2011 to November 19, 2011 were analyzed.

The newspapers chosen for the study were Philippine Daily Inquirer, Manila Bulletin, The Philippine Star, Bulgar, The People's Journal, and Pilipino Star Ngayon. Such newspapers were the top newspapers with the highest circulation in the country – according to the ad rates/display rates from Larc and Asset PR Consultants.

The number of all the articles gathered totaled to 373 from national broadsheets and national tabloids. The data were compiled and arranged using an MS Excel file. The researcher filtered the articles gathered twice and was trimmed down to 170 according to the following criteria: Manny Pacquiao as the main subject of the article, PPV promotions of the fight were not included, product advertisements were also not included, articles not related to Pacquiao-Marquez fight III were removed from the selection, and it should be an article, column, editorial, or a feature write-up. The study chose 40 articles from the pool of samples which were randomly selected through the online software called *Research Randomizer* (<http://www.randomizer.org/>). A total of 24 articles were selected from national broadsheets while 16 articles came from national tabloids.

Table 2. Random Sampling

Research Randomizer Results		
Philippine Daily Inquirer	1 Set of 8 Unique Numbers Per Set Range: From 141 to 170 -- Unsorted	Set #1: 162, 143, 144, 169, 153, 159, 161, 158
Manila Bulletin	1 Set of 8 Unique Numbers	Set #1:

	Per Set Range: From 64 to 88 -- Unsorted	67, 83, 80, 79, 87, 76, 73, 81
The Philippine Star	1 Set of 8 Unique Numbers Per Set Range: From 2 to 43 -- Unsorted	Set #1: 14, 20, 43, 15, 36, 41, 33, 4
Bulgar	1 Set of 5 Unique Numbers Per Set Range: From 89 to 114 -- Unsorted	Set #1: 99, 97, 100, 94, 110
The Peoples' Journal	1 Set of 5 Unique Numbers Per Set Range: From 115 to 140 -- Unsorted	Set #1: 135, 138, 127, 116, 115
Pilipino Star Ngayon	1 Set of 6 Unique Numbers Per Set Range: From 44 to 63 -- Unsorted	Set #1: 51, 52, 45, 46, 54, 47

The article from Philippine Daily Inquirer titled "Champions" was considered void. It mentioned Pacquiao-Marquez fight III but the story evolved to the topic about the four-Sunday scheduled bar examinations. This article was removed from the analysis but was still included in the appendix section, thus the total number of articles being analyzed was 39.

#### E. Data Generation and Construction

The data generation and construction of this study started on the second semester of AY 2011-2012. The articles included in the analysis were newspapers dating from November 5, 2011 to November 19, 2011. The researcher looked for back copies from households of friends and relatives and even from news stands. The researcher was able to scan newspapers in Larc and Asset PR Consultants for free and had it photocopied. Some articles were retrieved online.

The unit of analysis was the news articles and news features of Pacquiao-Marquez III boxing coverage from the time period of before until after the actual fight.

Each news articles and news features were analyzed according to the indicators mentioned in the study to come up with interpretations. The data analysis was done after the data collection of all the articles until early January.

The textual analysis of the boxing coverage in newspapers was the primary source of data. The analysis of the texts was organized according to time periods such as pre-fight, actual fight, and post-fight coverage. The interpretations of each text were based from the textual analysis guide.

First, the researcher completed the newspapers needed from each time period. Then, social codes were analyzed. Next, significant concepts and constructs were extracted from the data. Finally, the researcher compiled all the data being gathered throughout the analysis of the newspapers.

GANTT CHART																				
	November				December				January				February				March			
Revision of Research Proposal																				
Pre-testing of Research Instrument/s																				
Data Gathering																				
Data Analysis																				
Write-up																				
Revisions																				

#### F. Data Analysis

Language, wording, title, placement, word frequencies, inclusion of images, narrative, conflict, character, action, dialogue, setting, tone, dominant themes across

categories, consistency and inconsistency of portrayal, salient and downplayed characteristics, etc. were analyzed. Social codes in news articles and news features present in the boxing coverage of Pacquiao-Marquez fight III helped the researcher analyze the different presentations and framing of journalists and editors on Manny “Pacman” Pacquiao as an icon of Filipino nationalism. It also helped the researcher in identifying the perceptible nationalism constructs on the said coverage that led to interpretations whether boxing coverage in newspapers can be a venue for promoting nationalism in the Philippines.

The researcher divided the coding themes and patterns by “(a) that happens a number of times and (b) that consistently happens in a specific way” (Miles and Huberman, 1984, pg. 215 as cited in *The Fifth Estate*).

To avoid bias and improve the credibility of the study, low inference descriptors and reflexivity were used. “Low inference descriptors are the use of description closely phrased to the participants’ accounts and researchers’ notes. Reflexivity is the researchers’ use of self-awareness and critical self-reflection on potential biases and predispositions that may affect the research process and conclusions” (Johnson, 1997 as cited in *The Fifth Estate*).

#### G. Scope and Limitations

The study was limited to only one boxing match of Manny “Pacman” Pacquiao with Juan Manuel Marquez since it sought to achieve timeliness and focus. The study covered the whole semester which was just sufficient to accomplish the data collection and analysis of all the news articles and news features.

Pacquiao-Marquez III has been very controversial and it is timely to conduct this study. It only analyzed boxing coverage in national broadsheets and national tabloids. This enabled the researcher to come up with deeper analysis of the texts in the coverage. It only looked at the encoding of social codes since the scope of the decoding

(reception) will be too broad to cover and because of the limited time available. It also focused on boxing, among other sports, because of its popularity not just as a sport but the popularity of Manny Pacquiao as a sportsman. This also gave the researcher a focused view on the topic. Only news articles and news features in national broadsheets and national tabloids were included in the study to be able to achieve balance between objectivity and bias among the writers.

Though the study used both articles from national broadsheets and national tabloids in the Philippines, the analysis was holistic in nature. Thus, the portrayal and presentation of national broadsheets and national tabloids were not differentiated. Also, the study did not look into the motivations of the journalists on writing the articles included in the study, may it be because their work demands it or they were just big fans of Manny Pacquiao.

#### H. The Researcher

The researcher is a fourth year student in the University of the Philippines taking up Bachelor of Arts in Communication Research. Through her four years of stay studying in the College of Mass Communication, she was able to learn the foundations and fundamentals of research. The researcher took up courses in Communication Research ranging from theory, statistics, social sciences, and research per se which became her groundwork in developing this study.

The researcher used to be a varsity way back in elementary and high school for table tennis and volleyball. She has developed a great interest in sports since then. When she entered college in UP Diliman, she was chosen to become the player for the inter-section competition in table tennis and won second place. She has never lost her eagerness and enthusiasm for sports.

The researcher was given the chance to choose her own topic for thesis and she conclusively chose sports. The things that she learned from all her research and other



related courses were used to equip the researcher and establish this study. She has been part of several groups in class wherein they employed qualitative study and this has helped the researcher to become familiar with textual analysis.

## **V. RESULTS AND DISCUSSION**

This study sought to examine how Philippine national newspapers' coverage of the Pacquiao-Marquez fight III presented Manny "Pacman" Pacquiao as an icon of Filipino nationalism through the use of social codes of television by John Fiske. The study used textual analysis to deconstruct the images portrayed by Manny Pacquiao on newspapers through three levels – reality, representation, and ideology. These levels helped to illuminate the images of Manny Pacquiao as being exposed by newspaper articles regarding the Pacquiao-Marquez III fight.

The textual analysis revealed six images of Manny Pacquiao portrayed on Philippine national newspapers. Each news article has a different story regarding the bout but some articles had the same image of Pacquiao being told in different angles. The study will discuss the findings in each level – reality, representation, ideology. Manny Pacquiao performed particular functions and roles in each article and was made subject to judgment. The social codes present in the analysis imply that the establishment of the character of Manny Pacquiao and the development of themes were subjective, thus they were used to make sense and deduce results of the study. The codes were driven out from the established framework of the study and the themes were purely based from the researcher's personal analysis of the codes.

### **A. Reality**

Reality is the level where the surface of the articles is being analyzed. Codes such as language used, wordings, title, placement of the article (i.e. front page, etc.), word frequencies (i.e. which words were being highlighted in the articles), and inclusion of images were deemed useful in the establishment of the character of Manny Pacquiao and in the development of the story. These codes work in a multifarious hierarchical structure that gradually helped the researcher in determining the portrayals of newspapers on Manny "Pacman" Pacquiao. The codes were organized in a table format.

### 1. Language

Of all the six newspapers which were included in the study, three were national broadsheets and three were national tabloids, four were purely written in English (Philippine Daily Inquirer, Manila Bulletin, The Philippine Star, and The Peoples' Journal) where the three were mainly national broadsheets and the only national tabloid written in English was The Peoples' Journal. On the other hand, only two newspapers were written in pure Filipino (Bulgar and Pilipino Star Ngayon) – both were national tabloids. Excerpts of the first sentences of each article from the newspapers written in English were listed down.

Philippine Daily Inquirer:

*(1) "Los Angeles – Manny Pacquiao arrived here Tuesday morning all the more convinced he won his hotly-debated bout against rival Juan Manuel Marquez after studying the fight tapes carefully before making the road trip from Las Vegas."*

*(2) "Las Vegas – Manny Pacquiao lay flat on his back on a wooden table in Locker Room No. 2 at the MGM Grand."*

*(3) "Unlike Manny Pacquiao's victories in the past, this one divided the nation."*

*(4) "Honolulu – Defending Manny Pacquiao's controversial win over Juan Manuel Marquez, President Aquino asked Filipinos not to take anything away from the ring icon who rose from adversity to become a world champion."*

*(5) "Las Vegas – It was almost expected, the way both fighters prepared for this third match of their dramatic, action-packed rivalry."*

(6) *“Las Vegas – It’s one of the oldest and basic rule in boxing; Protect yourself at all times.”*

(7) *“Arum, both fighters’ promoter, assured the packed and screaming throng that gathered at the Garden Arena on Friday for the weigh-in.”*

Manila Bulletin:

(1) *“LAS VEGAS – Pound-for-pound king Manny Pacquiao was his usual self during Wednesday’s press conference promoting his third fight with Mexican Juan Manuel Marquez this weekend at the MGM Grand.”*

(2) *“MANILA, Philippines -- Malacañang hailed Sarangani Rep. Manny Pacquiao for bringing honor and pride anew to the Filipino people after beating Juan Manuel Marquez in a close fight in Las Vegas, United States.”*

(3) *“MANILA, Philippines — A good number of priests saw the fight between our WBO welterweight champion Manny Pacquiao and Mexican challenger Juan Manuel Marquez.”*

(4) *“MANILA, Philippines — A House of Representatives colleague of Sarangani Representative Emmanuel “Manny” Pacquiao yesterday accused promoters of Pacquiao’s fight with Juan Manuel Marquez of cashing in on the match by robbing the Mexican of a clear victory.”*

(5) *“MANILA, Philippines - Setting the record straight on his recently concluded, controversial 12-round fight with Mexican pugilist Juan Manuel Marquez at the MGM Grand Garden Arena, pound-for-pound king Manny Pacquiao*

*seemingly took a jab at doubting Thomases and said he feels he really won the fight."*

*(6) "Manila, Philippines - The smoke has cleared and the Pacquiao-Marquez trilogy is done and over with. Or is it?"*

*(7) "MANILA, Philippines - Pound-for-pound king Manny Pacquiao stood his ground on his controversial win against Juan Manuel Marquez, stressing that he won the match statistics."*

*(8) "LOS ANGELES — Oscar De La Hoya believes there's no need for a fourth fight between Manny Pacquiao and Juan Manuel Marquez since "everybody knows what's going to happen" in the event they square it off again."*

The Philippine Star:

*(1) "There's a new backer in WBO welterweight champion and the world's No. 1 pound-for-pound fighter Manny Pacquiao's corner."*

*(2) "MANILA, Philippines (AP) — Manny Pacquiao's supporters in the Philippines are rejoicing over his latest victory, although many feared the worst before the contentious points decision was announced."*

*(3) "MANILA, Philippines - Speaker Feliciano Belmonte Jr. led lawmakers in wishing boxing idol and Sarangani Rep. Manny Pacquiao good luck in his fight against Mexican challenger Juan Manuel Marquez."*

(4) *“MANILA, Philippines - WBO welterweight champion Manny Pacquiao hasn’t lost in his last 14 fights and it seems like light years ago when he was beaten by Erik Morales on points in 2005.”*

(5) *“LAS VEGAS – After a grueling grind of 12 rounds, WBO welterweight champion Manny Pacquiao is convinced he was the clear winner over Juan Manuel Marquez at the MGM Grand Garden Arena here before a sellout crowd of over 16,000 last Saturday night (yesterday morning, Manila).”*

(6) *“Honolulu – While he did not watch the controversial bout, President Aquino has defended boxing champion Manny Pacquiao in his latest tangle with Mexico’s Juan Manuel Marquez.”*

(7) *“HOLLYWOOD – Manny Pacquiao said he’d gone through the tape of the fight – minute by minute, round by round, blow by blow – and stayed convinced he was the clear winner over Juan Manuel Marquez.”*

(8) *“MANILA, Philippines - Manny Pacquiao barely kept the coveted The Ring Magazine’s No. 1 pound-for-pound king title following his controversial win over Mexican Juan Manuel Marquez in Las Vegas last Saturday.”*

The Peoples’ Journal:

(1) *“Hollywood – It doesn’t matter for Manny Pacquiao if Juan Manuel Marquez is looking more like a bodybuilder these days.”*

(2) *“Except for three criminal incidents, the country was generally peaceful during last Sunday’s blockbuster fight between Filipino boxing icon Manny Pacquiao and Mexican fighter Juan Manuel Marquez.”*

(3) *“Malacañang is throwing its full support behind Filipino boxing icon Sarangani Rep. Emmanuel “Manny” Pacquiao in his bout slated at the MGM Grand Arena, Las Vegas, Nevada.”*

(4) *“Malacañang is looking forward to another triumph by Filipino boxing icon and Sarangani Rep. Emmanuel “Manny” Pacquiao over Mexico’s Juan Manuel Marquez.”*

(5) *“Hollywood - The third fight between Manny Pacquiao and Juan Manuel Marquez may yet end up as the biggest for the boxing star from the Philippines in terms of pay-per view sales.”*

Excerpts of the first sentences of each article from the two tabloids written in Filipino were also listed down. Some articles were written in a mixture of Filipino and English or Taglish but the researcher still categorized these newspapers as written in Filipino since the texts were dominantly in Filipino and the only texts written in English were quotations and foreign words without direct Filipino translation.

Bulgar:

(1) *“Kakasa si World Welterweight titleholder Manny Pacquiao, ang ikinokonsiderang best Pound-for-Pound King sa mundo kay lightweight champion Juan Manuel Marquez ngayong Linggo sa MGM Grand Garden Arena*

*sa Las Vegas dakong 9 p.m, habang alas-12 ng tanghali rito sa Maynila.”*

*(2) “Nagbigay ng kani-kanyang mga ideya tungkol sa kanilang gagawing mga estratehiya sina boxing Superstar Manny Pacquiao at kanyang Mexican rival Juan Manuel Marquez na kanilang gagamitin sa sandal ng kanilang pagtutunggali sa ikatlong beses bukas sa Las Vegas, Nevada (Linggo sa Maynila).”*

*(3) “Nahirang man na champion si Manny Pacquiao via majority decision over Juan Manuel Marquez ng Mexico sa katatapos na laban nila nu’ng Linggo, masakit ang katotohanang maraming kababayan nating Pinoy at majority sa buong mundo ay naniniwalang talo talaga ni Marquez si Pacman sa kabuuan ng laban.”*

*(4) “Mahal natin si Manny Pacquiao, walang duda ‘yun.”*

*(5) “Talagang hindi mapasubalian ang napakalaking karangalang naibigay sa ating bansa ng ating Pambansang Kamao.”*

Pilipino Star Ngayon:

*(1) “MANILA, Philippines - Nanawagan si Boxing Champ Manny Pacquiao sa mga pulitiko na tumulong at huwag sumakay sa issue ng karahasan sa Mindanao.”*

*(2) “LAS VEGAS, Nevada — Tumataginting na \$30 mi yon (P1.3 bilyon) ang kikitain ni Filipino world eight-division champion Manny Pacquiao sa pakikipagharap kay Juan*



*Manuel Marquez sa Linggo (Manila time) dito sa MGM Grand Arena.”*

*(3) “LAS VEGAS, Nevada — Bagamat malaki ang matatanggap niyang prize money, mas mahalaga naman kay Manny Pacquiao ang respeto.”*

*(4) “Panay ang Bible study ni Congressman Manny Pacquiao at ang kanyang entourage sa Las Vegas.”*

*(5) “MANILA, Philippines - Zero crime rate ang inaasahan ng Philippine National Police (PNP) ngayong araw sa laban ni Pambansang Kamao Manny “Pacman” Pacquiao kay Mexican boxer Juan Manuel Marquez sa Las Vegas, Nevada, USA ngayong araw.”*

*(6) “MANILA, Philippines - Aminado ang mga kongresista na kinabahan sila matapos ang ika-12 round ng salpukan nina Sarangani Rep. Manny Pacquiao at Mehikanong si Juan Manuel Marquez.”*

The use of language in the newspapers led to the interpretation that the image of Manny Pacquiao was greatly influenced by the people from the higher class since majority of the newspapers were written in English which was most likely read and targeted to the middle class and the upper class readers. This conclusion does not apply to all the newspapers circulating in the country since only the top three national broadsheets and the top three national tabloids were included in the study. The language also played a pivotal role in the understanding of the readers. It also helped the readers relate more to the story and increased the readability of the articles.

## 2. *Wording*

The words and sentences being used in the articles helped the narrative achieve its intention to influence and inform the readers. Language, title, and dialogue all affect the tone, narrative, and style of the article. Phrasing, wording, and terminologies were essential in the development of the salient characters of Manny Pacquiao portrayed in the newspapers.

“Pacman: It’s clear I won” denoted confidence and certainty despite the contentious fight. Thus, this helped build the character of Manny Pacquiao as being optimistic, devoted, determined, and strong despite the bashing and negative comments. Meanwhile, “Panalo ni Pacquiao. ‘di maipagmamalaki ng mga Pinoy” entailed strong off-putting and pessimistic statement that targets the role of Manny Pacquiao as being the boxing superhero and icon of sports. On the other hand, the choice of words not only put Manny Pacquiao in a bad light, it also built his positive character as a peacekeeper and regarded Juan Manuel Marquez as a violent and selfish fighter. For instance, “Patay kung patay ang kay Marquez; sana walang masaknan para kay Pacquiao, this dialogue strongly presented Pacman in a very positive way.

## 3. *Title*

Titles of stories, books, movies, essays, research studies, event, or articles say a lot of what the text is all about. Generally, titles were written to catch the readers interest and somewhat give the readers a clue on what the text includes.

The titles of the article included in the analysis were divided into three categories such as positive – generally says positive and favorable things about Manny Pacquiao, negative – generally says negative and unfavorable things about Manny Pacquiao, and neutral – generally says neutral and unbiased things about Manny Pacquiao and also gave the readers the judgment on what to think about the text. Results showed that out

of 39 articles being analyzed, 24 article titles were positive, 10 article titles were negative, and 5 articles were neutral.

