



UNIVERSITY OF THE PHILIPPINES

Bachelor of Arts in Communication Research

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Ending Endo:

*A Comparative Critical Discourse Analysis of
Print and Online News on Contractualization*

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Date of Submission

13 December 2019

Thesis Classification:

F

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ENDING ENDO:
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NEWS ON CONTRACTUALIZATION

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ACKNOWLEDGEMENTS

First and foremost, we would like to express our gratitude to the following professors: Dr. Julienne Y. Baldo-Cubelo and Dr. Ma. Rosel S. San Pascual. Without your guidance, our vision for this thesis would have never materialized.

To our parents: Techie Nadong, Jong Nadong, Jing Pagdanganan, and Raul Pagdanganan, thank you for your unending support. *May UP graduates na kayo!*

Jace's Acknowledgements

To Czai, who has been here since the start of my UP journey, throughout all the ups and downs, to my last days as a UP undergrad. Thank you for your constant love and understanding. You are UP's greatest gift to me.

To my brother, Juacs, thank you for being you. You are my constant reminder of what it means to be human.

To the best sisters I have never had, Bella and Paula, thank you for all of the nights out, the competitive banter, and the memories I will never get tired of telling.

Anna's Acknowledgements

To my sisters, Regina and Macel, thank you for reading through the last two thesis manuscripts and for being understanding over the fact that I like to hog the house's printer.

To Derrick, thank you for being the most unexpected blessing of my extended stay in UP.

To Bea, Reini, and Coco, thank you for being the best support system any girl could ever ask for. The term "life constant" takes on a whole new meaning when it comes to you three.

ABSTRACT

Nadong, J.C.F., & Pagdanganan, A.P.O. (2019). *Ending Endo: A Comparative Critical Discourse Analysis of Print and Online News on Contractualization*, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication.

Being considered as the “fourth estate” of society, one would assume that the media plays a bigger role in showing the pervasiveness of contractualization. However, the variety of topics driving conversations about this topic in mass media is restricted. The researchers sought to understand the discourse on contractualization in leading Filipino print and online news media. They were guided by the tenets of Norman Fairclough’s (1995) Critical Discourse Analysis (CDA), Holli Semetko and Patti Valkenburg’s (2000) News Frames, and Theo Van Leeuwen and Ruth Wodak’s (1999) Modes of Legitimation. This study also used an extensive content analysis of the coverage on contractualization, which was subjected to a qualitative reading.

News gatekeepers controlled the narrative of the news stories on contractualization through their various decisions concerning coverage’s content and form. Print and online news coverage differed in terms of the length of their published articles and their use of visual elements. Across both platforms, invoking personal authority was the most typical way of legitimizing discourse. Furthermore, print and online news outlets did not reflect the private interests of their prominent owners and shareholders. However, the news gatekeepers did favor the sentiments of individuals or institutions in power.

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CHAPTER I. INTRODUCTION

A. Background of the Study

During the 2016 national elections, phasing out endo was an important aspect of former presidential candidate and Davao Mayor Rodrigo Duterte's platform (Rañada, 2016). Endo, which is short for "end of contract" (Cristobal & Resurreccion, 2014), is characterized by short-term contractual work arrangements (Ofreneo, 2013). Due to the multiple costs incurred upon worker regularization (Lomoya, Pingol, & Teng-Calleja, 2015), and in order to avoid being obligated to regularize employees after six months (Bernabe, Endozo & Pacia, 2014), employers have to be more flexible in cutting down their expenses via contractual work arrangements (Falco, Dal Corso, De Carlo, & Di Sipio, 2008). Typically, employees under these kinds of temporary working arrangements are subject to contracts of five months or less, which may or may not be renewable (Tolentino, 2017).

Before understanding contractualization, it is important to look into the concept of regular employment. Employment is "regular where the employee has been engaged to perform activities which are necessary or desirable in the business of the employer" (Article 280 of the Labor Code of the Philippines, 1974). Under regular employment, employers are held accountable for anything that has to do with (1) recruitment and dismissal of employees, (2) supplies, (3) wages, (4) legal concerns, (5) working environment, and (6) their respective relations with this sector (Macaraya, 1999). Regular employment can further be categorized into (1) regular employment, (2) regular project employment, and (3) regular seasonal employment (Macaraya, 1999).