Table 3. Article Titles

<b>Positive</b>	
Philippine Daily Inquirer	Extra fire consumes Pacquiao this time
	A fight for the ages
	For Pacquiao, a victory comes at a painful cost
	Pacman: It's clear I won
Manila Bulletin	Pacquiao-Marquez: Calm before the storm
	Malacañang hails Pacquiao for bringing honor and pride
	Manny Pacquiao feels he deserves win over Juan Manuel Marquez
	Manny Pacquiao claims statistics show he won against Juan Manuel Marquez
	No need for 4th fight
The Philippine Star	Manny as global Pinoy symbol
	Fellow lawmakers wish Pacman good luck
	No doubt in Manny's mind
	P-Noy defends Pacquiao victory
	Manny sure of win after watching tape
Bulgar	Patay kung patay ang kay Marquez; sana walang masaktan para kay Pacquiao
	Walang kupas ang galing ng Pambansang Kamao! Mabuhay ang pinoy!
	Pacquiao kay Marquez: Season's beating
The Peoples' Journal	Behind Pacman all the way
	Palace sees Pacquiao win
Pilipino Star Ngayon	Pacman nabahala sa karahasan
	Pacquiao kikita ng P1.3 bilyon sa kanilang laban ni Marquez
	Respeto ang mas matimbang kay Manny kesa sa malaki niyang makukuha sa laban
	Entourage ni Pacman panay ang pagba-Bible study sa Vegas
	Zero crime inaasahan ng PNP sa laban ni Pacquiao

<b>Negative</b>	
Philippine Daily Inquirer	This time, Filipinos split over Pacman victory
Manila Bulletin	Pacman's fight draws mixed reactions
	Pacquiao is no "Superman"
	Controversial Fight
The Philippine Star	Pacquiao retains P4P title - barely
Bulgar	Luto ang panalo ni Pacquiao kay Marquez, kalokah!
	Sigaw ni Anthony: Panalo ni Pacman, di maipagmamalaki ng mga pinoy
The Peoples' Journal	Galit na si Manny
	3 crimes noted during Pacquiao-Marquez bout
Pilipino Star Ngayon	Mga kongresista kinabahan sa laban ni Pacman
<b>Neutral</b>	
Philippine Daily Inquirer	Manny goes for decisive victory
	PNoy defends Pacman amid controversial win
The Philippine Star	Filipinos hail Pacquiao win but many feared result
	Is Pacman unbeatable?
The Peoples' Journal	Pacquiao-Marquez 3 may end up as the biggest

Amidst the controversial win of Manny Pacquiao, majority of the articles still presented him in a positive way through the titles. Only 10 articles were written negatively while 5 articles drew neutral presentation of Manny Pacquiao. Thus, the articles encourage the readers to still perceive Manny Pacquiao as someone who may have shortcomings as being an icon but still a sports superhero. Most of the titles of the articles established the character of Manny Pacquiao as being determined and confident about his win against his rival Juan Manuel Marquez.

#### *4. Placement*

The placement of the article also played a very important role for the portrayal of Manny Pacquiao in newspapers. Usually, articles placed in the headlines or main

sections of newspapers receive more attention from the readers since it is the most featured with bigger fonts and images, and it is easily accessible to readers upon browsing the newspaper.

5 articles were placed in the headlines and main news section, 8 articles were in the news section, 15 were in the sports section, 4 articles were in the opinion or commentary section, and 8 articles were placed in other sections such as showbiz, breaking news, lifestyle, etc.

Results showed that the Pacquiao-Marquez fight III was regarded by the newspapers as something essential and relevant event that people should be informed. Articles written in the news section were deemed factual and significant to the Philippine society since news is defined as reports and information that are based from facts and truth. Majority of the articles were written in the sports section since the event is really about sports but the articles about Manny Pacquiao placed in the showbiz and other sections of the newspaper showed other characters of Manny Pacquiao not only as a boxing hero but also as a politician and a celebrity. The placement of the articles thus helped a lot in giving the readers an idea of who Manny Pacquiao is, what are his fields, and how relevant he is to the Philippine society. See appendix for the list of articles and the newspaper sections.

### *5. Word Frequency*

The frequency of words written in each article helped in emphasizing Manny Pacquiao's character. It also helped in building the perception of the readers on the pound-for-pound king. Such recurrence of words were powerful in the effective recall of the readers and if articles repeatedly mentioned positive words or constructs, it established a positive recall on the character being portrayed by Manny Pacquiao in the newspapers.

These words are fighter, pound-for-pound king, champion, icon, controversial, Pambansang Kamao, pride and honor.

Pambansang Kamao:

(1) *"Talagang hindi mapasubalian ang napakalaking karangalang naibigay sa ating bansa ng ating Pambansang Kamao."*

(2) *"Sa tuwing may laban ang Pambansang Kamao, nagiging boxing analysts din po ang mga tao."*

(3) *"Zero crime rate ang inaasahan ng Philippine National Police (PNP) ngayong araw sa laban ni pambansang kamao Manny "Pacman" Pacquiao kay Mexican boxer Juan Manuel Marquez sa Las Vegas, Nevada, USA ngayong araw."*

(4) *"Pacquiao did not only live up again to his moniker Pambansang Kamao (national fist), he likewise proved anew, that he is the national pacifier as well."*

(5) *"After Pacquiao's name was announced as winner, the venue roared with boos directed at the Pambansang Kamao, something that has never happened in his fights before."*

(6) *"Hindi naman daw sa nagduda ang ating Pambansang Kamao pero dalawang beses pinanood ni Manny Pacquiao ang DVD copy ng laban nila ni Juan Manuel Marquez."*

Pound-for-Pound King:

(1) *"Pound-for-pound king Manny Pacquiao was his usual self during Wednesday's press conference promoting his*

*third fight with Mexican Juan Manuel Marquez this weekend at the MGM Grand.”*

*(2) “Setting the record straight on his recently concluded, controversial 12-round fight with Mexican pugilist Juan Manuel Marquez at the MGM Grand Garden Arena, pound-for-pound king Manny Pacquiao seemingly took a jab at doubting Thomases and said he feels he really won the fight.”*

*(3) “Pound-for-pound king Manny Pacquiao stood his ground on his controversial win against Juan Manuel Marquez, stressing that he won the match statistics.”*

*(4) “Tumimbang si Pound-for-Pound King at WBO welterweight champion Manny Pacquiao na 143 lbs...”*

*(5) “Wants to fight the best pound-for-pound fighter in the world.”*

*(6) “He is also rated as the pound-for-pound king by most sporting news and boxing websites.”*

Icon:

*(1) “Malacañang is throwing its full support behind Filipino boxing icon Sarangani Rep. Emmanuel “Manny” Pacquiao in his bout slated at the MGM Grand Arena, Las Vegas, Nevada.”*

*(2) “Pacquiao and Marquez first fought in 2004, when the Filipino ring icon knocked the then WBA featherweight king down thrice in the first round...”*

(3) *“Mantecon will be at ringside cheering for the Filipino icon in Las Vegas on Nov. 12.”*

(4) *“The man in charge of De la Hoya’s corner the night he was retired by the Filipino icon was Hall of Famer Nacho Beristain.”*

(5) *“We are very happy. Obviously many followed and watched the fight of our national boxing icon and let me just say this – whether you win by an inch or a mile, you still won. He is the winner.”*

(6) *“Tinukoy nito ang pagluluwag ng trapiko habang nakatutok ang milyon-milyong fans ng boxing icon sa telebisyon, mga sinehan at maging sa mga free viewing sa mga gymnasium, hotels, restoran, grandstand at iba pang venue.”*

Fighter:

(1) *“Pacquiao failed to be the impressive fighter he used to be.”*

(2) *“There’s a new backer in WBO welterweight champion and the world’s No. 1 pound-for-pound fighter Manny Pacquiao’s corner.”*

(3) *“But Manny has become a complete fighter, possibly the best fighter ever to come out of Asia. His victory over (Oscar) de la Hoya (in 2008) was the sort of performance that one puts in a time capsule to define a fighter.”*

(4) *“Pacquiao may go down in history as one of the following: the greatest southpaw of all time, the greatest*



*Filipino fighter of all time or the most important fighter since the Muhammad Ali era.”*

*(5) Whenever the world’s No. 1 pound-for-pound fighter battles an opponent, the fans expect nothing more than a convincing performance – either a knockout ending or a wide lead on points.*

*(6) “Camiguin Rep. Pedro Romualdo said Pacquiao’s victory proved he remains the top pound-for-pound fighter in the world and the number one fighter in the welterweight division.”*

Champion:

*(1) “Several Senators said Pacquiao deserves adulation and praise as a champion in spite of his controversial victory over Marquez last Sunday.”*

*(2) “Pacquiao should still be recognized as a champion that he is regardless of how the fight with Marquez was decided.”*

*(3) “The Filipino champion won via a majority decision.”*

*(4) “Bilang isang kongresista, boxing champion at isang Pinoy na kamakailan lang ay nakakuha ng promosyon sa Armed Forces of the Philippines (AFP) sa ranggong Lieutenant Colonel, nanawagan kahapon si Sarangani Rep. Pacquiao sa paghinto ng mga karahasan ng mga rebelde laban sa mga militar sa Mindanao.”*

*(5) “Tumataginting na \$30 milyon (P1.3 bilyon) ang kikitain ni Filipino world eight-division champion Manny Pacquiao*

*sa pakikipagharap kay Juan Manuel Marquez sa Linggo (Manila time) dito sa MGM Grand Arena.”*

*(6) “While he concentrates on his coming fight with Marquez, Pacquiao is also looking at life beyond boxing – the welterweight champion and Filipino congressman pondering the day when his fights in the ring are done and his political battles intensify.”*

Controversial:

*(1) “Setting the record straight on his recently concluded, controversial 12-round fight with Mexican pugilist Juan Manuel Marquez at the MGM Grand Garden Arena, pound-for-pound king Manny Pacquiao seemingly took a jab at doubting Thomases and said he feels he really won the fight.”*

*(2) “Describing his controversial fight with Marquez as “okay naman” and “sa awa ng Panginoon [ay] maganda ang pakiramdam natin... pasalamat tayo sa Panginoon na nananalo tayo sa fight.”*

*(3) “Now I believe that Manny won but not by much--even Roach was not satisfied, even Arum hinted at a 4th fight because this was even more controversial than the previous 2. Now I think this even did more good for Marquez because many will now view him as a robbed victor.”*

(4) *"He is the challenger but if he was able to knock down Pacquiao even just once, then perhaps the outcome may be something truly controversial."*

(5) *"But with statistic on punches, jabs and power punches to rely on, there is no question how the three judges came up with the supposed "controversial" decision."*

(6) *"Pound-for-pound king Manny Pacquiao stood his ground on his controversial win against Juan Manuel Marquez, stressing that he won the match statistics."*

Honor:

(1) *"I fought to bring honor to our country and I hope our people are happy with this victory,"*

(2) *"They said Filipinos should not overlook the fact that Pacquiao again brought honor to the country."*

(3) *"Malacañang hails Pacquiao for bringing honor and pride."*

(4) *"Malacañang hailed Sarangani Rep. Manny Pacquiao for bringing honor and pride anew to the Filipino people after beating Juan Manuel Marquez in a close fight in Las Vegas, United States."*

Pride:

(1) *"Malacañang hailed Sarangani Rep. Manny Pacquiao for bringing honor and pride anew to the Filipino people after beating Juan Manuel Marquez in a close fight in Las Vegas, United States."*

(2) *“For national pride, I’m happy, but for the sport of boxing, I am not.”*

(3) *“Manny’s victories have brought so much pride and glory to the nation.”*

(4) *“Malacañang hails Pacquiao for bringing honor and pride.”*

(5) *“Malacañang hailed Sarangani Rep. Manny Pacquiao for bringing honor and pride anew to the Filipino people after beating Juan Manuel Marquez in a close fight in Las Vegas, United States.”*

Words and constructs such as fighter, pound-for-pound king, champion, icon, Pambansang Kamao, pride and honor were favorable to the positive establishment of the character of Manny Pacquiao. Only the word controversial was seen in the negative light. Thus, results showed that newspapers emphasized more on the good side on Manny Pacquiao. Positive recall was instituted throughout most of the articles which included words that introduced him as someone good and significant to the society. This developed a positive perception as well on Manny Pacquiao despite the controversial win against Juan Manuel Marquez.

## 6. Images

A total of 31 articles included in the analysis came with photos of Manny Pacquiao. For the articles written before the fight, most of the photos showed Manny Pacquiao while training, some photos were showing the publicity poster of the bout, some showed Pacquiao as an ordinary Filipino smiling before the press, while some showed photos of him with his rival Juan Manuel Marquez. For the articles written during the fight, most photos come from the actual fight in Las Vegas showing Pacquiao’s punches, strength, speed, and power. On the other hand, articles which were written

after the fight showed Pacquiao wearing a barong tagalong and looking formal as he is a politician aside from being a boxer, some photos showed him praying with his team while some photos showed him while raising his fist – it showed that he's confident that he really won in the fight.

The inclusion of images in the articles was pivotal because it supplemented and complemented the story. Again, most of the photos shown were in a positive light. For instance, despite the cynical views of people about his win, photos showing him training hard, hitting Juan Manuel Marquez, and raising his hands have somewhat affect the perception of the readers on him.

The language and the wordings of the articles were important in the establishment of the story and Pacquiao's character. Photos, on the other hand, were very helpful for the readers to easily visualize Manny Pacquiao. Photos also emphasized prominence and relevance of his character and it also brought Pacquiao into reality.

Table 4. Codes of Reality

<b>Codes of Reality</b>	
Language	The newspapers included in the analysis used the English language in the articles; these are Philippine Daily Inquirer, Manila Bulletin, The Philippine Star, and The Peoples' Journal. Only Bulgar and Pilipino Star Ngayon were written in Filipino. Majority of the newspapers were written in English thus moving away from the Filipino masses. Such newspapers were deemed published for the consumption of Filipinos in the middle class to upper class social status. This entailed interpretation that the character of Manny Pacquiao as being an icon of sports and nationalism is played greatly by the perception and opinion of the people in the higher class.
Wording	Generally, the phrasing of the articles was chronologically semi-formal. The mood thus is narrative and informative with a tone of persuasion and objectivity. Some words were technical and jargon while the presence of the quotations helped a lot in restoring understanding between the readers and the writers.
Title	The titles spoke for the whole article. The used of words and euphemisms in the title drew attention and interest from the reader. If an ordinary Filipino who read the title of one of the article did not read the whole article, he or she can be deceived easily by the positive words. Generally, the titles were written in a positive light and the arguments will only be present upon reading the whole story. Titles can be deceiving. The title played the role of giving Manny Pacquiao the benefit of the doubt from the get-go. The intended initial impression of the writers from the readers was to establish a preliminary positive notion and consciousness about Manny Pacquiao.
Placement	Articles written during the actual were placed in the front page of the newspapers. Technically, these articles were in the headlines to emphasize relevance not only relevance of the event but relevance of Manny Pacquiao in the Philippines. Most articles written before and after the fight did not really make it to the front page but was able to occupy large space on the sports section. Some articles were placed in the news section, entertainment section, lifestyle section, etc.
Word Frequency	Several words were repeated in the text for emphasis. These words are fighter, pound-for-pound king, champion, icon, controversial, Pambansang Kamao, pride and honor. These words were generally the characters of Manny Pacquiao being portrayed in the coverage giving emphasis to his achievement for the country.
Images	Some articles included photos. This was to also give emphasis and visualize Manny Pacquiao as someone else (e.g. photo of him praying, smiling, etc.). The inclusion of photos helped in stressing prominence and relevance of Manny Pacquiao and putting him into reality and existence that he's not just a mere icon or character in the articles.

## B. Representation

### 1. *Narrative*

The articles were written in an informative format just like any other news articles. This is to let the readers decide and formulate their own opinions regarding the Pacquiao-Marquez fight III.

The plot of each article was mainly about Pacquiao. The attitude of the writers towards the article was objective yet some were to influence. Even before the articles were written, there is already a public opinion going around especially for those people who have watched the fight. Therefore, the articles functioned as added information and it became a venue for Manny Pacquiao to defend himself and let his constituents and haters give their own judgments.

Some of the stories developed chronologically by stating what happened before until after the fight and citing the statements of relevant people in the bout, some were written in a uniform storyline with a uniting theme while some articles were divided into subtopics which were also related to Manny Pacquiao as not only being a sportsperson but also having different roles in the society. Meanwhile, some articles did not merely narrate what happened in the bout but included conflict and arguments for discourse.

For articles with different subtopics and theme, take “A fight fir the ages” as an example. The subtopics were “It means everything”, “Taking care if business”, “Biggest paycheck”, “Validation”, “To beat world’s best”, “Big target”, and “Doping doubts. These were all written in one article and encompassed different angles and aspects of the bout. “Behind Pacman all the way” was an article with one uniform theme – that is to tell the people that they will support Manny Pacquiao no matter what happens. In the article “For Pacquiao, a victory comes at a painful cost”, the article was mainly written in a descriptive format following the sequence of events. On the other hand, the article

“Panalo ni Pacquiao, ‘di maipagmamalaki ng mga Pinoy” provided a discourse and drew conflict.

Each article represented Manny Pacquiao in different angles and was written showcasing his different characters. The story in the articles really showed how Filipinos support the Filipino boxing champ and how they were dismayed by the unconvincing win. Take for example the article “Filipinos hail Pacquiao win but many feared result”, it was a mixed reaction from the people supporting him. Despite these kinds of articles written, the newspaper became a venue for Pacquiao to defend himself. Articles such as “Pacman: It’s clear I won”, “No doubt in Manny’s mind”, “Manny sure of win after watching tape”, “Manny Pacquiao feels he deserves win over Juan Manuel Marquez”, and “Manny Pacquiao claims statistics show he won against Juan Manuel Marquez” were primarily used to protect and preserve his image.

## *2. Conflict*

The main conflict in most of the articles being analyzed was the split decision of the people about the controversial fight of Manny Pacquiao against Juan Manuel Marquez. Throughout the analysis of the newspaper articles, the doubt of Filipinos played a big role for Manny Pacquiao in proving that he really won and defending his pound-for-pound king title. As an icon, negative thoughts on the audience are a big problem to resolve since it’s the perception of the people that put Manny Pacquiao to who he is now. Also, the credibility and the faith of the Filipino on their boxing champ suffer. Along with these is the shrink on his potential to become an icon not only for sports but also for nationalism. Some of the articles that drew conflict regarding the controversial fight of Manny Pacman were “Is Pacman unbeatable?”, “This time, Filipinos split over Pacman victory”, “Pacman’s fight draws mixed reactions”, “Mga kongresista kinabahan sa laban ni Pacman”, and “Filipinos hail Pacquiao win but many feared result”.



(1) *“Pacquiao’s inability to finish off his last three victims has raised serious questions. Is he slowing down? Has he lost his killer’s instinct? Is he now too compassionate for comfort?”*

(2) *“Rosenthal said that the magazine’s editorial board nearly declared the No. 1 pound-for-pound position vacant after Pacquiao’s “sub-par performance” in his recent fight with Marquez.”*

(3) *“Sinabi ni Speaker Belmonte, disappointed siya subalit masaya pa rin dahil natapos at nanalo si Pacquiao subalit masyado umanong dikit ang laban kayat hindi natupad ang hiling nila na ma-knockout si Marquez.”*

Such texts showed uncertainty and dismay of the Filipino on the result of the fight. Even though they hail the boxing superhero, they were unhappy that Manny Pacquiao wasn’t able to knock Juan Manuel Marquez down or just even hit his rival hard in an obvious and convincing way.

### 3. Character

Since one of the criteria for an article to be included in the analysis of this study is Manny Pacquiao as being the main subject, some characters that were really close and part of the Pacquiao-Marquez Fight III cannot be avoided in the narrative. These characters helped in supplementing the plot by establishing the character of Manny Pacquiao through their comments and answers to interviews. For instance, compliments from his trainer, Coach Freddie Roach became helpful in establishing the character of Manny Pacquiao as being a learner that never stops training and working hard for his every fight:

(1) *“I’ve never seen him work so hard for a fight,”*

(2) *"Manny had a great training camp. He's ready,"*

The comments and dialogues of big people in the Philippines, people who have power e.g. in Politics, were used as a tool for getting the agreement and persuading the readers on what they want Pacquiao to be perceived in the fight. Despite the controversial win of Pacquiao, the dialogues being cited in some articles were helpful in re-establishing the good and positive character of Manny Pacquiao.

(1) *"While we may admire some people who make it by sheer luck or chance, in this case he (Pacquiao) really worked hard to get to where he is and let's not take that away from him," the President Noynoy Aquino said.*

(2) *"Let's remember where Manny came from, and how he made himself a champion again and again in so many weight categories," President Noynoy Aquino added.*

(3) *"Manny's victories have brought so much pride and glory to the nation," Ejercito said.*

(4) *"Kaisa ng sambayanang Pilipino ang buong puwersa ng pambansang pulisya sa panalangin at pagsuporta sa muling tagumpay ni Manny. Nawa'y maitaguyod ni Pacman ang karangalan ng bansa," Philippine National Police (PNP) Spokesman Chief Supt. Agrimero Cruz Jr. said.*

The character of Manny Pacquiao was mostly presented in a positive way. If it was in a negative light, compliments from powerful and credible people in the Philippines were added to make the story somewhat twisted into constructive and objective plot just like the quotations above.

#### 4. Action

The newspaper articles were dynamic and active since the topic is all about sport which is very visual. The actions being translated into words were helpful in establishing the mood of the narrative. It's more difficult to cover sports through newspapers than through television because the journalists are limited to words and their skill in constructing stories.

*(1) "Manny Pacquiao lay flat on his back on a wooden table in Locker Room No. 2 at the MGM grand."*

*(2) "Tissue paper covered all of his face except for the area around his right eye."*

*(3) "He gripped the arm of his wife, Jinkee, with his right hand, squeezing tightly."*

*(4) "As doctors numbed and cleaned the cut, Pacquiao twitched, his face twisting into a grimace, his grip on his wife's arm tighter each time doctors plunged the needle in."*

*(5) "He wore jeans, slippers and a blue T-shirt that blared "UNDISPUTED CHAMPION" across his chest."*

*(6) "While Pacquiao praised God and received the stitches, much of his entourage gathered in the adjacent room."*

Such texts were purely visual and were intended to describe every action of Manny Pacquiao in the people around him. These texts were essential in the establishment of the character of Manny Pacquiao especially outside the ring.

Describing and illustrating what happened before and until after the bout especially to readers who were not able to watch the fight before reading the article drew different opinions and perceptions on Manny Pacquiao. The articles used metaphors and were able to use euphemisms effectively in the narrative.

### 5. Dialogue

Dialogues were used to supplement the overall narrative of the article as well as to complement the character of Manny Pacquiao. Dialogues were in the past and present tense of verbs. It used a semi-formal linguistic register which created more credible statements. Some dialogues were regional while others were occupational dialects. Written conventions were used to represent spoken features and the text is spontaneous.

Some of the occupational or technical words/sentences were *“He flummoxed Pacquiao by waiting for him, then counterpunching, with left jabs and right hooks and right hands”, “Whenever Pacquiao moved forward, Marquez hit him square and hard”, “He never allowed Pacquiao to mount the offensive onslaughts that marked Pacquiao’s rise to stardom, never allowed Pacquiao to find any kind of rhythm or dictate the bout’s pace”, and “The second time, Pacquiao scored a crucial knockdown in the third round to hammer out another close decision”.*

These sentences and words might have positive and negative effects on the readers. It may confuse the reader or it may be a venue for the readers to learn and be familiarized with the technicalities of boxing.

### 6. Setting

Generally, the newspaper articles were targeted to the Filipino readers, though there were some newspapers that have online copies which can be accessed from any part of the globe, the articles were written to inform the Filipinos and help them formulate their decisions and opinions.

The setting was indefinite but the target audience is clearly for Filipino readers. It helped the articles achieve a more effective upshot on the readers since they can familiarize with the plot. The setting drew the readers nearer into the bout.

## 7. Tone

As the articles were created to generally put in the picture and disseminate information to the readers, the nature of the articles was to somewhat influence the people.

Manny Pacquiao was portrayed in different characters, good and bad. The role of the article was not really to defend the pound-for-pound king but to help Manny Pacquiao re-establish his credibility by means of presenting him in an objective way. As each article stated the negative side of his character and of his controversial win, some articles also restored his integrity by presenting both sides.

As stated earlier, the newspapers became a venue for Pacquiao to defend himself. Also, it became a venue for influential people to protect and preserve his image. For instance, President Noynoy Aquino defending Pacquiao influenced the controversy greatly.

(1) *"While we may admire some people who make it by sheer luck or chance, in this case he (Pacquiao) really worked hard to get to where he is and let's not take that away from him,"*

(2) *"Let's remember where Manny came from, and how he made himself a champion again and again in so many weight categories,"*

Deputy presidential spokesperson Abigail Valte also defended Pacman:

(1) *"We are very happy. Obviously many followed and watched the fight of our national boxing icon and let me just say this – whether you win by an inch or a mile, you still won. He is the winner."*

(2) *"For us and especially for the athletes, it's not easy to carry and wave the country's flag in sports. And whether they win or lose, we always support our athletes,"*

Speaker Feliciano Belmonte Jr. and the other congressmen also talked about the controversial fight:

(1) *"Everyone saw it was a tough battle, but again, Manny prevailed by majority decision,"*

(2) *"Congratulations to Manny, his family and the Filipino people for another victory."*

(3) *"The judges have declared him a winner,"*

(4) *"Crab mentality has reared its ugly head. Everybody who was not in the ring had a lot to say. Some even suggest a rematch as if they own the body that is being pummeled."*

(5) *"I know Manny as we work together in Congress. He's a good guy, industrious and genuinely caring. Allow him to have his rest and allow him to make his statement. In my book he is a winner. When the dust settled and the score cards made public, it showed that our champion had won. Let's respect that decision."*

(6) *"This fight may be different from the previous ones, which he won by overwhelming decisions. But it is still not Manny's fault that he won. He also has off fights. We cannot expect him to be always out there and knock out opponents every time."*

The tone of the articles helped the narrative become more of a case that needs to be resolved through unified and cohesive interpretations of what happened by the public and the main character. The tone played a role in somewhat resolving the conflict and at the same time creating a pleasant atmosphere for the readers.

### C. Ideology

#### 1. *The Pacifist*

Articles included in the study revealed the strategy of Manny Pacquiao on the fight while putting his greatest rival in a bad light. There's a dichotomy being developed in the articles. Since Manny Pacquiao is a Filipino, he's the one put in the positive part of the storyline. "Patay kung patay ang kay Marquez; sana walang masaktan para kay Pacquiao [I don't really care about dying in the fight, says Marquez; I hope nobody gets hurt, says Pacquiao]", one article stated. This statement just portrayed Manny Pacquiao as the "good" fighter with the "good heart" for his opponent who is antiviolence and peacekeeper. In another article from Manila Bulletin, it featured calmness between the two great fighters before the bout as Marquez said that he does the talking in the ring while Pacquiao just smiled and laughed every time he looked at his opponent. "Their fists will do all the talking", stated in the article.

Breaking to a different story but with the same portrayal of Manny Pacquiao as being antiviolence, Pacquiao pleaded the politicians to help in stopping the war in Mindanao. This is another side of Pacquiao as being a politician, a congressman. Just a few days before the fight, an article featured Pacquiao which tells the public that Pacquiao is going for peace and unity among the Filipino people. He asked for peace and cease fire between the rebels and military in Mindanao saying that the Moro Islamic Liberation Front should stop killing soldiers, "Pare-pareho naman tayong mga Pilipino, Kristiyano man o Muslim. Sana ay matigil na ang mga karahasang ito, [We are all

Filipinos after all, Christians or Muslims. I pray that this violence will finally end.]”, Pacquiao said.

Two characters of Manny Pacquiao as being a boxer and a public servant touched the image of being a pacifist. These portrayals were being established through the articles written before the fight. Thus, the characters of Manny Pacquiao as being antiviolence, peace keeper, conscientious objector, and antiwar all built up a positive perception of the Filipinos towards him to gain more support and sympathy for the Filipino “hero”. Even though it is already seen as a default reaction of the Filipinos to support him on his upcoming fight with Manuel Marquez, it is still deemed important to establish his character and image in a positive light to fully justify his title as an icon of nationalism in the Philippines.

## *2. Instrument of Good and Evil*

Usually, every time Manny Pacquiao has a fight, Filipinos expect that everyone will become united and that they will all give their full support to the boxing superhero. Just as what was revealed in the articles being analyzed for the study, unity among the Filipino people is one of the good things that Pacquiao’s fights bring. It may or may not be true to some regions in the country but “Filipinos were behind Pacman all the way” for his fights. It’s surprising that the administration and the opposition did have the same hopes and prayers for Pacquiao’s fight. Everyone was in high hopes and spirit supporting the “Pambansang Kamao”; the Malacañang, the politicians, PNoy, and the whole Filipino public. Filipinos united in praying and supporting the boxing hero even just for a few hours.

One article featured the Philippine National Police looking forward to zero crime rate during the Pacquiao-Marquez fight III. This showed how optimistic people are, not just about the result of the fight but by the effects and after effects of it. Unfortunately, one article reported that three crimes were noted during the bout. Instead of just directly



saying that there had been no complete peace and unity in the country during the bout because of several criminal incidents, the article said, "Except for three criminal incidents, the country was generally peaceful..." Such play of words and sentences in the articles affected the perception of the readers towards the power of Manny Pacquiao in uniting the Filipino people whenever he has a battle in the ring.

Aside from the good that the fight brought to the people, there were also several bad effects of the fight especially that it became a controversial one. Though Filipinos united in prayer, mixed reactions, doubts, disappointment, fear, and split opinion linger after the controversial win of the pound-for-pound king. Articles revealed how disappointed and dismayed Filipinos were even during the fight. Filipinos developed their own opinions; some still hailed Pacman while some said that it wasn't a fair decision because of the obvious advantage of Manuel Marquez. With these opposing opinions and perceptions regarding the result of the fight, ordinary people became instant boxing analysts and gained critics.

On the other hand, politics is often incorporated in every fight of Manny Pacquiao. Sixty solons went to MGM Grand Arena to watch the bout, "At least 60. We'll do a roll call here," said Pacquiao. This gained a lot of controversy just like his previous fights where there were always a big number of congressmen escorting him. Some might think that it happens because Pacquiao is also a congressman that's why politicians surround him and that politics will then be a part of his life but historically speaking, even before Manny Pacquiao hasn't been elected as a congressman in Sarangani, politics had been gradually devastating his image because of some politicians gripping on him. "Baguhin niya ang kanyang kasa-kasama. Imagine, 60 of them? [Change his constituents. Imagine, 60 of them?] ", said Atty. Nathanielz. These solons are obviously not just physically present during the fight despite their busy

schedule on public service but also some were there because of gambling. Betting on a boxer is a big moneymaker.

The articles revealed that Pacquiao can be an instrument of good or evil or good and evil at the same time. News articles often used euphemisms to cover up and defend the “Pambansang Kamao” while commentaries were more straightforward and critical. Nonetheless, Filipinos had no doubt about Manny Pacquiao’s strength, speed, and power as a boxing superhero but convincing victory should never be taken for granted because everyone becomes an instant boxing analyst every fight. Atty. Taberna said, “Mga Kapamilya, nu’ng sumikat si Pacquiao, lahat po yata ng Pilipino ay naging boxing aficionados. Sa tuwing may laban ang Pambansang Kamao, nagiging boxing analysts din po ang mga tao”, “Sa isang banda po, tayo ay maging maligaya dahil unang-una, napatunayan po natin ngayon na ang mga Pinoy ay hindi santambak na bulag na taga-sunod. Hindi tayo nagpapanggap na masayang-masaya kung hindi naman.”

### 3. *The Learner*

Almost all the news articles written before the fight were all about the discipline and hard work of Manny Pacquiao in preparing for the bout, “Throw in the fact that Pacquiao trained harder than usual for this bout...”, one article stated. Supplementing such statement were quotations from the man himself, “I think I’m more improved right now compared to three, four years ago”, “I’m more experienced especially in strategy and techniques. More improved right hand, the movement, side-by-side, the timing. I learned to be a counter-puncher and be an aggressive fighter.” Though the articles stated that Pacquiao had little worries about Marquez’s improvements, the story still favored the pound-for-pound king stating that he worked hard for the fight and that he is ready.

Aside from the news on television which showed Pacquiao while training, newspapers were also venue for promoting him as someone who’s disciplined,

committed, and heroic. “I’ve never seen him work so hard for a fight”, Roach said. “His work ethic is great in every fight but for this one, he has a little extra spark”, he added. Some articles bragged about Pacquiao’s technical improvement wherein his right fist became as strong as his left. Pacquiao was portrayed as a versatile boxer-puncher who can slay his opponent through great training and right attitude. Newspaper articles also emphasized Manny Pacquiao’s motivation for winning where they showed pictures of him punching the punching bag with Marquez’s photo pasted on it. Another good character being linked to the Filipinos’ boxing champ is being able to see positivity in something. Despite the fact that Marquez became bigger and he grown muscles, Team Pacquiao saw it as an opportunity to hit Marquez easily. Pacquiao regarded him as a bigger target with slower speed.

The character of being a constant learner, optimistic, and regimented were all incorporated in the articles analyzed in the study thus making Manny Pacquiao a celebrated athlete and Filipino.

#### 4. No Superman

Although majority of the articles portrayed Manny Pacquiao as a hero, some articles emphasized his weaknesses and vulnerability that after all, he’s still a human.

No euphemism was used; Pacquiao was introduced as a “womanizer” by one article. It was stated that this trait shouldn’t be disclosed to the public and should be kept private because it brings negative perception of Filipinos on him,

*“Dapat daw, hangga’t maaari, ay maging nakatagong lihim lang ang bagay na ‘yun dahil nakaka-nega ito sa imahe ng Pambansang Kamao [As much as possible, it should be a secret because it will reflect a negative image on the ‘Pambansang Kamao’]”*

Therefore, even though it’s obvious that Manny Pacquiao had some controversies, people are still going to support him more if those controversies were hidden from the

public. Filipinos are aware of Pacquiao's imperfections and would more likely prefer to preserve the image of the pound-for-pound king not just for the country but for the whole world that's keeping an eye on his career and personal life. There's a conscious effort of protecting the image of Manny Pacquiao as a Filipino boxing superhero.

Amidst the controversial win of the Filipino champ against the Mexican boxing superstar, Pacquiao still defended his victory by saying that the statistics show that he undoubtedly won, "It's clear I won", Pacquiao said. His victory has been justified through scientific way but still, a lot of his followers believe that it's otherwise; the fight was too close. It became a big problem for Team Pacquiao to win unconvincingly. Even Filipinos split over his victory. Congressmen also expressed their anxiety and disappointment on the result of the fight. Soon, the credibility of the best boxer of his time tarnished.

One article said, "People say that it seems weird that Pacquiao was making excuses but he is still human after all. Give him the benefit of the doubt if his leg cramped up" and,

*"Pacquiao said it straight that people cannot expect him to dominate all the time. Actually he does have a point considering that not all boxers have their shining moments in the sport. Just look at Mike Tyson and "Marvelous" Marvin Hagler for example. They had their ups and downs, plus losses too right?"*

The writer used a persuasive sentence by putting a question by the end of the paragraph to call for agreement between the readers and the opinions about the controversial fight.

Since Pacquiao portrayed nationalism, greatness and heroism, it's universal to protect him through preserving his "good" image. Saying that he is still the undefeated pound-for-pound king but he is still human so people should give him the benefit of the doubt is defense mechanism of the media to maintain and safeguard what we call "Pambansang Kamao", boxing superhero, peacekeeper, and undefeated champion. This

move is not only done just because Pacquiao is the boxing champ of the country and he symbolizes something for his fellowmen but also because he represents the Filipinos all over the world, therefore he needs to really preserve his image showing what a real Filipino is to the whole world.

### 5. *The Easy Money-Maker*

It's no longer a secret that Manny Pacquiao is now one of the richest Filipinos with numerous businesses and investments. He is a perfect example of a person who literally rose from rags to riches. It's known to everybody that the boxing king went through a lot of sufferings before he is where he is right now. Articles, news, documentaries, talk shows, reports have always featured Pacquiao's life before he became the hall of famer that he is now.

In his fight with Marquez, win or lose he is a sure billionaire. It's the credibility, hard work, and image of Pacquiao that made him one of the most high-paying athletes in the world. People might think that it's not easy money after all because he had to sacrifice his safety and life just to do well in his career. It's a one-day-event after all but writers established a more sympathy-seeking story to get the compassion of the people and to realize the danger the hero is putting himself in just to bring honor and pride to the country.

Because of the success that Pacquiao had achieved, boxing became more and more popular and a lot of young men in the provinces and all over the country had used this as an inspiration to pursue boxing as well and hope for a bright future with it.

*“Tumataginting na \$30 milyon (P1.3 bilyon) ang kikitain ni Filipino world eight-division champion Manny Pacquiao sa pakikipagharap kay Juan Manuel Marquez sa Linggo (Manila time) dito sa MGM Grand Arena. Manny Pacquiao, the Filipino world eight-division champion, will take home \$30M (P1.3B) on his fight against Juan Manuel Marquez*

*on Sunday here in MGM Grand Arena]*”, one article mentioned.

It’s easy money for some because the fight will only happen once and the money is guaranteed already plus bonuses on pay-per views, ticket sales, etc.

Through the textual analysis of news articles, another image of Pacquiao as being an inspiration was revealed. Even though it’s disclosed to the public that he likes cockfights, this had been covered up by his other businesses being shown and emphasized by the media. Also, Pacquiao is being portrayed as someone who can manage his money well despite the fame and demands of his new life. Inspiration for success is Pacquiao’s image for many of the poor Filipinos in the country so a lot of them engaged and tried their luck on boxing as well.

#### 6. *The Prayerful Fighter*

“Panay ang Bible study ni Congressman Manny Pacquiao at ang kanyang entourage sa Las Vegas. [Congressman Manny Pacquiao and his whole entourage always conduct Bible study in Las Vegas]”, one article stated.

Manny Pacquiao was always shown praying before the fight on television but what the television didn’t catch were the Bible studies in Las Vegas before the fight. Manny Pacquiao had portrayed being a Catholic who’s beseeching and God-fearing. Articles emphasized that a fighter and a champion still needs a prayer thus showing that the hard work and perseverance from training months before the bout is never enough to confidently win. Prayer played a big role in Pacquiao’s career. It’s a way to help boost the image of the boxing superstar and hall of famer. The articles generally mentioned the Bible study within the team to also portray unity, teamwork, and faith therefore making the readers think that the fight is not an individual fight between Pacquiao and Marquez but a fight of the whole team and the whole nation praying and hoping all at the same time.

Manny Pacquiao is the fighter and the undefeated inside the ring but the articles emphasized that there's someone who's stronger and more powerful than him. The belief and faith of Pacquiao is a big factor that contributed to his positive image now. This trait being highlighted in every fight affected the perception of people on him.