In the strictest sense, contractual working arrangements can be differentiated from regular project employment and regular seasonal employment (Macaraya, 1999) due to the nature of specific employer-employee relationships. Project employees are hired for specific projects but are not subject to termination pay in the event that they

lose their respective positions upon the complete or partial fulfillment of the projects they were originally hired for (Department of Labor and Employment, 2005). On the other hand, seasonal regular employees are differentiated from the other kinds of regular employees, given that they are only expected to report for their respective job shifts every now and then (*Industrial Commercial Agricultural Workers Organizations v. CIR, et al.*, 1966). However, both regular project employment and regular seasonal employment are considered as types of regular employment (Macaraya, 1999).

Fundamentally, contractual work arrangements are anti-worker in nature (House Bill. 1045, 2016). Contractualization can be defined in terms of “deceptive contractorship” and occurs after “hiring a person and making him/her work as an employee but treating him/her as a ‘contractor’” (Azucena, 2016, n.p.). Due to the ambiguity of the country’s labor laws, certain questions concerning who exactly is responsible for these aforementioned contractual workers are constantly raised (Kalleberg, 2000; Ofreneo, 2013). As seen in *Purefoods Corporation v. National Labor Relations Commission* (1997), contractual workers and their employees differ in hierarchical importance. It is also understood as a form of precarious work (Cristobal & Resurreccion, 2014), wherein individuals involved in this arrangement “are subject to unstable employment, lower wages and more dangerous working conditions” (International Labor Rights Forum, n.d., n.p.).

The history of contractualization practices in the Philippines can be traced back to the enactment of Presidential Decree 66, which established the Export Processing Zone Authority (Cristobal & Resurreccion, 2014). Section 13 of the aforementioned decree mandated that all officials and employees of the Authority, including temporary workers, were subject to scrutiny via a merit system when it came to matters concerning their (1) recruitment, (2) transfer, (3) promotion, and (4) dismissal. This section also

stated the exclusion of the Authority's personnel from the regulations of the Wage and Position Classification Office (Cristobal & Resurreccion, 2014).

Given the seasonal nature of the export processing zone industry, the practice of contract labor became more apparent. However, this aforementioned practice was still rare in the market due to the administration's fear of potentially disrupting peace among employees (Remedio, 1996). The 1989 Labor Code amendments, otherwise known as the Herrera Law, paved the way for the normalization of contractualization in an attempt to clarify arrangements for janitorial and other casual jobs (Fernandez, 2016; Mendoza 2017).

According to Articles 106 to 109 of the aforementioned law, the labor secretary had the authority to promote hiring of contractuels and other non-regular workers. While the original intention of this Article 106 was to protect capital and labor interests, this provision was criticized as an unfair justification for barring contractual workers' right to security of tenure (Mendoza, 2017). Furthermore, Article 263 of the same law compromised these particular workers' right to organize, giving the labor secretary the power to station police and military forces to pacify any resulting altercations (Ecumenical Institute for Labor Education and Research, 2014).

When faced with the dilemma of pursuing contractual work, workers are faced with the options of either (1) quitting their jobs in order to seek better opportunities, (2) joining unions, or simply (3) accepting their fate in this line of work (Cristobal & Resurreccion, 2014). According to *Purefoods Corporation v. National Labor Relations Commission* (1997), contractual workers' security of tenure is inconsequential compared to the potential struggles they could face if they had no jobs at all. It is a challenge for workers to find employment due to their "ordinary qualifications," thus resulting in their agreement to "any terms of an employment contract just to get employed" (*Purefoods Corporation v. National Labor Relations Commission*, 1997).

Being considered as the “fourth estate” of society, one would assume that the media plays a bigger role in showing the pervasiveness of contractualization and the government’s slow steps in ending “endo” altogether. The media exists to provide mechanisms for checks and balances in order to safeguard for government accountability and transparency with its decisions (Coronel, 2001; Djankov, McLiesh, Nenova, & Shliefer, 2003). It is said that “democracy is impossible without a free press”, which is a sentiment rooted on the idea that the press mediates the exchange of information between the discontent public and the government (Coronel, 2003, p. 4).

However, the variety of topics driving conversations in mass media is restricted, given that much of media ownership is in the hands of the elite. Typically, news coverage on contractualization is limited in scope, focusing on (1) issued statements and (2) the divergent stances of both the labor sector and employers (Center for Media Freedom and Responsibility, 2018). Moreover, the scarcity of coverage surrounding labor issues has contributed to an insubstantial perspective of the workers’ plight (Galunan, 2018) given that news stories on endo (1) avoid tackling the benefits and need for the security of tenure bill, (2) minimize the discussion of contractualization as a phenomenon, and (3) overlook the roles of local recruitment agencies in aggravating “endo” (Center for Media Freedom and Responsibility, 2018).