## **VI. SUMMARY AND CONCLUSION**

### **A. Summary**

The analysis of the news articles on Philippine national newspapers regarding the coverage of the Pacquiao-Marquez III fight revealed six images of Manny “Pacman” Pacquiao; the pacifist, instrument of good and evil, the learner, no superman, the easy money-maker, and the prayerful fighter. These portrayals of Pacquiao were presented before, during, and after the fight, specifically a week before until a week after the controversial bout. The establishment of the character of Pacquiao in the articles was mostly by using euphemisms and play of words/sentences. Such images also revealed constructs of nationalism that are linked to the pound-for-pound king; discipline, pride, honor, bravery, optimism, love of country, and fear of God.

Such portrayals and representations of the Filipino boxing superstar is a big factor for preserving the global Pinoy symbol in Manny Pacquiao. Nationalism constructs contributed to the promotion of nationalism in the Philippines. Such constructs add to the awareness and consciousness of the Filipino public on the projected image of the Philippines as a united and home for champions’ country. The study showed that majority of the articles was in favor of Manny Pacquiao’s side. Despite the presence of controversies and issues that will usually degrade the credibility and integrity of a person, Manny Pacquiao was able to recuperate through the portrayals and the way the articles were written. The articles were more likely written in a positive and persuasive mode to build up agreement among its readers.

In general, the use of euphemisms, constructs, and different images of Manny Pacquiao somewhat promote nationalism because of the awareness it brings. On the other hand, the level of persuasion and acceptance from the readers are yet to find.



## B. Conclusion

Boxing coverage on Philippine national newspapers can be a venue for promoting nationalism in the Philippines but the acceptance and the effect on the readers still needs further studies. Newspapers represented Manny Pacquiao in different angles and level with majority of the articles putting him in the positive light. The images revealed such as the pacifist, instrument of good and evil, the learner, no superman, the easy money-maker, and the prayerful fighter are deemed important for the preservation and protection of the global Pinoy symbol. Such characters also reflect Manny Pacquiao as being an ordinary Filipino with an extraordinary fate yet it established and built up the image of Pacquiao as an icon of nationalism in the Philippines.

Majority of the articles included in the study presented Manny Pacquiao as an icon of Filipino nationalism through the use of different images. Most of the portrayals were on a positive approach especially the news articles and features. Some commentaries were more straightforward in presenting Manny Pacquiao. Those articles did not necessarily used euphemisms to cover up the controversies and bad characters associated with Pacquiao. Then articles were written in a persuasive, subjective, and sympathy-seeking manner as to not damage the global Pinoy symbol.

## **VII. IMPLICATIONS AND RECOMMENDATIONS**

### **A. Theoretical Issues**

The findings of this study imply that social codes embedded in newspaper articles may be useful in the deconstruction of a certain character, theme, ideology, or event. John Fiske's Codes of Television were effectively adapted in analyzing news articles aside from its original function which is for television. The findings also imply that social codes which come in different levels can be spontaneously structured according to the purpose of the study.

For future research, theories on media effect strategy may be employed to cover a more holistic approach on the subject being studied. The study only used interpretation of the researcher but the motivations and the framing strategies of the writers were not included. It may also apply a quantitative approach or a combination of qualitative and quantitative to come with more objective findings.

### **B. Methodological Issues**

The study used textual analysis of news articles thus it made use of a textual analysis guide which consisted of guide questions that were aimed to determine the meaning behind the codes and the themes that it entailed. For the purpose of the study, the researcher limited the samples into 40 articles but for more extensive and longitudinal future research, it can use articles written in wider time periods. It can look into the long-term effect of Manny Pacquiao as an icon of Filipino nationalism and the development or the changes in the perception of the Filipinos on him. For studies like this, a wider set of sampling must be employed.

### **C. Practical Issues**

The study showed that Filipino nationalism can be promoted in many different ways. Television is a very powerful tool to influence and affect the viewers, in the same way, print media; especially newspapers can also be a venue for promoting nationalism

in the Philippines. Because of the emergence and rising popularity of internet, people prefer consulting it over other forms of media. The power of these other forms of media must not be taken for granted.

The style and the manner of writing are big factors for the influence and effect of advocacies, advertisements, promotions, etc. on newspapers. Thus, the writer plays a big role in influencing the public on what to think and how to think about it.

Further study on the level of acceptance and persuasion on readers regarding the promotion of nationalism in the Philippines can be done. Other studies may also try to look at the potential of other forms of media like internet, television, radio, etc. on the extent of influence of nationalism through boxing coverage of Manny Pacquiao. Further studies may also include the journalists' point of view upon writing the article, their motivations, stands, and framing strategies before or after the fight. It is also recommended that other researchers should try to look at other sports which are probable instruments for nationalism in the country or they can also look at individuals/icons in other fields e.g. politics, entertainment, academe, etc. who promote and embody nationalism in their respective fields.

## BIBLIOGRAPHY

- Abueva, J. (1999). Filipino Nationalism. Various Meanings, Constant and Changing Goals, Continuing Relevance. Quezon City: University of the Philippines Press
- Altheide, D. (1985). Media Power. (Vol. 158) Beverly Hill. Sage Publications
- Dominick, J. (1990). The Dynamics of Mass Communication. University of Georgia, Athens. McGraw-Hill Publishing Company
- Smith, T. W., & Kim, S. (2006). National Pride in Cross-national and Temporal Perspective. International Journal of Public Opinion Research, 18 (Spring, 2006), 127-136.
- Rothenberg, B. & Miller-Idriss, C. (2002). Complex Conceptualizations of National Pride: Reevaluating a Key Indicator of the Citizen and Nation Relationship
- Griffin, Em. (2006). A First Look at Communication Theory. New York. McGraw-Hill Publishing Company
- Ramirez, R. (1999). The Effectiveness of the Television Program Bayani in the Promotion of Nationalism Among Filipino Children. Unpublished Undergraduate Thesis. UP College of Mass Communication
- Sison, M. (1998). An Exploratory Study on Filipino School Children's Level of Nationalism. Unpublished Undergraduate Thesis. UP College of Mass Communication
- Coronel, Maria Cristina. (1994). A Content Analysis of Selected Filipino Nationalist TV Advertisements. Unpublished Undergraduate Thesis. UP College of Mass Communication
- Santos, Gisella. (1991). A Feasibility Study on the Need for a Development Advertisement to Promote Nationalism Among Quezon City High School Students. Unpublished Undergraduate Thesis. UP College of Mass Communication
- Villaraza, Mary Anne. (1991). A Content Analysis of Student's Digest 1985-1990: Its Role in Promoting National Identity. Unpublished Undergraduate Thesis. UP College of Mass Communication
- Villanueva, Lorelei. (1990). A Viewership Survey of the Philippine Basketball Association Games. Unpublished Undergraduate Thesis. UP College of Mass Communication

Sering, Lady Michelle. (1995). The Communication Program of Philippine Sports Commission: A Case Study. Unpublished Undergraduate Thesis. UP College of Mass Communication

Ignacio, Jason. (1997). Assessing the Status and Prospects for a Filipino Sports Channel: The Present and Future of Sports TV. Unpublished Undergraduate Thesis. UP College of Mass Communication

Tagalog. (2011). Mga Larong Pilipino. Retrieved on September 4, 2011, from: [http://www.seasite.niu.edu./Tagalog/Filipino\\_Games/mga\\_larong\\_pilipino.htm](http://www.seasite.niu.edu./Tagalog/Filipino_Games/mga_larong_pilipino.htm)

Nielsen Audience Measurement. (December 5, 2006). Pacquiao-Morales Fight also Scores Victory in TV Viewing. Retrieved on September 4, 2011, from: <http://www.agbnielsen.net/whereweare/localnews.asp?id=229&country=Philippines&newstype=L&mode=full&language=english>

Melles, Gavin. The Circuit of Culture and Discourse Analysis for Design Research. Retrieved on September 5, 2011, from: <http://www.scribd.com/doc/2601773/The-Circuit-of-Culture-Discourse-Analysis-and>

Hall, Stuart. (1997). Representation: Cultural Representations and Signifying Practices. Retrieved on September 5, 2011, from: [http://www.google.com/books?hl=tl&lr=&id=dAqycFD4PBsC&oi=fnd&pg=PA1&dq=cultural+studies+by+stuart+hall&ots=38\\_ZWVX8d-&sig=S2X9R8Zx-k2PMr8tvqpr1bg\\_c-M#v=onepage&q&f=true](http://www.google.com/books?hl=tl&lr=&id=dAqycFD4PBsC&oi=fnd&pg=PA1&dq=cultural+studies+by+stuart+hall&ots=38_ZWVX8d-&sig=S2X9R8Zx-k2PMr8tvqpr1bg_c-M#v=onepage&q&f=true)

The Glaring Facts. Stuart Hall and Cultural Studies. Retrieved on September 5, 2011, from: <http://www.theglaringfacts.com/stuart-hall-cultural-studies/>

Flores, Mary. (1998). Media and Culture: Cultural Studies by Stuart Hall. Retrieved on September 5, 2011, from: <http://www.ic.arizona.edu/~comm300/mary/mass/OutlineCh28.html>

Nationalism. Merriam-Webster Dictionary. Retrieved on September 8, 2011, from: <http://www.merriam-webster.com/dictionary/nationalism>

Nationalism. Dictionary.com. Retrieved on September 8, 2011, from: <http://dictionary.reference.com/browse/nationalism>

Nationalism. Stanford Encyclopedia of Philosophy. Retrieved on September 8, 2011, from: <http://plato.stanford.edu/entries/nationalism/>

The Glaring Facts. *Stuart Hall Encoding-Decoding Model*. Retrieved on September 7, 2011, from: <http://www.theglaringfacts.com/encodingdecodingmodel/>

Communication for Governance and Accountability Program. *Media Effects*. Retrieved on September 7, 2011 from:  
<http://siteresources.worldbank.org/EXTGOVACC/Resources/MediaEffectsweb.pdf>

Chandler, D. (2001). *Semiotics for Beginner: Encoding/Decoding*. Retrieved on September 7, 2011, from:  
<http://www.aber.ac.uk/media/Documents/S4B/sem08c.html>

Media Effects Theories. Retrieved on September 7, 2011, from:  
<http://oregonstate.edu/instruct/comm321/gwalker/effectsmedia.htm>

SWS Media Release. (1999). *Efren "Bata" Reyes is Most Admired Filipino Sportsperson –SWS Survey*. Retrieved on October 18, 2011, from:  
<http://www.sws.org.ph/pr111599.htm>

SWS Media Release. (1996). *The Situation of the Filipino Youth*. Retrieved on October 18, 2011, from: <http://www.sws.org.ph/youth.htm>

SWS Media Release. (2011). *Jose Rizal, Andres Bonifacio, and Ninoy Aquino are Top Three Most Identified Filipino Heroes*. Retrieved on October 18, 2011, from:  
<http://www.sws.org.ph/pr20110408b.htm>

Mckee, A. (2003). *Textual Analysis: A Beginner's Guide*. Retrieved on October 18, 2011, from: <http://www.scribd.com/doc/19931950/Textual-Analysis-a-Beginners-Guide>

Painter, C. and Wilkins, L. (date unknown). *The Fifth Estate: A textual analysis of how The Daily Show holds the watchdogs accountable*. Retrieved on October 18, 2011, from:  
[http://research.allacademic.com/index.php?click\\_key=1&PHPSESSID=21baf88bccaab54717884ac6a7a17406](http://research.allacademic.com/index.php?click_key=1&PHPSESSID=21baf88bccaab54717884ac6a7a17406)

United Nations: DESA Social Policy and Development Division. *Youth and the MDG's*. Retrieved on October 31, 2011, from:  
<http://social.un.org/index/Youth/YouthintheUN/YouthandtheMDGs.aspx>

Fiske, J. *Television Culture*. Retrieved on November 5, 2011, from:  
<http://culturca.narod.ru/Fiske1.htm>

Capuchino High School. *Art of Video*. Retrieved on November 5, 2011, from:  
[http://chs.smuhdsd.org/bigue/art\\_of\\_video/index/filmtextualanalis.html](http://chs.smuhdsd.org/bigue/art_of_video/index/filmtextualanalis.html)

Ho, A. Inquirer.net. Newspaper Readership on the Rise. Retrieved on November 29, 2011, from: <http://newsinfo.inquirer.net/inquirerheadlines/nation/view/20090731-218061/Newspaper-readership-on-the-rise>

## APPENDIX

### A. Textual Analysis Guide

#### Reality

- Is the text primarily in the written mode, or does it represent the spoken mode?
- Is the text spontaneous (a conversation, a scribbled note, an IM conversation) or planned (a lecture, an essay)?
- Are written conventions used to represent spoken features?
- Is there an implied audience for the text? Is the audience immediate or remote? Is it large or small? Which features of the text construct that sense of audience?
- Who is the narrator/author/speaker of the text?
- Who is the main character in the text?
- What are the issues being addressed in the text?

#### Representation

- Is the mood declarative, interrogative or imperative?
- Verbs - is the tense past, present, or a compound tense? Are modal verbs used?
- Is the lexis formal or informal? Are there technical or subject-specific lexical sets?
- Are nouns concrete or abstract? Are verbs stative or dynamic?
- Does the text draw on the ambiguity of word-meanings? Does it include puns or other uses of language?
- Are any words repeated in the text?
- Are there any swear words or other words usually considered taboo? Does the text use euphemisms?
- What linguistic register does the text use? Is it archaic, formal, technical, casual, or colloquial? Does it draw on particular social, regional, occupational dialects?
- What are the author's attitudes and how are they expressed?
- How is the character in the text built up?
- How are the issues addressed?
- How are values, themes, symbols, and nationalism constructs expressed?

#### Ideology

- What is the context of the text? Is it public/private, official/informal, factual/fictional, literary/non-literary, prose/poetry?
- Does it have an obvious function - to instruct, to persuade, to supplicate, to thank?
- Does it draw on linguistic features from different genres? Does it subvert generic expectations?
- How does the text relate to other texts or cultural artifacts? Is it a parody or an imitation? How does this relationship reveal itself?
- Does the text use figurative language such as metaphor, symbolism, imagery, or rhetorical structuring? Are there examples of lexical or syntactical patterning?
- What does the main character in the text embody?
- What Filipino values, themes, symbols, and nationalism constructs emerge?
- How is Filipino nationalism conveyed?



## B. List of Articles

DATE	NEWSPAPER	SECTION	AUTHOR	TITLE
5	TPS	News - Sports	Bill Velasco	Pacquiao: Curse of greatness
5	TPS	News - Sports - Article	Joaquin Henson	Weeks to work Manny-Marquez bout?
6	TPS	News - Sports - Column	Joaquin Henson	Manny as global Pinoy symbol
6	TPS	News - Sports	Abac Cordero	Pacman all pumped up for big fight
9	TPS	News - Sports	Abac Cordero	Pacman tapers off, hits Vegas
10	TPS	Home - Other Sections - Breaking News		Pacquiao faces old nemesis in fight with Marquez
10	TPS	News - Sports	Abac Cordero	Pacman angry over rival's lack of respect
11	TPS	News - Sports	Abac Cordero	Pacquiao: Part III will be the last
11	TPS	Lifestyle Features - Young Star	Erwin Romulo	In the ring
12	TPS	News - News Feature	Abac Cordero	Pacman may earn P1.3 B from fight
13	TPS	Home - Other Sections - Breaking News		(UPDATE) Manny Pacquiao escapes with a decision
13	TPS	Home - Other Sections - Breaking News	Joey Villar	Experts, scribes disagree with the decision
13	TPS	Home - Other Sections - Breaking News		Filipinos hail Pacquiao win but many feared result
13	TPS	News - Headlines	Paolo Romero	Fellow lawmakers wish Pacman good luck
13	TPS	News - Headlines	Abac Cordero	Moment of truth in Vegas
13	TPS	News - Headlines	Dino Maragay	Pacquiao escapes with controversial win
13	TPS	News - Sports	Abac Cordero	Face off: Manny sees all-out war
13	TPS	News - Sports	Abac Cordero	Filipino champ hailed boxing's super hero
13	TPS	News - Sports - Article	Joaquin Henson	Is Pacman unbeatable?
13	TPS	News - Sports	Abac Cordero	Pacman, Marquez rock MGM during weigh-in
13	TPS	News - Sports - Article	Joaquin Henson	Pacquiao vs Marquez blow-by-blow update
13	TPS	News - Sports	Abac Cordero	Vegas odds put Manny at 10-1
13	TPS	News - Sports - Column	Joaquin Henson	Why it won't be like before

14	TPS	Home - Other Sections - Unblogged	Brutus the Heckler	Juan more chance
14	TPS	News - Headlines		Marikina supports Pacman
14	TPS	News - Headlines		Noy congratulates Manny from Hawaii
14	TPS	News - Headlines	Abac Cordero	Pacquiao by decision
14	TPS	News - Opinion		EDITORIAL - World-class
14	TPS	News - Metro	Cecille Suerte Felipe	'Zero crimes during Pacquiao-Marquez bout'
14	TPS	News - Sports	Joey Villar	'Either it's Marquez or a draw'
14	TPS	News - Sports	Olmin Leyba and Artemio Dumlao	Close decision sparks debate
14	TPS	News - Sports - Article	Joaquin Henson	No doubt in Manny's mind
14	TPS	News - Sports	Abac Cordero	Pacman averts loss in last 2 rounds
14	TPS	News - Sports - Article	Joaquin Henson	Stats, scorecards affirm Manny's win
15	TPS	News - Headlines	Delon Porcalla	P-Noy defends Pacquiao victory
15	TPS	News - Opinion	Bobit S. Avila	Pacman should seriously consider retiring
15	TPS	News - Sports - Column	Joaquin Henson	Time to rally behind Manny
16	TPS	Home - Other Sections - Breaking News		Pacquiao-Marquez 3 rakes in over \$11M in gate receipts
16	TPS	Home - Other Sections - Breaking News	Angelo Gutierrez	Ring Magazine: Pacquiao barely keeps pound-for-pound crown
17	TPS	News - Sports	Abac Cordero	Manny sure of win after watching tape
17	TPS	News - Sports		Pacman-Marquez III rakes in over \$11 million
17	TPS	News - Sports		Pacquiao retains P4P title - barely
6	PSN	Palaro	Abac Cordero	Handa na ako - Pacquiao
8	PSN	Bansa	Butch Quejada	Pacman nabahala sa karahasan
10	PSN	Palaro		Pacquiao kikita ng P1.3 bilyon sa kanilang laban ni Marquez

10	PSN	Palaro		Respeto ang mas matimbang kay Manny kesa sa malaki niyang makukuha sa laban
12	PSN	Bansa	Joy Cantos	AFP alerto sa laban ni Pacman
12	PSN	Opinyon	Bening Batuigas	Laban ni Pacman
12	PSN	Palaro		Magiging malinis na laban ang Pacquiao-Marquez III
12	PSN	Showbiz		Entourage ni Pacman panay ang pagba-Bible study sa Vegas
13	PSN	Bansa	Joy Cantos	Zero crime inaasahan ng PNP sa laban ni Pacquiao
13	PSN	Palaro		Bakbakan na!: Pacquiao laban kay Marquez ngayon
14	PSN	Bansa	Gemma Garcia	Mga kongresista kinabahan sa laban ni Pacman
14	PSN	Palaro		Pacquiao via Majority Decision
14	PSN	Showbiz		Manny na-boo!
14	PSN	Showbiz	Kuya Germs	Panalo ni Pacman kontrobersiyal
15	PSN	Bansa	Gemma Garcia/ Rudy Andal	Kasamahan ni Pacquiao duda sa panalo nito
15	PSN	Opinyon		Editorial - Hindi nasulit ang paghihintay
15	PSN	Palaro		Manny ipapatingin ang pagkakaroon niya ng cramps sa laban
15	PSN	Showbiz	Lolit Solis	Pacman, mamumudmod ng datung pagbalik!
16	PSN	Showbiz	Lolit Solis	Siya pala ang dinaya, Pacman tinapak-tapakan ni Marquez
17	PSN	Palaro	Abac Cordero	Manny kumbinsidong siya ang nanalo
5	MB	Sports	Nick Giongco	Pacquiao is not slowing down
8	MB	Sports	Nick Giongco	Pacquiao ready to silence Marquez
9	MB	Main News	Nick Giongco	Marquez's counter-punches worry Pacquiao
10	MB	Main News	Nick Giongco	Pacquiao-Marquez: Calm before the storm
10	MB	Sports	Nick Giongco	Weight not a fight problem

11	MB	Main News	Nick Giongco	Pacquiao assured of P1.3 B vs Marquez
11	MB	Sports	Brian Yalung	Pacquiao by KO or Bust
12	MB	Sports		Pacquiao stakes 14-win streak
12	MB	Sports	Nick Giongco	Pacquiao revels as Mexican nemesis
13	MB	Main News		Malacañang hails Pacquiao for bringing honor and pride
13	MB	Main News	Aaron Recuenco	Pacquiao proves he's a national pacifier too as PNP reports zero crime
13	MB	Sports	Brian Yalung	Pacquiao via controversial decision
13	MB	Main News	Ben Rosario	Pacman's fight draws mixed reactions
13	MB	Main News	Nick Giongco	Pacquiao in close win
13	MB	Sports	Aldo J. Avinante	After 36 rounds of boxing, we have a decision
14	MB	Showbiz	Alex Valentin Brosas	Manny Pacquiao feels he deserves win over Juan Manuel Marquez
15	MB	Sports	Brian Yalung	Pacquiao is no "Superman"
15	MB	Opinion	Fr. Bel R. San Luis	Controversial Fight
16	MB	Education	Averill Pizarro	The Fight
16	MB	Showbiz	Alex Valentin Brosas	Manny Pacquiao claims statistics show he won against Juan Manuel Marquez
16	MB	Sports	Nick Giongco	Pacquiao admits fight was close
16	MB	Sports	Ding Marcelo	Best win of his career
17	MB	Showbiz	Alex Valentin Brosas	Manny Pacquiao appeals to doubting Thomases to avoid crab mentality
17	MB	Sports	Nick Giongco	No need for 4th fight
18	MB	Showbiz	Rowena Joy A. Sanchez	Pacquiao slips to number 2 in ESPN and SI's pound-for-pound rankings, but retains top spot in Ring
7	Bulgar	Palaro	Mateo Culalic	"Ready na ako, kumakahig na!" - Paquiao

10	Bulgar	Palaro	Mateo Culalic	Pacquiao, magte-take home ng \$30-M; Marquez \$5-M lang
11	Bulgar	Palaro	Robbie Pangilinan	Panalo na si Pacquiao, sa survey pa lang
12	Bulgar	Showbiz	Erlinda Rapadas	Pacquiao inilibre ng ticket sa laban, eroplano at hotel sa Las Vegas lahat ng BFF niya
12	Bulgar	Editoryal		Dinidiyos ng mga kano si Pacquiao
12	Bulgar	Palaro	Mateo Culalic	Patay kung patay ang kay Marquez; sana walang masaktan para kay Pacquiao
13	Bulgar	Showbiz	Ambet Nabus	Sigaw ni Pacquiao: Good example siya
13	Bulgar	Headlines	BRT	Pacquiao-Marquez Part 3: Magkakaalaman na!
13	Bulgar	Palaro	Mateo Culalic	Pacquiao kay Marquez: Season's beating
14	Bulgar	Headlines	BRT	Pacquiao-Marquez Part 3, kontrobersiyal!
14	Bulgar	Opinyon	Imee Marcos	Luto ang panalo ni Pacquiao kay Marquez, kalokah!
14	Bulgar	Opinyon	Fred Lim	Walang kupas ang galing ng Pambansang Kamao! Mabuhay ang pinoy!
14	Bulgar	Showbiz	Cristy Fermin	Pacquiao, first pinoy na ininterbyu ng 1 oras ng CNN
14	Bulgar	Palaro	Mateo Culalic	Pacquiao, 'di nagiba ni Marquez
14	Bulgar	Showbiz	Ambet Nabus	Sports analysts, di pabor na si Pacman ang nanalo
15	Bulgar	Headlines	BRT	Pacquiao nag-sorry sa mga pinoy
15	Bulgar	Showbiz	Cristy Fermin	Pacquiao obyus na apektado sa relasyon nila ni Jinkee
15	Bulgar	Opinyon	Julius Babao	Nakatsamba lang si Pacman
15	Bulgar	Opinyon	Bernadette Sembrano	Maging happy na lang tayo sa tagumpay ni Pacman!
15	Bulgar	Opinyon	Pablo Hernandez III	Olat ang mga pumustang mana-knockout ni Pacquiao si Marquez, he-he-he!
15	Bulgar	Opinyon	Ka Ambo	Si Pacquiao ang totoong nadaya, hindi si

				Marquez
16	Bulgar	Showbiz	Ador Saluta	Sigaw ni Anthony: Panalo ni Pacman, di maipagmamalaki ng mga pinoy
16	Bulgar	Opinyon	Korina Sanchez	Maging lesson kay Pacman ang laban kay Marquez
16	Bulgar	Opinyon	Pablo Hernandez III	Sabi ni Coach Freddie Roach, mas powerful pa raw si Pacquiao kay Pnoy, he-he-he!
16	Bulgar	Opinyon	Ka Ambo	Di na bago na pinoy din ang sumisira sa kapwa pinoy, susmaryosep!
17	Bulgar	Opinyon	Ka Ambo	Kahit ano pa ang sabihin, si Pacman ang nanalo, tapos!
6	TPJ	Sports	Gerry Ramos	Galit na si Manny
8	TPJ	News	Efren Montano	Behind Pacman all the way
8	TPJ	Sports	Gerry Ramos	Great meets great
10	TPJ	Sports		Pacquiao-Marquez at Big Dome
10	TPJ	Sports	Gerry Ramos	Manny 9-1 favorite
11	TPJ	Sports	Gerry Ramos	Pacman to earn P1.29 Billion
11	TPJ	Sports	Gerry Ramos	Ready to mix it up
12	TPJ	Headlines	Gerry Ramos	Manny: I will knock him out
12	TPJ	News		Pacman colleagues in US
12	TPJ	Sports	Gerry Ramos	Fight could be the richest for Pacman
13	TPJ	Headlines	Gerry Ramos	Rumble: The final chapter in Pacquiao-Marquez rivalry?
13	TPJ	News	Alfred Dalizon	As Pacman fights, PNP on alert
13	TPJ	News	Efren Montano	Palace sees Pacquiao win
13	TPJ	Sports	Gerry Ramos	Manny hopes JuanMa won't do a Clottey, Mosley
13	TPJ	Sports	Gerry Ramos	Everybody sees a brawl
14	TPJ	Sports	Gerry Ramos	Pacquiao beats Marquez on points
14	TPJ	News	Efren Montano	Pacman hailed

15	TPJ	Headlines	Jester Manalastas	Leave Pacman alone
15	TPJ	News	Ryan Ponce	Aquino hails Pacquiao victory
15	TPJ	News	Pacpaco	
			Bernadette	Senators have mixed reactions
			Tamayo	
15	TPJ	News	Alfred Dalizon	3 crimes noted during Pacquiao-Marquez bout
16	TPJ	Showbiz	Mario Bautista	Speculations about Pacquiao
16	TPJ	Showbiz	Remy Umerez	Mixed reactions
16	TPJ	Sports	Gerry Ramos	Pacquiao-Marquez 3 may end up as the biggest
17	TPJ	Sports	Gerry Ramos	I clearly won - Pacquiao
17	TPJ	Sports	Gerry Ramos	Pacquiao-Marquez a smash hit
5	PDI	Sports	Francis T. J. Ochoa	Manny to go for early KO this time
6	PDI	Sports	Francis T. J. Ochoa	Pacman feels JMM insulted his manhood
10	PDI	Sports	Francis T. J. Ochoa	Extra fire consumes Pacquiao this time
11	PDI	Sports	Francis T. J. Ochoa	A high-level third fight
11	PDI	Sports	Sev Sarmenta	Not before the fourth
12	PDI	Sports	Francis T. J. Ochoa	P1.3-B payday looms for Manny
12	PDI	News	AF	Manny shows extra fire on fight's eve
12	PDI	Headlines		Pacquiao is overwhelming favorite to beat Marquez
13	PDI	Headlines	Francis T. J. Ochoa	Pacquiao, Marquez clash for vindication
13	PDI	Opinion	Randy David	Las Vegas
13	PDI	News		A fight for the ages
13	PDI	Editorial		Pacquiao-Marquez match
13	PDI	Sports	Francis T. J.	Manny goes for decisive victory

			Ochoa	
13	PDI	Sports	Mike Ochoa	Third fight to decide who's better
14	PDI	News		This time, Filipinos split over Pacman victory
14	PDI	Headlines		Win stirs controversy
14	PDI	Opinion	Conrado de Quiros	Shooting the breeze
14	PDI	Opinion	Carlos Isagani T. Zarate	Champions*
14	PDI	Sports		The honor of fighting for one's country
14	PDI	Sports	Francis T. J. Ochoa	JuanMa is tough, Manny admits
15	PDI	News		For Pacquiao, a victory comes at a painful cost
15	PDI	News	Norman Bordadora/ Christine O. Avendano	Pnoy defends Pacman amid controversial win
15	PDI	Opinion	Conrado de Quiros	I came, I saw, I left bitin
15	PDI	Sports	Percy D. Della	Hindsight and Pacquiao's hair's breadth victory
16	PDI	Opinion	Amando Doronila	Writing on the wall for Pacquiao
16	PDI	Opinion	Rina Jimenez-David	Feeling like Pacquiao
17	PDI	Opinion	Virgil Morales	Unconvincing but still a win
17	PDI	Sports	Recah Trinidad	Get out and welcome Pacquiao!
17	PDI	Sports	Francis T. J. Ochoa	Pacman: It's clear I won
18	PDI	Sports	Sev Sarmenta	Pacquiao's a good reason to party

\*Void



## **C. Sample Online Articles**

### **Manny as global Pinoy symbol**

SPORTING CHANCE By Joaquin Henson (The Philippine Star)

There's a new backer in WBO welterweight champion and the world's No. 1 pound-for-pound fighter Manny Pacquiao's corner. LBC Express, the largest international Filipino cargo and courier company, is joining the Pacman bandwagon in a big way with the new partnership a long time coming.

"LBC has always been there for Pacquiao through fight advertising sponsorships in the Philippines," said senior vice president for marketing Javi Mantecon. "Now, we are again supporting Pacquiao against (Juan Manuel) Marquez but this time, LBC will be there inside the ring when they finally square off. Like LBC, Pacquiao delivers with speed."

LBC's logo will be prominently placed in Pacquiao's fighting trunks when he stakes his WBO crown against the Mexican known as "Dinamita." Mantecon will be at ringside cheering for the Filipino icon in Las Vegas on Nov. 12.

How LBC got intimately involved with Pacquiao came almost by accident. "It was during LBC's recent staging of Ronda Pilipinas," related LBC's hard-working media specialist Jocel de Guzman. "We went through Vigan in our ninth leg to Baguio and Gov. Chavit (Singson) suggested why not involve the Congressman in the next Ronda with a route through General Santos City and Sarangani." The idea came across like a lightning bolt.

Before long, Mantecon and an LBC team visited Pacquiao in his Baguio City training camp. The connection was a natural. Pacquiao was aware of LBC's support for cycling through the revival of a nation-wide tour and even shared a little-known secret about his boyhood during his meeting with the LBC visitors.

"Congressman Manny related how as a boy selling pandesal in General Santos City, he rode a bike and felt that's how he developed strong legs which have helped him in his boxing career," said De Guzman. "Through Ronda Pilipinas, Congressman Manny hopes to show his support to our Filipino riders."

\* \* \* \*

The revival of a nation-wide tour broke an absence of over 10 years. "There have been tours in Luzon but not on a national scale for a long time," said De Guzman. "LBC couldn't be a more fitting partner for a nation-wide cycling tour. We put up a P70 Million budget for Ronda Pilipinas and ran 12 legs in 16 days starting in Cagayan de Oro and finishing at the Luneta. We brought in 96 riders and 16 teams. We gave out P7 Million in cash prizes, including P1 Million for the top team and P1 Million for the grand champion."

As it turned out, Eastern Pangasinan's Santy Barnachea topped the individual category with Nueva Ecija's Joel Calderon finishing second and 19-year-old George Oconer third. American Vinyl/LPGMA took the team honors with 7-11 at second and Tarlac at third. De Guzman said LBC gave its all-out support to the grand revival. Martin Bruin, a former Tour de France chief referee, reprised the role for Ronda Pilipinas as LBC delivered a strong message that it was a no-nonsense tour. De Guzman noted that American triathlete Chris Allison, an American, has been tapped to assemble a team of young and

promising riders led by Oconer for exposure in overseas tours as a major step in raising the Filipinos' level of competitiveness.

In Baguio, the LBC team filmed interviews with Pacquiao, Freddie Roach, Buboy Fernandez, Alex Ariza and training team discovery Marlon (Tyson) Somodio.

\* \* \* \*

"We shot over an hour of footage, showing Congressman Manny in training, playing basketball and talking about his coming fight," said De Guzman. "Congressman Manny mentioned that while he's got nothing to prove against Marquez, he's out to win convincingly because this is personal. Buboy spoke about an incident where he had to send a package from General Santos City to Los Angeles within two days some years ago and LBC did it for him. The package was addressed to Bob Arum."

Fernandez was shown on TV wearing an LBC cap at ringside during Pacquiao spar with Jorge Linares' recent fight against Antonio de Marco at the Staples Center in Los Angeles. Is he in line for an endorsement contract? A source said it wouldn't be far-fetched.

De Guzman said LBC is producing 12 one-minute episodes for internet viewing to establish its support of Team Pacquiao. The first two episodes are now accessible.

"Congressman Manny represents the global Filipino which LBC has been serving for 61 years now," said De Guzman. "Buboy represents the homeland Filipino and that's why the relationship is so appropriate and real."

To extend its support further, LBC is sponsoring free live airing of the Pacquiao-Marquez fight in selected stadiums and theaters in 10 sites all over the country for customers, affiliates and partners. The sponsorship will dovetail LBC's promotion of its virtual pre-paid "send and swipe" credit card, the LBC Remit Express which enables the owner to receive deposits and pay bills using the same plastic. Owners may use the card to take out cash from ATM machines or purchase goods or services without transmitting actual cash.

**Filipinos hail Pacquiao win but many feared result**  
(philstar.com)

MANILA, Philippines **(AP)** — Manny Pacquiao's supporters in the Philippines are rejoicing over his latest victory, although many feared the worst before the contentious points decision was announced.

Unlike in his past 14 straight victories, many watching in Pacquiao's home country fell silent at the end of his bout against Mexican challenger Juan Manuel Marquez in Las Vegas.

They erupted in cheers of relief when Pacquiao's arms were raised in triumph after two of the three judges ruled in his favor despite a strong finish by Marquez.

President Aquino praised Pacquiao's determination. The country's military chief Gen. Eduardo Oban also praised the 32-year-old Pacquiao — but said he expected a better ending.

## **Fellow lawmakers wish Pacman good luck**

By Paolo Romero (The Philippine Star)

MANILA, Philippines - Speaker Feliciano Belmonte Jr. led lawmakers in wishing boxing idol and Sarangani Rep. Manny Pacquiao good luck in his fight against Mexican challenger Juan Manuel Marquez.

Pacquiao puts his World Boxing Organization (WBO) welterweight crown and his reputation as the world's pound-for-pound king on the line when he faces Marquez before an expected sellout crowd at the MGM Grand Saturday evening (Sunday noon in Manila).

The Speaker was able to visit Pacquiao in his mansion in Los Angeles last week while on his way back to Manila as Congress went on break and will resume session tomorrow.

"I greeted him and pointed that he looked fitter than ever and he said 'you don't look bad yourself'," Belmonte said.

He said some in Pacquiao's camp made arrangements to allow the House leader to watch the fight and rush to the airport after the bout and arrive in Manila in time for the resumption of session in the chamber.

Belmonte, however, said he declined the offer since it was uncertain what round the fighting congressman would knock out his Mexican challenger.

Earlier, he approved the travel request of some 26 lawmakers to the US. Not all, however, would be watching the fight.

The Speaker said no public money would be spent on the trips of the lawmakers to the US.

Eastern Samar Rep. Ben Evardone last week said he went to the US as vice chairman of the House committee on information and communications technology. He said he was invited by the Science and Technology Advisory Council in Silicon Valley, and the Filipino Entrepreneurs Network.

Evardone said he and other lawmakers were able to meet with top executives of ICT giants like Google and Cisco. He said he was trying to get tickets for the fight but there was no commitment from Pacquiao.

Ang Kasangga party-list Rep. Teodorico Haresco denied he was in the US to watch the fight as Belmonte had tasked him with some legislative duties.

"I really wanted to watch but it would be very difficult to disappoint a hardworking Speaker," Haresco said in a statement, adding he was preparing for an official trip to Geneva, Switzerland to attend a meeting of the World Trade Organization.

Belmonte said the absence of the congressmen would not affect the quorum of the 286-member chamber when it resumes session tomorrow.

### **Palace all out for Pacquiao**

Meanwhile, Malacañang threw its support for Pacquiao on his quest for greatness today against the dangerous Mexican counter-puncher.

Deputy presidential spokesperson Abigail Valte said over *dzRB* that the Palace could understand if some lawmakers personally wanted to watch Pacquiao and show their support.

“There is nothing more we can comment on that since Speaker Belmonte has given his authority (for the congressmen to travel and watch Pacquiao in the US),” Valte said.

She said they could not stop people from creating an intrigue out of it but on “our part, there is nothing more we can comment because, again, that is something that is internal to the House of Representatives.”

“Of course, we express our full support for our Pambansang Kamao, Manny Pacquiao,” Valte said, adding she was voicing out every ordinary Filipinos’ backing for Pacquiao.

She said local governments had set up venues where people could watch the fight and that the Palace was hopeful that the bout would again result in zero crime rate in the Philippines because everyone would be busy cheering for Pacquiao. – **With Aurea Calica**

## **Is Pacman unbeatable?**

By Joaquin Henson (The Philippine Star)

MANILA, Philippines - WBO welterweight champion Manny Pacquiao hasn't lost in his last 14 fights and it seems like light years ago when he was beaten by Erik Morales on points in 2005. The win streak includes eight knockouts. In all, Pacquiao's record is 53-3-2, with 38 KOs.

What may be a cause for some concern is Pacquiao's last three fights went the distance as he outpointed Joshua Clottey, Antonio Margarito and Sugar Shane Mosley in that order.

Pacquiao's inability to finish off his last three victims has raised serious questions. Is he slowing down? Has he lost his killer's instinct? Is he now too compassionate for comfort?