B. Statement of the Problem and Objectives

This study sought to understand the diversity of topics fueling the discussion on contractualization. To meet this goal, the researchers outlined the following for their research problem and objectives:

1. *Research Problem*

What is the discourse on contractualization in leading Filipino print and online news media?

2. *Research Objectives*

- a. To characterize and differentiate the news elements of news coverage on contractual workers in Filipino print and online news;
- b. To explain and differentiate Filipino print and online news coverage on contractual workers according to the modes of legitimation; and
- c. To surface the social practices and power relations in themes across domains and platforms of print and online news coverage on contractual workers.

C. *Significance of the Study*

With regard to the study's theoretical worth, it contributes to critical research on contractualization in the Philippines. Its framework comprehensively explains the implications of class and power (Fairclough, 2001), especially in the context of contractualization. Given that endo has political, economic, legal, and ethical implications in Philippine society, the study's findings also offer insight into the variety of conversations and topics concerning this pertinent issue.

Additionally, the study also contributes to the literature and research on media ownership, specifically in the Philippines. Despite the requirement of registered companies in the Philippines to disclose ownership information to the Securities and Exchange Commission (SEC), the literature on media ownership in the Philippines is scarce, because of the complex company structures of media networks (Vera Files & Reporters Without Borders, 2017c). Due to the tedious investigative process required to achieve the necessary media ownership information, media ownership transparency in the Philippines is at a sub-par level (Vera Files & Reporters Without Borders, 2017c). Similarly, according to Vera Files and Reporters Without Borders (2016b), the media

market in the country is currently dominated by the duopoly between ABS-CBN Corporation and GMA Network Inc., which have a joint market share of 79.44% of all media. In addition, five of the richest families in the Philippines, according to the Forbes list of 2016, are involved in the media industry (Vera Files & Reporters Without Borders, 2018a). Thus, the study looked into the implications of media ownership on news coverage concerning contractualization, given that the media's "fourth estate" function can be potentially exploited to serve private interests.

As for the study's methodological importance, its results gave perspective to both the quantitative and qualitative approaches to understanding the discourse on contractual workers in leading Filipino print and online news media. Through an exhaustive quantitative analysis and an in-depth qualitative reading of the numerical data, the study was able to (1) assess how news media handles coverage surrounding contractualization and (2) explain the role of the news media in discursively establishing and legitimizing these kinds of working arrangements.

Furthermore, the study's practical worth manifests in its contribution to the literature on print and online news media platforms. Given the several developments in technology, there is a difference between the various processes necessary for news content creation for specific platforms. With that said, understanding news content and the nuances of different platforms allows for the creation of specific and targeted messages, particularly from online and print media sources.

CHAPTER II. REVIEW OF RELATED LITERATURE

The study's review of related literature is composed of four parts: (1) Comparison of Print and Online News, (2) Modes of Legitimation (3) Media Ownership and Conglomeration, (4) Power Relations in the News Media, and finally, (5) Synthesis and Gaps in Literature.

A. Comparison of Print and Online News

1. *Print and Online Elements of a News Story*

News story gatekeepers decide on the prominence of certain articles by determining (1) how much space is allocated for these news stories, (2) their position in the newspaper, and (3) their headline size (Eveland, Marton, & Seo, 2004; Fico, Heeter, Soffin, & Stanley, 1987; Knobloch-Westerwick, Sharma, Hansen, & Alter, 2005; Tewksbury & Althaus, 2000). Fundamentally, print news can be differentiated from online news due to print news editors' and reporters' choices (Yang & Grabe, 2011).

On the other hand, in the online news landscape, gatekeepers' decision-making powers are greatly reduced, primarily due to technological differences (Tewksbury & Althaus, 2000). Thus, the determinants of a print news story's prominence become obsolete in a digital environment due to online news stories' condensed and updatable content (Althaus & Tewksbury, 2002; Johnson & Kelly, 2003; Tewksbury & Althaus, 2000).

Print and online news content differ in terms of their contextual elements, specifically photos, graphics, or multimedia or interactive components online, present in a story. Online stories may contain pictures, related web links, infoboxes, related story links, videos, photo galleries, static graphics, interactive graphics, documents, polls, audio, blogs, discussion forums, live chats, quizzes, and slideshows. They also showcase less contextual elements, unlike their print counterparts (Smith, 2005).