Freddie Roach has reminded Pacquiao not to play Mr. Nice Guy when he battles Juan Manuel Marquez in their third encounter at the MGM Grand Garden Arena in Las Vegas tonight. Roach wants Pacquiao to dispose of Marquez before an "accident" happens. The Mexican covets Pacquiao's scalp like it's a pot of gold at the end of the rainbow. And Roach is wary that with Marquez' difficult counterpunching style, Pacquiao might get caught napping.

In his book "An Unforgiving Sport," writer Thomas Hauser said Pacquiao's not unbeatable. "He and Marquez were separated by only one point after 24 rounds," reminded Hauser, referring to their first two meetings. "But Manny has become a complete fighter, possibly the best fighter ever to come out of Asia. His victory over (Oscar) de la Hoya (in 2008) was the sort of performance that one puts in a time capsule to define a fighter."

Hauser's reference to the De la Hoya fight has relevance to Pacquiao's rivalry with Marquez. The man in charge of De la Hoya's corner the night he was retired by the Filipino icon was Hall of Famer Nacho Beristain. And Beristain, the 72-year-old guru who has crowned 22 world champions, will be in Marquez' corner tonight.

The referee in the fight will be Tony Weeks, a Brooklyn native who went to school in Fort Scott, Kansas, and worked in a federal state prison in Tucson, Arizona, as an athletic director. The judges will be Glenn Trowbridge, Dave Moretti and Robert Hoyle. None of the judges was assigned in either of the previous two fights involving Pacquiao and Marquez.

In Pacquiao's last setback, Moretti was a judge. He scored it 115-113 for Morales, the same count as the other judges Paul Smith and Chuck Giampa. Moretti and Trowbridge were also judges in Pacquiao's win over Mosley last May. Hoyle had never been assigned to work a Pacquiao fight. He was a judge in Marquez' ninth round stoppage of Michael Katsidis last November. Moretti was in the panel when Marquez lost a decision to Floyd Mayweather Jr. in 2009. Last year, Trowbridge delivered the most generous score in Marquez' favor, 118-110, when the Mexican outpointed Juan Diaz. The other scores were 116-112 and 117-111.

The closest anyone has come to beating Pacquiao since the Morales loss was Marquez in 2008. Pacquiao eked out a split 12-round decision over Marquez in their rematch on

scores of 114-113 from Tom Miller, 115-112 from Duane Ford and 112-115 from Jerry Roth. Marquez claimed he was robbed of a win despite taking a mandatory eight-count in the third round.

Marquez, 38, has posted a 5-1 record since losing to Pacquiao. The only stain was the loss to Mayweather. Pacquiao, on the other hand, has gone 7-0. The consensus is if there's a fighter out there with even a ghost of a chance to beat Pacquiao, it has to be Marquez.

But Pacquiao's reputation is as unsinkable as his magnificence in the ring regardless of Marquez' threat. "Pacquiao may go down in history as one of the following: the greatest southpaw of all time, the greatest Filipino fighter of all time or the most important fighter since the Muhammad Ali era," wrote Don Stradley in *The Ring Magazine* (October 2010). "He's done it with a blazingly fast left hand, great footwork; a determination to win that is above anyone else's in the game and a willingness to improve his technique. Watching him go from being an awkward, free-swinging knockout artist of the early 2000s to the crafty ring stylist we see today has been one of the greatest pleasures a fight journalist could experience."

## **No doubt in Manny's mind**

By Joaquin Henson (The Philippine Star)

LAS VEGAS – After a grueling grind of 12 rounds, WBO welterweight champion Manny Pacquiao is convinced he was the clear winner over Juan Manuel Marquez at the MGM Grand Garden Arena here before a sellout crowd of over 16,000 last Saturday night (yesterday morning, Manila).

Pacquiao, 32, admitted he strayed from the fight plan previously agreed with trainer Freddie Roach and said it was because of a problem. He later confessed that the problem was cramps in his left foot starting the fourth round. The pain eventually eased and Pacquiao was able to mount a late assault to turn the tide down the stretch.

Despite scoring a majority 12-round decision, Pacquiao said he realized some fans were disappointed because of their high expectations. Whenever the world's No. 1 pound-for-pound fighter battles an opponent, the fans expect nothing more than a convincing performance – either a knockout ending or a wide lead on points.

"Marquez is a great fighter, he's not easy to beat," said Pacquiao. "He's a tough counter-puncher. I couldn't be too aggressive because he would counter so I had to be tactical. I know I won the fight. I was the aggressor from the start. He just waited for me to come in. He never came forward."

Pacquiao said he couldn't care less whom he fights next and leaves the choice to his promoter Bob Arum. If it's Marquez who comes across, Pacquiao said he'll fight him again to extend their trilogy into a fourth encounter.

"I fought to bring honor to our country and I hope our people are happy with this victory," he went on. "I know some fans are disappointed. I'll admit it was a close fight. Our two previous fights were close, too. That's because of our styles. But I have no doubt in my mind that I won this fight."

Pacquiao's Argentine cutman Miguel Diaz called it a heckuva fight. "If they want to do it again, why not?" he said. "If that's what the fans want, then let's do a fourth fight. Boxing needed a fight like this after that crazy (Floyd)Mayweather fight against (Victor) Ortiz and the (Bernard) Hopkins fight against (Chad) Dawson. This was a Freddie Roach kind of fight. They went at it from start to finish. It reminded me of one of Freddie's classic brawls with Tommy Cordova."



## **P-Noy defends Pacquiao victory**

By Delon Porcalla (The Philippine Star)

Honolulu – While he did not watch the controversial bout, President Aquino has defended boxing champion Manny Pacquiao in his latest tangle with Mexico's Juan Manuel Marquez.

Speaking with Manila-based reporters at the Hilton Hotel here, Aquino said credit should be given where it is due.

"While we may admire some people who make it by sheer luck or chance, in this case he (Pacquiao) really worked hard to get to where he is and let's not take that away from him," the President said in Filipino.

"Let's remember where Manny came from, and how he made himself a champion again and again in so many weight categories," he added.

Malacañang said it was happy with Pacquiao's victory, whether it was "by an inch or a mile," and urged Filipinos to cheer for and rally behind local athletes "win or lose."

Deputy presidential spokesperson Abigail Valte said, "We are very happy. Obviously many followed and watched the fight of our national boxing icon and let me just say this – whether you win by an inch or a mile, you still won. He is the winner."

She also congratulated athletes who won medals in the Southeast Asian Games ongoing in Indonesia.

"For us and especially for the athletes, it's not easy to carry and wave the country's flag in sports. And whether they win or lose, we always support our athletes," she said.

Aquino said similar credit should also be given to the Sarangani lawmaker's coach, American Freddie Roach.

"And let us not take it away from the coach, Freddie Roach, who has really molded Manny into perhaps the peak of his abilities," he said. "So, we thank him also in behalf of the (Filipino) people."

"We are one with the people. I called him up and praised him, and he also gave credit to his opponent, saying Marquez is a good fighter. And of course he's happy he won, and our people are happy that our idol won the fight."

Aquino brushed off remarks made by anchorman Piers Morgan over CNN that Pacquiao "is even more powerful than the President of the Philippines."

"In boxing, most probably," he said with a big smile.

Aquino likewise made light of Pacquiao's statement in the same interview that America is "the best country in the world."

"If that were the case, I guess he would be residing here but he sees so much potential in the Philippines, and he has been championing a lot of causes that we have also

championed and he has also been helping us address the ills that he and I, and all of us, have inherited,” he said.

In Congress, lawmakers defended yesterday their colleague Pacquiao, who represents Saranggani, for his controversial victory over Marquez.

They said Filipinos should not overlook the fact that Pacquiao again brought honor to the country.

Speaker Feliciano Belmonte Jr. congratulated Pacquiao for proving that “he is indeed the better boxer in this WBO Welterweight title match.”

“Everyone saw it was a tough battle, but again, Manny prevailed by majority decision,” he said. “Congratulations to Manny, his family and the Filipino people for another victory.”

Ang Kasangga Rep. Teodorico Haresco hit the crab mentality that triggered the controversy.

“The judges have declared him a winner,” he said.

“Crab mentality has reared its ugly head. Everybody who was not in the ring had a lot to say. Some even suggest a rematch as if they own the body that is being pummeled.

“I know Manny as we work together in Congress. He’s a good guy, industrious and genuinely caring. Allow him to have his rest and allow him to make his statement. In my book he is a winner. When the dust settled and the score cards made public, it showed that our champion had won. Let’s respect that decision.”

San Juan City Rep. Joseph Victor Ejercito said Pacquiao should not be blamed for his “controversial” victory over Marquez.

“They are the experts in that sport. It’s their own call, and they are the best people to make that call,” he said.

“This fight may be different from the previous ones, which he won by overwhelming decisions. But it is still not Manny’s fault that he won. He also has off fights. We cannot expect him to be always out there and knock out opponents every time.”

Ejercito said Marquez won the Filipinos’ respect. “He is a good fighter. We admit that the fight was excruciatingly close.”

Ejercito said Pacquiao still deserves to be honored for uplifting again the Filipino banner.

“Manny’s victories have brought so much pride and glory to the nation,” he said.

“Anyway, win or lose, we are proud to be his colleague at the House of Representatives.”

However, Iloilo Rep. Niel Tupas Jr. said Pacquiao lost the fight to Marquez.

"I cheered for Manny, but clearly, Marquez won that fight," he said. "That should have been the decision (of the judges), to be fair to boxing as a sport and not just to money-making promoters."

Parañaque City Rep. Roilo Golez, a boxer in his school days at the US Naval Academy, said it was Pacquiao who won since he was the one who was aggressive.

"In pro boxing, aggressiveness scores points," he said.

"Marquez was on the defensive, backpedalling of all of the time, but admittedly scored good points counterpunching."

Golez said before the close decision was announced, television commentators were announcing that Pacquiao won rounds 10, 11 and 12.

"So Marquez was not robbed," he said. "To win against the champ, one has to carry the fight to the champ."

Deputy Minority Leader Carlos Padilla said the rematch proved Pacquiao is "indeed stronger and better than Marquez."

"His power punches that had devastating effect on Marquez showed he is the real winner," he said.

"The judges saw this and this convinced them to vote for Pacquiao. Congratulations Manny for another victory."

Camiguin Rep. Pedro Romualdo said Pacquiao's victory proved he remains the top pound-for-pound fighter in the world and the number one fighter in the welterweight division.

"Manny successfully defended his welterweight belt against Marquez," he said.

"He may not have knocked out Marquez, but Manny was able to outperform and beat him."

Several Senators said Pacquiao deserves adulation and praise as a champion in spite of his controversial victory over Marquez last Sunday.

Senate Minority Leader Alan Peter Cayetano said that the statistics released after the fight proved that Pacquiao was the winner and this should be respected by his critics.

"Despite the fight going for that long and some of doubting the result, I still think that Manny Pacquiao is still one of the greatest fighters in boxing history," he said.

Cayetano said that the criticisms were brought about by the expectations of an easy win or a knockout by Pacquiao before the match.

"That is why most got disappointed with the result. This of course does not make Pacquiao any less of a great fighter. I am sure that if he is made to face other equally great fighters, we'll witness the same dominant Pacquiao that we're used to watching," he said.

“It just happens that he faced a fighter who already read his style.”

Senate Majority Leader Vicente Sotto III said that the fight was just too close to call so it could have gone either way.

Unless it was a knockout victory, Sotto said that questions would always come up about who actually won the fight.

“That is expected because boxing is always very subjective. We can not blame anything about it, it is a matter whether you enjoy the fight or not.”

Pacquiao should still be recognized as a champion that he is regardless of how the fight with Marquez was decided, Sotto said.

Sen. Manuel Lapid Jr. has filed a resolution commending Pacquiao on his victory over Marquez.

Sotto, Cayetano, Sen. Panfilo Lacson and Senate President Juan Ponce Enrile raised no objections about adopting the resolution in spite of the controversial victory of Pacquiao.

“Even though it’s controversial, he is still a fellow Filipino, he won by majority decision, so we should support him,” Lacson said.

Enrile said that he was rooting for Marquez, but that he accepted the victory of Pacquiao. – **Delon Porcalla, Aurea Calica, Paolo Romero, Marvin Sy**

## **Manny sure of win after watching tape**

By Abac Cordero (The Philippine Star)

HOLLYWOOD – Manny Pacquiao said he'd gone through the tape of the fight – minute by minute, round by round, blow by blow – and stayed convinced he was the clear winner over Juan Manuel Marquez.

"Panalo tayo (We won)," said Pacquiao upon his arrival from Los Angeles yesterday. He stayed behind in Las Vegas the day after the fight, breaking the tradition of riding the Team Pacquiao bus for the 300-mile journey through the vast Nevada desert. He stayed with his wife, Jinkee, and three dozen of his friends and family members.

Pacquiao said he watched the replay of the fight twice, went through the slo-mo replays as he analyzed the action-packed 12-round showdown for his WBO welterweight title. The Filipino champion won via majority decision.

"Dalawang beses ko pinanood ang tape. (I watched the tape twice) Kahit sino pa ang makipag-argue (Anybody can argue)," said Pacquiao, who has defeated Marquez twice in a row now following their controversial draw in 2004.

"Panalo tayo," he added.

Pacquiao said he's open to a fourth match with Marquez if that's what his promoter, Bob Arum, the public, and the 38-year-old Mexican counterpuncher wants. He also said he's open to a fight with Floyd Mayweather

"Okay lang sa akin kung si Marquez ulit (It's okay with me if it's Marquez again). Mabuti nga yun eh, kilala na natin ang kalaban (That's good because we already know the opponent)," said Pacquiao, who did some shopping with his wife before heading back to LA.

Pacquiao is scheduled to arrive in Manila on Friday. But that's unless something important comes up here.

Pacquiao and Marquez know each other too well as they've fought through 36 hard rounds. And while Marquez seemed to have mastered Pacquiao, it was the fighting congressman who had always prevailed in those meetings.

"I blocked a lot of his punches. He always waited for me to create the action and then he will counter. I have to accept it's not easy to fight Marquez because he's a very good counterpuncher," said Pacquiao after the fight.

Pacquiao also complained of Marquez' headbutts, including one which opened a deep, one-inch cut over his right eye during the 10th round. The cut required 28 stitches to close as the doctor worked on the cut inside and out.

Watching the fight closely also showed how Marquez tried to step on Pacquiao's foot a handful times. Whether it was intentional or accidental, it affected Pacquiao's balance from time to time, especially when he got hit by a punch while his foot was being stepped on.

But it's all part of the game, and Pacquiao maintained that he did what he had to do to keep the title. He was the aggressor all throughout, threw more punches, and landed more.

Yes, Marquez threw the better ones, the clearer ones or even the harder ones. But as Filipino sportsman Hermie Esguerra observed, Marquez, if it were a basketball game, came up with the highlight plays, those dunks, but was outscored in the end.

"Of course the Mexicans feel bad because it was a close fight. But my fans are happy," said Pacquiao.

Emanuel Steward, the noted trainer and boxing commentator, said Marquez did not do enough to take the championship away from Pacquiao.

Marquez took the middle rounds, but Pacquiao came out stronger in the closing rounds. A sports radio commentator here in Los Angeles said Marquez' trainer, Nacho Beristain, made the mistake of repeatedly telling Marquez that he was ahead in the scorecard.

But he was not. HBO scored it 8-4 for Pacquiao, and chief promoter Bob Arum said he gave Pacquiao seven of the 12 rounds. One judge had it 114-114, and the others 115-113 and 116-112, both for Pacquiao.

Even the Compubox numbers were for Pacquiao.

Pacquiao, the stats sheet said, threw a total of 578 punches and connected 176 times for 30 percent accuracy. Marquez unleashed 436 punches and landed less, 138.

In the jabs department, Pacquiao landed 59 of 304 while Marquez landed only 38 of 182 jabs. In the power punches, again it was Pacquiao who threw more and landed more.

Pacquiao threw 274 power punches and found the mark 117 times, and Marquez threw 254 of them, and connected only a hundred times.

They were enough for Pacquiao to win -- regardless of how others may argue.

## **Pacquiao retains P4P title - barely**

(The Philippine Star)

MANILA, Philippines - Manny Pacquiao barely kept the coveted *The Ring Magazine's* No. 1 pound-for-pound king title following his controversial win over Mexican Juan Manuel Marquez in Las Vegas last Saturday.

"Pacquiao survives as the *Ring's* No. 1 fighter by a hair," *Ring Magazine's* Michael Rosenthal said in a statement posted on *The Ring's* website.

Rosenthal said that the magazine's editorial board nearly declared the No. 1 pound-for-pound position vacant after Pacquiao's "sub-par performance" in his recent fight with Marquez.

"In the end, though, we decided to leave the pound-for-pound rankings as is for one simple reason: All but one member of the Ratings Advisory Panel who provided input and the entire *Ring* Editorial Board believed it was the right thing to do," he said.

The No. 2 position is held by Floyd Mayweather Jr. followed by Sergio Martinez and Nonito Donaire. Marquez is at No. 5.

Rosenthal said that they will consider putting Mayweather ahead of Pacquiao if he turns in an outstanding performance in his next fight or if Pacquiao "stumbles again."

He said that they also considered moving Marquez up the rankings, but they could not because Mayweather, Martinez and Donaire "don't deserve to be demoted."

Meanwhile, Rosenthal said that *The Ring* hopes that Pacquiao and Mayweather will agree once and for all to a face-off.

There are reports that the camps of Mayweather and Pacquiao are working for a May 2012 fight. Top Rank's Bob Arum, meanwhile, said they are also trying to talk on a fourth fight between Pacquiao and Marquez on the same date.

In naming Pacquiao as the *Ring's* pound-for-pound king, the prestigious magazine said the Filipino icon didn't take on a chump, pointing out that Marquez is the No. 5.

"And Pacquiao beat him, at least officially. A great fighter shouldn't necessarily be demoted because another great fighter has his number. We didn't think less of Muhammad Ali because he had trouble with Ken Norton three times. The same with Willie Pep and Sandy Saddler," said *The Ring*. – **Angelo Gutierrez/Contributor**

## **Pacman nabahala sa karahasan**

Ni Butch Quejada (Pilipino Star Ngayon)

MANILA, Philippines - Nanawagan si Boxing Champ Manny Pacquiao sa mga pulitiko na tumulong at huwag sumakay sa issue ng karahasan sa Mindanao.

Bilang isang kongresista, boxing champion at isang Pinoy na kamakailan lang ay nakakuha ng promosyon sa Armed Forces of the Philippines (AFP) sa ranggong Lieutenant Colonel, nanawagan kahapon si Sarangani Rep. Pacquiao sa paghinto ng mga karahasan ng mga rebelde laban sa mga militar sa Mindanao.

Sinabi ni Pacquiao sa isang pahayag na nababahala siya sa pagpatay ng mga rebeldeng Moro Islamic Liberation Front sa mga sundalo sa Basilan kamakailan.

"Pare-pareho naman tayong mga Pilipino, Kristiyano man o Muslim. Sana ay matigil na ang mga karahasang ito," ani Pacquiao.

Taos-puso din siyang nakikiramay sa mga pa milya ng mga sunda long nagbuwis ng buhay upang maipatupad lamang ang tungkulin at dapat umanong papanagutin ang may gawa nito sa 19 na pinatay sa Basilan.



**Pacquiao kikita ng P1.3 bilyon sa kanilang laban ni Marquez**  
(Pilipino Star Ngayon)

LAS VEGAS, Nevada — Tumataginting na \$30 mil yon (P1.3 bilyon) ang kikitain ni Filipino world eight-di vision champion Manny Pacquiao sa pakikipagharap kay Juan Manuel Marquez sa Linggo (Manila time) dito sa MGM Grand Arena.

Ito ang inihayag kahapon ni Bob Arum ng Top Rank Promotions sa panayam sa kanya ng BoxingScene.

Ayon kay Arum, ang 32-anyos na si Pacquiao ay ta tanggap ng guaranteed \$22 milyon, habang \$5 milyon na man ang makukuha ng 38-anyos na si Marquez.

Mula sa makukuha sa pay-per-view revenue at ticket sales, maaari pang lumobo sa \$30 milyon (P1.3 bilyon) ang mai bubulsa ng Sarangani Congressman, ayon kay Arum.

Sinabi ng 79-anyos na si Arum sa panayam ng ESPN na ang "trilogy" nila ni Marquez ang magiging pinakamala king laban ni Pacquiao kung ang pay-per-view draws ang pag-uusapan.

Ang mga Filipino at Mexicans ang inaasahang pupuno sa MGM Grand, ayon kay Arum. "Seventeen to 18 percent of the population in the coun try is now Hispanic, and they love Marquez," sabi ni Arum. "There are a lot of Filipinos who are very familiar with Marquez because of his body of work with Pacquiao."

"So those two elements of the population, plus Anglos who follow boxing and who are now intrigued by Pacquiao be cause of the mainstream programming, mean that, without any shadow of a doubt - this will be the biggest Manny Pacquiao fight, from a pay-per-view standpoint, ever. The big gest ever," dagdag pa ng promoter.

Ang pinakamalaking laban ni Pacquiao ay nangyari no ong Mayo 2011 nang talunin niya ang 39-anyos na si Su gar Shane Mosley via unanimous decision kung saan ito kumita ng 1.3-million pay-per-view buys.

Tiniyak naman ni Arum na malalampasan ng Pacquiao-Mar quez III ang naturang Pacquiao-Mosley bout sa pay-per-view draws at ticket sales.

"This fight sold out at higher prices in two weeks. Ab solutely sold out. You can't get a ticket any place," wika ni Arum.

## **Respeto ang mas matimbang kay Manny kesa sa malaki niyang makukuha sa laban**

(Pilipino Star Ngayon)

LAS VEGAS, Nevada — Bagamat malaki ang ma tatanggap niyang prize mo ney, mas mahalaga naman kay Manny Pacquiao ang respeto.

Matapos ang kanilang da lawang laban ni Juan Ma nuel Marquez noong 20 04 at 2008, ipinangalanda kan ng Mexican na siya ang tu nay na nanalo.

“He disrespected me. The most important thing to me is respect,” sabi kaha pon ni Pacquiao sa kanyang pagdating dito. “I’m not mad at him. I’m not mad at anybody. It’s about what I need to prove.”

Sinabi ni Pacquiao na gusto na niyang pata himikin si Marquez sa pa mamagitan ng isang mali nis na panalo sa kanilang pa ngatlong paghaharap sa Linggo (Manila time).

“I took this fight not for the money but to give a great showing,” ani Pacquiao. “This fight is one of the most important fights I’ve had. This fight is really im portant to me because he says he won the last two fights.”

“That’s why I have been very motivated with my training. I feel like in my training when I was 24 or 25 years old,” dagdag pa ni ‘Pacman’.

Mga matang nagbabaga naman ang nakikita ni trai ner Freddie Roach kay Pacquiao. “Manny has a little extra fire in him. He has been a little rougher on his sparring partners,” wika ni Roach.

Bagamat pikon kay Mar quez, sinabi ni Pacquiao na hindi niya gagaya hin ang traydor na pa nu nun tok ni Floyd Maywea ther, Jr. sa fourth round ng ka nilang laban ni Victor Or tiz noong Setyembre.

Habang hindi naka ti ngin si referee Joe Cortez ay sinun tok ni May weather si Ortiz para sa kanyang knock out win.

“I won’t do that. I don’t want to disappoint the fans,” pa niniyak ni Pacquiao. “I care about the fans. I don’t want them to be disappointed. Nothing wrong with what he did. It’s legal. But we are talking about sports man ship,” ani Pacquiao.

## **Entourage ni Pacman panay ang pagba-Bible study sa Vegas**

SEEN SCENE (Pilipino Star Ngayon)

**Seen** : Panay ang **Bible** study ni Congressman **Manny Pacquiao** at ang kanyang entourage sa Las Vegas.

**Scene** : Ang **Petrang Kabayo** ang itatapat bukas ng **ABS-CBN** sa via satellite telecast ng **GMA 7** sa laban nina Congressman **Manny Pacquiao** at **Juan Manuel Marquez**.

**Seen** : Nami-miss na si **Ramona Bautista** ng kanyang pamilya. Sinabi ng mga kapatid ni Ramona na magkikita-kita sila sa lalong madaling panahon.

**SCenE** : Naghuhugas-kamay si **Robin Padilla** sa isyu ng non-inclusion sa **2011 Metro Manila Film Festival (MMFF)** ng kanyang pelikula. Iba ang sinabi noon ni Robin sa sulat na ipinadala niya sa MMFF organizer

**SeeN** : Nakakaapekto sa adult milk na ine-endorso ni **John Lloyd Cruz** ang mga balita na alcoholic siya.

**SCenE** : **Lyla Victoria** ang pangalan ng unang apo ni **Lorna Tolentino** na isinilang kahapon, 11-11-11. Si **Rap Fernandez** ang ama ng baby girl.

**SeeN** : May mga lumait sa gown na ginamit ni **Gwendoline Ruais** sa **Miss World** pageant. Ang international fashion designer na si **Oliver Tolentino** ang gumawa ng red flowy gown ni Gwendoline. May shop si Oliver sa Melrose Avenue, Los Angeles, California.

## **Zero crime inaasahan ng PNP sa laban ni Pacquiao**

Ni Joy Cantos (Pilipino Star Ngayon)

MANILA, Philippines - Zero crime rate ang inaasahan ng Philippine National Police (PNP) ngayong araw sa laban ni pambansang kamao Manny "Pacman" Pacquiao kay Mexican boxer Juan Manuel Marquez sa Las Vegas, Nevada, USA ngayong araw.

Ayon kay Philippine National Police (PNP) Spokesman Chief Supt. Agrimero Cruz Jr., base sa rekord ng kapulisan sa tuwing sasabak sa boxing si Pacman ay nagiging mapayapa at tahimik ang buong oras ng laban mula alas-9 ng umaga hanggang alas-3 ng hapon.

Sinabi ni Cruz na gaya ng dati, inaasahan na namang titigil pansamantala ang mundo ng mga Filipino sa pagsubaybay at panonood sa laban ni Pacman.

Tinukoy nito ang pagluluwag ng trapiko habang nakatutok ang milyon-milyong fans ng boxing icon sa telebisyon, mga sinehan at maging sa mga free viewing sa mga gymnasium, hotels, restoran, grandstand at iba pang venue.

"Kaisa ng sambayanang Pilipino ang buong puwersa ng pambansang pulisya sa panalagin at pagsuporta sa muling tagumpay ni Manny. Nawa'y maitaguyod ni Pacman ang karangalan ng bansa," pahayag ni Cruz.

Sa kabila naman ng ganitong pagtataya ng tahimik at mapayapang sitwasyon, habang abala ang mga Pinoy sa masayang pagsubaybay sa bawat suntok ni Pacman kay Marquez ay mananatiling nakabantay at nakamasid ang kapulisan at buong giting na tutugon sa mga magsasamantala sa sitwasyon.

## **Mga kongresista kinabahan sa laban ni Pacman**

Ni Gemma Garcia (Pilipino Star Ngayon)

MANILA, Philippines - Aminado ang mga kongresista na kinabahan sila matapos ang ika-12 round ng salpukan nina Saranga ni Rep. Manny Pacquiao at Mehikanong si Juan Manuel Marquez.

Ito ang ginawang pag-amin ng mga kongresistang nanood ng live telecast ng boksing sa gymnasium ng Kamara sa pangunguna ni House Speaker Feliciano Belmonte Jr.

Sinabi ni Speaker Belmonte, disappointed siya subalit masaya pa rin dahil natapos at nanalo si Pacquiao subalit masyado umanong dikit ang laban kayat hindi natupad ang hiling nila na ma-knockout si Marquez.

Hindi pa man nagsisimula ang laban ay umaasa si Belmonte na hanggang ika-apat na round lamang at mapapabagsak na ng kongresista ang kalabang Mehikano subalit binawi niya ito nang umabot hanggang 12 rounds at hindi man lamang napabagsak ni Pacquiao ang kalaban.

Kasama ni Belmonte na nanood sa gym ng Batasan sina Reps. Jonathan Yambao (Zamboanga Sibugay), Isidro Lico (Ating Koop Partylist), Isidro Ungab (Davao City) at Victor Yu (Zamboanga del Sur) kung saan nagpahayag lahat sila ng nerbiyos habang nanonood ng nasabing laban.

## **Pacquiao-Marquez: Calm before the storm**

By NICK GIONGCO (Manila Bulletin)

LAS VEGAS – Pound-for-pound king Manny Pacquiao was his usual self during Wednesday's press conference promoting his third fight with Mexican Juan Manuel Marquez this weekend at the MGM Grand.

He spoke humbly about the fight, stressing that both he and Marquez are ready and he can't wait to get to the ring and put on another great show, while Juan Manuel Marquez did not utter even a word of trash when he took the dais.

The Mexican was all praises for Pacquiao and the strongest words that came out of his lips still oozed with respect toward his celebrated opponent and the event itself.

"A lot of people know that I don't like talking outside the ring," said Marquez in English which he later translated to Spanish. "I do my talking in the ring."

But when talking with the Hispanic media, Marquez's words are hot and spicy. "Apuesten, por mi (Bet for me)," Marquez told the Mexican paper Record, which splashed the bold statement on its front page, a copy of which handed over by its boxing writer Salvador Rodriguez to Top Rank publicist Lee Samuels.

Marquez, 38, is a huge underdog going into the rubber match between the fierce rivals but aficionados believe it shouldn't be that lopsided.

Marquez said he has trained long and hard and is confident he will come out proud and victorious when the mushroom cloud dissipates at the 16,800-capacity Grand Garden Arena.

The press conference was so dignified and formal – a far cry from the traditional events that featured trash talking and pushing and lots of shoving – that even the trainers of the two fighters did not try to upstage one another.

Freddie Roach said Marquez is armed to the teeth, that Pacquiao will be ready for any eventuality and promised fight fans of "lots of fireworks on Saturday."

Ignacio Beristain, the Hall of Fame corner man, sounded a bit like Roach, telling everyone that the scheduled 12-rounder "will be a classic."

While both were cordial to each other, the staredown – a rite that is done after a press conference – showed why Saturday night's clash is going to be worth watching either live or on television.

In that short span of time, one could see the intensity and the hatred that each man feels about each other.

Unlike in his recent fights, Pacquiao would break out in laughter as soon as he stares at his opponent.

But since there is that genuine feeling of hate in the air, Pacquiao and Marquez won't be tickling each other and wait who passes out first.

Indeed, their fists will do all the talking.

### **Pondering on the future**

While he concentrates on his coming fight with Marquez, Pacquiao is also looking at life beyond boxing – the welterweight champion and Filipino congressman pondering the day when his fights in the ring are done and his political battles intensify.

“I’m starting to think of my future life outside boxing,” Pacquiao said. “(I will fight) a couple more years. I’m still going to fight. I have a number in mind (when I will retire), but I won’t tell you.”

This will be Pacquiao’s second fight since being elected a Philippines congressman representing Sarangani province, a juggling act that so far has not hindered his careers in boxing, lawmaking or as a singer.

“I’m handling being a congressman and a boxer,” Pacquiao said. “I’m managing my time and I have time for being a boxer and a congressman.”

Bob Arum, Pacquiao’s promoter, raised the notion this week that Pacquiao would run for provincial governor in 2013, then for a Philippines Senate seat in 2016, and look at a presidential bid in 2022. (With reports from AFP, Raymund F. Antonio, Mar T. Supnad, and Jean Fernando)

**Malacañang hails Pacquiao for bringing honor and pride**  
*(Manila Bulletin)*

MANILA, Philippines -- Malacañang hailed Sarangani Rep. Manny Pacquiao for bringing honor and pride anew to the Filipino people after beating Juan Manuel Marquez in a close fight in Las Vegas, United States.

Details to follow.



## **Word Alive**

### **Controversial Fight**

By FR. BEL R. SAN LUIS, SVD (Manila Bulletin)

MANILA, Philippines — A good number of priests saw the fight between our WBO welterweight champion Manny Pacquiao and Mexican challenger Juan Manuel Marquez. I asked for their comments afterwards and here are their personal views: “For me, Marquez scored more solid hits; therefore, I consider him the winner.” “While the challenger landed good punches, he didn’t prove good enough to dethrone Pacquiao.” “Although the judges handed a majority decision for Manny, he did not come out as a convincing winner. It could have been a draw.” “Marquez could have done more than just be defensive.” “Pacquiao failed to be the impressive fighter he used to be.”

\* \* \*

A day before the bout, Manny expressed fear and apprehension over Marquez’s quick counter punches. Consequently, he could not get closer to land solid blows. Instead of the prediction that Manny would knock Marquez down (and out), he was afraid he would be the uncanny victim of the prediction.

The motto of every boxer is the biblical saying, “It is better to give than to receive.” That is applicable to doing charity but in boxing there’s no charity because the boxer’s motive is to give more hard blows on one’s opponent, possibly to knock him out. Hence, boxing is a cruel sport.

\* \* \*

What impressed the audience composed mostly of clergy at the Sacred Parish Hall of Kamuning, Quezon City, was Manny’s prayerfulness. When he got inside the ring and knelt down to pray, everybody broke in applause. After the fight, he did the same even if he sensed an unfavorable verdict.

Should Manny continue his boxing career? Well, only he, his trainers, promoters, and experts can answer that.

\* \* \*

**ANSWERED PRAYER & FILIPINO GENEROSITY.** Fr. Lucius Mau, a diocesan priest from East Timor who studies in Manila, was happy because his younger brother would be ordained priest in Dili, capital of East Timor. He would have to be with his brother on his big day. The problem was he didn’t have money to buy the plane ticket. He was getting panicky when there were only two days left before the ordination.

When he called up his family friend in Antipolo to tell them he was going home, the husband asked him if he had already a ticket and Fr. Lucius replied, “That’s just the problem.” The good man answered, “Father, don’t worry, we’ll take care of that.” Since his daughter is a stewardess of an airline, he got the ticket right away.

\* \* \*

Fr. Lucius was beside himself with joy. He confided to me that what seemed hopeless did not happen because he desperately prayed to St. Jude Thaddeus, the Saint of the Impossible. The ordination day of his brother happened to fall on Oct. 28, the feast of St. Jude Thaddeus!

Fr. Lucius couldn’t thank enough his Filipino benefactor. Incidentally, this is what foreign priests like about Filipinos – generous, kind and considerate, especially to the religious. This is also why they like to stay in the Philippines. May we Filipinos continue to practice

this positive trait which is a concrete manifestation of the Lord's greatest commandment of Love.

\* \* \*

ST. JUDE. Tomorrow, Thursday, join our novena to St. Jude, Saint of the Impossible, at the Divine Word Shrine, Christ the King Seminary on E. Rodriguez Avenue, Quezon City, after the 6 p.m. Mass. A healing session will follow.

## **Pacman's fight draws mixed reactions**

By BEN ROSARIO (Manila Bulletin)

MANILA, Philippines — A House of Representatives colleague of Sarangani Representative Emmanuel “Manny” Pacquiao yesterday accused promoters of Pacquiao’s fight with Juan Manuel Marquez of cashing in on the match by robbing the Mexican of a clear victory.

Iloilo Representative Niel Tupas Jr., chairman of the House Committee on Justice, said he cheered for Pacquiao but the fight should have been given to Marquez who he said won convincingly on points.

However, a number of congressmen quickly ganged up on Tupas as they chided the Liberal Party (LP) solon of getting the “wrong view” of the Pacquiao victory borne out from a unanimous decision of the three judges for the fight.

Manila Representative Amado Bagatsing, who watched the fight at the MGM Grand Garden Arena in Las Vegas, Nevada, said Pacquiao’s victory was convincing, adding that the judges scored the fight fairly.

Representatives Roilo Golez (LP, Parañaque City), Juan Edgardo Angara (LDP, Aurora), and Mark Aeron Sambar (PBA Party-list) also rejected Tupas’ view.

Pacquiao did not only live up again to his moniker Pambansang Kamao (national fist), he likewise proved anew, that he is the national pacifier as well.

This developed after the Philippine National Police (PNP) declared a zero-crime incident during the time Pacquiao was slugging it out with Marquez.

“Virtually no crime incident happened during the entire 12-round title fight by People’s Champ Manny Pacquiao with Mexican Challenger Juan Manuel Marquez in Las Vegas, Nevada,” said Chief Supt. Agrimero Cruz Jr., PNP spokesman.

In Samar, burglars broke into an LBC branch in Catbalogan City at 12:35 p.m. yesterday and carted away undetermined amount of cash. LBC is one of the sponsors of the delayed telecast over a local radio station.

In Manila, police reported a theft case when members of the notorious Salisi Gang preyed on a Canadian tourist at the CCP Complex in Pasay City at around 12 noon.

Earlier in Manila, a motorcycle was stolen while parked at 11 a.m. outside the Del Pan Sports Center.

“But elsewhere across the country, the Police Regional Offices reported zero crime indicating a generally peaceful and orderly situation as Filipino sports fans cheered for the Pinoy boxing hero,” said Cruz.

In a related development, soldiers also scored another victory against the New People’s Army (NPA) insurgents as they pursued the local communist rebels in separate operations in Mindanao and Bicol region.

This developed after military officials said that while Filipinos prepared to watch the Pacquiao-Marquez fight, soldiers maintained their vigilance against elements who might attempt to take advantage and stage lawless activities.

Maj. Eugenio Julio Osias IV, 4th Infantry Division (4ID) spokesman, said that at about 5:45 a.m. yesterday, troopers from 58th Infantry Battalion under Lt. Col. George Banzon encountered about 20 fully-armed NPA insurgents in Barangay San Miguel, Gingoog City.

Osias said the scout platoon of 58IB led by 2Lt. Karl Jan S. Devaras, responding to reports coming from civilians in Gingoog City, conducted combat operations against the insurgents believed to be members of the NPA Guerilla Front 4B of the North Central Mindanao Regional Committee. The insurgents were said to be conducting extortion activities in the area.

In Masbate, Maj. Angelo Guzman, 9th Infantry Division (9ID) spokesman, said amid the much hyped Pacquiao-Marquez fight on Sunday, a 15-man group of soldiers encountered about 15 NPA insurgents around 6 a.m. at Sitio Matagbac in Milagros town. (With reports from Aaron B. Recuenco and Elena L. Aben)

## **Manny Pacquiao feels he deserves win over Juan Manuel Marquez**

By ALEX VALENTIN BROSAS (Manila Bulletin)

MANILA, Philippines - Setting the record straight on his recently concluded, controversial 12-round fight with Mexican pugilist Juan Manuel Marquez at the MGM Grand Garden Arena, pound-for-pound king Manny Pacquiao seemingly took a jab at doubting Thomases and said he feels he really won the fight.

Interviewed live via phone patch, Pacquiao was asked what he initially felt after the twelfth round. "Alam ko talaga na panalo ako pero hindi talaga 'yung unanimous decision. Alam ko na very close fight but I believe I won the fight," Pacquiao explained on "Showbiz Central," Nov. 13.

Manny won by a majority decision, 114-114, 115-113 and 116-112. However, some boxing enthusiasts who watched the fight felt that Marquez rightfully won the fight.

Pacquiao, however, admitted it was a difficult fight.

"Yung expectations na gano'n na lang natin talunin si Marquez ay hindi nangyari 'yon dahil si Marquez ay tanggapin natin [na] magaling na boksingero at magaling sa counter punch. Dumadating talaga sa ano 'yan, sa boxing," he said.

After Pacquiao's name was announced as winner, the venue roared with boos directed at the Pambansang Kamao, something that has never happened in his fights before. Pacquiao downplayed it as "kasama sa laro 'yan."

"Alam mo, maraming mga Mexicano, maraming mga Pilipino... ang daming mga Mexican. Siyempre, 'yung mga Pilipino natuwa at 'yung mga Mexicano masama ang loob nila dahil natalo sila," he explained.

Describing his controversial fight with Marquez as "okay naman" and "sa awa ng Panginoon [ay] maganda ang pakiramdam natin... pasalamat tayo sa Panginoon na nananalo tayo sa fight," Pacquiao noted.

"Siyempre, 'yung expectation ng mga tao ay hindi naman palaging one-sided 'yung panalo natin. Dumarating talaga 'yung panahon na manalo tayo by first degree."

The boxing champ said he greeted Marquez after the fight and it turned out quite well. "Binati ko naman siya sa ring. Okay naman. Maganda naman ang approach ko. Mabait naman 'yung team niya."

He explained that his wife Jinkee looks worried and emotional while he was fighting because she was nervous.

"Siyempre, kakabahan din 'yon kasi very close fight nga. Ang lakas nga niya sumigaw. Ang laban na 'yon ay talagang mate-tense ka, talagang hindi ka mapapalagay."

After the fight, boxing promoter Bob Arum hinted about a possible rematch with Marquez, something to which Pacquiao agrees.

"May posibilidad naman at depende naman kay Bob Arum 'yan. Siya ang promoter ko. Ang trabaho ko ay mag-ensayo at lumaban sa taas ng ring," said the champ, who will be leaving Las Vegas, Nevada Nov. 16 to arrive in the country on Nov. 18.

Asked about the cut he suffered, Pacquiao quipped, "Okay naman, ayos na. Maganda ang pagkatahi. 'Yun lang naman ang ano natin."

For the first time, Pacquiao broke tradition by not performing in a concert after his fight.

"Eto ako sa kuwarto nagpapahinga. May concert doon pero ang banda ko ang kakanta. Hindi ako bababa doon."

Later, he thanked all his well-wishers.

"Maraming salamat sa lahat ng mga kababayan natin na pumunta dito at nanood lalo na 'yung mga kasama natin sa congress, sa mga politician na pumunta rito, sa sambayanang Pilipino na nanood din diyan sa Pilipinas. Salamat sa walang sawang pagsuporta at alay ko sa inyo ang tagumpay kong ito at karangalan kong ito."

But Pacquiao's lips were sealed when asked if he indeed went home with the biggest prize money, reportedly amounting to \$23 million.

"Secret," he quipped.

## **The Dugout**

### **Pacquiao is no "Superman"**

By BRIAN YALUNG (Manila Bulletin)

Manila, Philippines - The smoke has cleared and the Pacquiao-Marquez trilogy is done and over with. Or is it?

To this day, people still stand divided on the outcome of the said bout, something that has already been justified in a scientific way but unaccepted by people who believe otherwise.

Many say that Saranggani Congressman Pacquiao was not deserving of the win, booed and seemingly a recipient of backlashes that have somehow tarnished his credibility.

Known experts have shared their sentiments. They say that he has slowed down and that he was outboxed by the 38 year old Mexican boxer, Juan Manuel Marquez.

Some claim there is a mafia going on, others say that is bad for boxing. But is Pacquiao really guilty of anything?

After the statistics were released, some sanity may have come out of it all. Pacquiao's crime may only be that he vowed to beat up Marquez which technically he did as we could see in Marquez' battered face when the bell rang.

Everyone was looking for a knockout, or even perhaps just a knockdown. It never happened. From the looks of it, one knockdown may have changed how people saw it.

Pacquiao said it straight that people cannot expect him to dominate all the time. Actually he does have a point considering that not all boxers have their shining moments in the sport.

Just look at Mike Tyson and "Marvelous" Marvin Hagler for example. They had their ups and downs, plus losses too right?

MB Online asked some experts on their thoughts. First up was renowned Boxing Anchorman and sportscaster Noel Zarate:

*"At first, I was shocked that Manny won coz I had it at 115-113 for JMM. But looking back, there were a few rounds (3, 6, 7, 8, 12) that could have been coinflips. Plus when the compubox results came in, it showed Pacquiao ahead" said Noel.*

*"Now I believe that Manny won but not by much--even Roach was not satisfied, even Arum hinted at a 4th fight because this was even more controversial than the previous 2. Now I think this even did more good for Marquez because many will now view him as a robbed victor" he added.*

*"I believe pagnahimasman yan paguwi, he'll see it in this light. For Pacquiao, this not so convincing showing may even make Mayweather believe that he can defeat Pacquiao. So instead of viewing this now as a botched job by the judges, it may even work out well for those involved."*

For Hardball sports talk show host and sports analyst Mr. Boyet Sison:

*"Unfortunately, the result had a lot of us unconvinced with the win, and the drama continues. Marquez showed what a brilliant fighter he is, and Pacquiao, though he won, was not the same fighter we all love to watch. For national pride, i'm happy, but for the sport of boxing, I am not."*

Last is Mr. Butch Maniego, a long-time figure in sports:

*"I felt that as the defender, Marquez has to beat the champion, Manny Pacquiao, convincingly. failing that, the champ should keep his title. yes, Marquez boxed very well but not well enough"*

Let's take a look at the other side of the fence. Did Marquez knock down Pacquiao? Yes he did leave a nasty cut to Pacquiao's eye but look at him. Wasn't he banged up as well?

Pacquiao may not be at his fastest in this fight, with this one to which his camp revealed that the Filipino boxer was suffering from cramps.

People say that it seems weird that Pacquiao was making excuses but he is still human after all. Give him the benefit of the doubt if his leg cramped up.

Was Marquez robbed of a victory? Well statistics don't lie and looking at it from another angle, judges did not rely solely on sound judgment and what they saw. To that they should be commended.

Yet despite all these points here and there, many are still unconvinced that Pacquiao won the match was fair and square which may eventually lead to a Pacquiao-Marquez IV.

Will this happen? It all depends though. For one, Marquez said that he might retire, or not. Everything is still up in the air.

If not, many feel that this could all the more lead to a much awaited Pacquiao-Mayweather fight. Filipinos are waiting for Floyd to say his piece on the fight and perhaps lay down the cards for a much wanted fight.

To date, Floyd Jr. has been strangely quiet.

Then there is Tim Bradley as well who bared that he deserves a shot at Pacquiao.

But as per Pacquiao's promoter Bob Arum priority is to give Marquez another crack at Pacquiao that is if he still wants one.

Marquez deserves respect for sure. He showed it. However, beating a champion like Pacquiao may take more than boxing him for 12 rounds.

He is the challenger but if he was able to knock down Pacquiao even just once, then perhaps the outcome may be something truly controversial.

How about a draw?



Perhaps. But with statistic on punches, jabs and powerpunches to rely on, there is no question how the three judges came up with the supposed “controversial” decision.

It was not a typical Pacquiao fight but regardless, he still came out the winner.

Questionable? Then before we go to Mayweather, give Marquez one more chance to show fans who the clear victor really is then move forward.

**Manny Pacquiao claims statistics show he won against Juan Manuel Marquez**  
By ALEX VALENTIN BROSAS (Manila Bulletin)

MANILA, Philippines - Pound-for-pound king Manny Pacquiao stood his ground on his controversial win against Juan Manuel Marquez, stressing that he won the match statistics.

“Hindi naman daw sa nagduda ang ating Pambansang Kamao pero dalawang beses pinanood ni Manny Pacquiao ang DVD copy ng laban nila ni Juan Manuel Marquez,” reported “24 Oras” on Nov. 15.

“Pinanood ko muna ‘yung ano... humingi ako ng DVD. Pinanood ko ‘yung fight,” Pacquiao shared. “Statistically talagang lamang na lamang ako. Pinanood ko, kinount ko ‘yung mga tama bawat round, round by round, slow-mo para mabilang ko talaga. Lamang na lamang talaga,” he asserted.

He stood firm that he won and even challenged his detractors.

“Kahit sinong makipag-argue, makipagpustahan ako sa kanila. I-slow mo natin ang bawat tama.”

Just recently, a video surfaced on Youtube and Facebook that showed Marquez stepping on Pacquiao’s foot a couple of times.

“Sa gitna ng pagmamaktol ng kampo ni Juan Manuel Marquez na ninakaw daw sa kanila ang panalo sa laban ni Pacquiao kumakalat ngayon ang video’ng ito sa Youtube at Facebook na nagpapakita ng maruming taktika ni Marquez,” another report on “24 Oras” said.

The reporter said it happened six times and “ang bawat tapak tila tumitiyempo sa pag-atake ni Pacman.”

“Sa round four daw nagsimulang tapakan ni Marquez si Pacman. Naulit muli ito sa round six, round seven, ganon din sa round eight at bago matapos ang round 12.”

The reporter enlightened the viewers that “kadalasan nangyayari ang pang-aapak kapag ‘yung magkalaban ay southpaw o ‘yung kaliwete at ‘yun naman orthodox o ‘yung kanan, kasi kung mapapansin n’yo ‘yung kanilang mga paa ay magkasaliwa kaya kung sino ‘yung mas mabilis na footwork siya ‘yung may advantage na makapang-apak. Pero bawal na bawal ‘yun sa boxing dahil ‘yung ibang mga magugulang na boksingero ang ginagawa nila tinatapakan nila at tinutulak pa nila ang kalaban.”

The newscast interviewed a southpaw boxer and now a trainer, Erwin Gonzales, who admitted he was stepped on many times during his bouts before.

“Pag tatlong beses na ginawa at nakita ka ng referee, automatic one puwede kang puntos sa mga judge na ‘yan. Kung ipu-push ka sabay apak, automatic tumba ka nyan, eh. Eh kung wala kang ensayo, tapos na ang boksing,” Gonzales shared.

Armando Pedimonte, another boxer and trainer explained that “hindi talaga maiiwasan ‘yon kasi ‘yung sa laban hindi na natin mapapansin ang paa sa sobrang ilag natin kaya minsan aksidente lang na nangyayari ‘yung gano’n.”

“Ayon sa boxing analyst, malinis na panggugulang daw ang pang-aapak kung hindi napupuna. Sa boxing kasi tanging kamao lang ang maaring gamitin para makapanakit ng kalaban. At kung makikita ng referee, maaaring warningan ang boksingero sa una at kapag paulit-ulit [ay] babawasan ng puntos,” the report noted.

Atty. Danrex Tapdasan, boxing analyst and referee, explained how he would address this matter if he were one of the referees.

“Mga tatlong beses sa buong twelve round fight I may call it an accidental stepping on the foot. Kung six times, siguro if not three, if not two, of those times medyo intentional na ang tingin ko,” Tapdasan said.

Maaaring nakatulong daw kay Pacman ang maganda nitong balance kaya hindi nito ininda ang mga pang-aapak. Pero sa daming beses nitong naulit mainam daw kung tinawag ng Team Pacquiao ang referee.

Tapdasan added, “Sana napansin niya ‘yon. They should have advised Manny to, at the very least, advised Manny to avoid that or tell the referee. Sa tingin natin, hindi naman natumba si Pacquiao, hindi naman siya na-out balance doon sa the times na tinapakan ni Marquez ‘yung paa niya.”

“Wala pang official na pahayag si pound-for-pound kind. Pero sa tweet ni coach Freddie Roach, sinabi nitong hindi naman nakaapekto ang pang-aapak sa pagkapulikat ng paa ni Pacman sa ikaapat na round. Normal din daw na magkaapakan lalo na kung southpaw at orthodox ang magkalaban.”

Mike Enriquez got sportscaster Chino Trinidad’s assessment on the matter, who felt Marquez did it intentionally.

“Walang duda, Mike, na sinasadya ‘yon kasi ang labanan ng isang kaliwete at saka sa kanan, ini-explain natin nang malinaw ito, ay bahagi ng bakbakan ng dalawang boksingero na magkabila ang mga stunts. Sa labanang ganito bago mapunta sa balikat o sa mga kamay ang kanilang pagkilos ay inuuna ang foot positions, ‘yung puwestuhan sa paa.

“Kung sinasadya ni Juan Manuel Marquez, yes sinasadya ‘yan dahil ‘yun ang tanging paraan niya para magiit niya ang speed, ‘yung power at matanggal niya rhythm at ang movement nitong si Manny Pacquiao,” Trinidad explained, adding that “whether legal siya or illegal, dahil nakakalusot, naging legal ‘yung movement na ‘yon ni Juan Manuel Marquez noong Sabado kontra kay Manny Pacquiao”.

He related that with the decision being handed out right after the bout, Pacquiao can no longer complain about it.

“Wala na. Hindi parang basketball ito na puwede mong iprotesta after the fight. Hindi ganoon siya. Dapat doon mismo. Ang boxing kasi instantaneous, eh, doon mismo. In fact ang video hindi pa ginagamit nang buoan parang maging basehan [ng mga decisions]... una sa umpungan lang, pero hindi rin ito tapakan. Talagang ang dapat doon--gaya ng sinasabi ng analysts natin----‘yung boksingero o yung kanyang corner, o yung mga nakakakita sa TV ng ring ay ikinol ang attention ng referee para natigil ‘yung

sinasabi nila na pandaraya, actually, mas pangugugulang o paggamit ng advantage nitong si Juan Manuel Marquez kontra kay Manny Pacquiao.”

On why Team Pacquiao did not complain to the referee, Trinidad’s assessment was, “Simple, hindi lang nakita nitong... lima-lima silang nandoon sa tinatawag na corner. Kasi ang atensyon nila lahat narito. Hindi mo naman sila masisisi kasi dahil sobrang talent ni Juan Manue Marquez, ang atensyon nila ‘yung countering move, ‘yung paano aatake so hindi nila napansin ang paa.”

Even Pacquiao failed to notice it. “Si Manny hindi napansin kasi laro nang laro lang ‘yon, hindi magreklamo. Dadaanin ka lang sa malinis na paglalaro dahil tunay na sportsman ang laro ng boxing nitong ating Pambansang Kamao.”

Trinidad believes that it’s Marquez style to step the toes of his opponents.

“Kung marunong ang nag-i-scout kay Juan Manuel Marquez, alam niya na talagang istilo niya ‘yan dahil ano ito, eh, from the old school. Ang paggamit o pagtapak sa paa o ‘yung pagkontra ng kaliwete papunta sa iyong side is one of the oldest tricks in the world. Ito ho ay ginagamit kasing tanda na ng sports itself. Ginagamit na ho ni Juan Manuel Marquez kasi hindi nga siya ganoon kabilis....para mag-survive siya sa istilo ng boxing.”

Pacquiao is open to a fourth fight against Marquez.

“Okay naman. Ayos naman. Maganda nga yon [kasi] hindi mo na kailangang kilalanin ang kaaway mo [dahil] kilala mo na. Kung matuloy ‘yung pang-apat [na laban] ayos ‘yun.”

He shared that he rested for the entire day “kasi siyempre after ng laban talagang masakit ang katawan mo. Twelve round ‘yung fight pero ngayon okay-okay na. Nagpamasahe ako kagabi. Medyo okay na ‘yung...nawala na yung sakit ng katawan.”

“Nagre-relax na ngayon si Pacman. Nag-shopping pa nga sila ng kanyang misis na si Jinkee. Pabiro nitong sinabi bati na sila ng kanyang misis pero kung ano ang dahilan ng kanilang pinag-awayan hindi na nito binanggit,” the report said on “24 Oras.

“Mag-shopping muna kami ni Jinkee ngayon tapos siguro after nu’ng shopping punta na kami sa LA. Bakasyon muna tapos balik sa trabaho sa congress. Resume na ‘yung congress. Tamang-tama nga, eh.”

Meanwhile, on “TV Patrol” the same evening, sports analyst Ronnie Nathanielsz explained why Pacman did a poor performance during his fight against Marquez.

“May mga nagtaka kung bakit ‘di masyadong agresibo si Pacman sa laban noong Linggo, tanong na binigyang sagot ni Alex Ariza nang makausap niya sa telepono ang sports analyst na si Ronnie Nathanielsz,” noted the “TV Patrol” report.

“Manny was off. Many admitted it was a very bad day for him and it was a poor performance. He had a quarrel two days before with Alex Ariza, his conditioning coach. Ibig sabihin he’s very vital to Pacquiao,” Nathanielsz said.

“Ayon kay Nathanielzs kung hindi mababago ang lifestyle lalong bababa ang performance ng kampeon,” the report said.

“After he trains, when he’s supposed to be resting he goes out. ‘Yung kaibigan niya nadoon sa palasyo they’re playing gas, maingay sila, they’re drinking. Maraming endorsements. He is so interested in doing this congressional duties that even in between training he comes down to attend the congressional session,” the sports analyst explained.

Nathanielsz feels that many who tagged along with Pacquiao are causing him problems. “It pulls him down totally, sabi ko sa ‘yo. I don’t mind telling it straight to their face. They’re the ones who are causing the problems of Manny Pacquiao, disturbing him, some of them stealing his money and they cannot deny that,” the sports analyst unabashedly said.

Edward Lura, head of the security of Team Pacquiao, countered Nathanielsz’ claim “Yun siguro ang nagpapasaya sa kanya, ‘yung maraming nandidiyan, marami siyang nakakakuwnetuhan. Isa sa factor ‘yun na nagtatanggal ng [pagka-]homesick niya. Kung distraksyon sana noon pa tayo natalo,” Lura said.

## **No need for 4th fight**

### **Oscar de la Hoya says**

By NICK GIONGCO (Manila Bulletin)

LOS ANGELES — Oscar De La Hoya believes there's no need for a fourth fight between Manny Pacquiao and Juan Manuel Marquez since "everybody knows what's going to happen" in the event they square it off again.

Speaking to Filipino scribes at the Wild Card Boxing Club in Hollywood, De La Hoya said he actually scored the fight in favor of Marquez, 7 (rounds) to 5 (rounds) but stressed that it could have also been a draw because "the fight was very close."

"It's no secret that Marquez has Pacquiao's number. It's no secret. He knows what to do when Pacquiao makes mistakes. So Marquez is a counter-puncher, a fighter who waits for you and he'll wait for you all night," said De La Hoya, whose stoppage loss to Pacquiao in December 2008 proved to be his last fight.

De La Hoya had predicted before the fight that Pacquiao would run over Marquez owing to his speed, strength and speed and the fact that the Mexican is already 38 years old.

When the dust settled at the MGM Grand Garden Arena in Las Vegas last Saturday night, Pacquiao escaped with a 12-round majority decision win as two judges scored it for him (116-112 and 115-113) while the third judge had it a draw (114-114).

Top Rank chief Bob Arum has already floated the idea of putting up a fourth fight set for May 2012.

But De La Hoya said there are other better options out there for Pacquiao.

"No," said De La Hoya. "I don't think so. What for? There's nothing better than Marquez can do, and there's really nothing better that Pacquiao can do. We'll gonna see the same fight."

What's in store for Pacquiao should be known with in the next two weeks and if it is agreed upon that a fourth fight is unnecessary; Team Pacquiao and Top Rank might look elsewhere for a more lucrative payday.

And this brings to mind the name of Floyd Mayweather.