Meanwhile, print news outlets tend to publish longer pieces compared to online outlets. They are also more likely to feature staff-written, bylined opinion-free news stories on their respective front pages (Maier, 2010). These news articles can also utilize headlines and lead sentences to amplify and legitimize problematic portrayals (Kanani, Shojae, & Youssefi, 2013; Hosseini, Shojaei, & Youssefi, 2013). In relation to their contextual elements, print story elements may include photos, infoboxes, refers, infographics, sidebars, pull quotes, or pull-outs (Smith, 2005). For print news articles, using larger versions of these aforementioned contextual elements demonstrates visual hierarchy, giving prominence to certain stories (Cooke, 2003).

Online and print news are also differentiated in terms of the volume of published articles (Burggraaff & Trilling, 2017) and these stories' thematic content (Cacciatore et al., 2012). Due to the pressure to publish more stories, online news articles tend to be much more entertaining to readers (Hassan, Azmi, & Atek, 2015). They are also shorter than their traditional equivalents since they usually post updates on developing stories (Burggraaff & Trilling, 2017). Moreover, much of online news content thrives on anonymous authorship and wire-service stories (Maier, 2010).

Content-wise, news articles have been scrutinized on the basis of their layouts and source material. Print articles feature more human sources, while online stories depend on written statements (Burggraaff & Trilling, 2017). However, with regard to an article's layout, online news articles generally have more streamlined and organized designs compared to their print counterparts (Lee, 2008). They also subscribe to similar "scan-and-go" standards observed for traditional print, highlighting news stories and their respective summaries on a webpage as a guide for readers (Cooke, 2003).

While traditional media frames are considered as a means of constructing dominant discourse (Kozman, 2016), online media frames are recognized as a mechanism to draw in audiences to media content (Gabore & Xiujun, 2018). With regard

to the prevalent news frames in online and print media, the literature revealed that media conversations are heavily swayed by elite traditional media (Kozman, 2016). Traditional media coverage is characteristically reactive (Fong & Ishak, 2015), highlighting the struggles resulting from major events (Ileri, 2013). Typically, frames depicting conflict (Ileri, 2013; Fong & Ishak, 2015) and responsibility (Muhamad & Yang, 2017; An & Gower, 2009) are among the most common ones used in print media. On the other hand, online media frames portray political consequences, in addition to conflict and responsibility (Gabore & Xiujun, 2018).

Furthermore, print stories' tone has implications on the perception and stereotyping of certain marginalized groups and sectors (Evers, 2016). Print stories' tone can be distinguished from that of online stories' due to the fact that the former is subject to influences from (1) corporate ownership, (2) larger publication circulation, (3) audience preferences (Eshbaugh-Soha, 2010), (4) number of unaffiliated sources, and the (5) sex of the reporter of the aforementioned articles (Martins, Weaver, Yeshua-Katz, Lewis, Tyree, & Jensen, 2013). On the other hand, online news stories' tone has an impact on both audience recall and their time spent online on news pages (Deangelo & Yeghyan, 2018). Generally, however, both print and online audiences prefer news stories delivered in a compassionate manner — with online audiences being less particular about the way news is delivered to them (Pew Research Center, 2013).

2. Temporal Orientation of Print and Online News Media

Temporal orientation deals with time's influence (i.e., past, present, and future). Time "affects the work of every institution, but few so substantially as the news media" (Patterson, 1998, p. 56). As professionals, journalists must master time-pressure (Schlesinger, 1977). In the past, they struggled to keep up with 24-hour news cycles. However, with the advent of digital technology and online news, more journalists are expected to produce and update news stories quickly. Now, they are required to

immediately publish articles (Klinenberg, 2005; White, 2008). As a result of these drastic changes in news story production, increased time pressures negatively impact news quality and in turn, reduce the media's capability to adequately inform the public (Tenenboim-Weinblatt & Neiger, 2014).

Considered as the "fourth kind of journalism," online news media has changed the image of journalism, bringing with it a unique form of content-creation (Deuze & Dimoudi 2002, p. 96; Kawamoto 2003). For example, numerous news sites now feature 'live blogs,' allowing outlets to immediately publish updates and developments of ongoing news stories (Thurman & Newman, 2014).

B. Modes of Legitimation

It is important to make distinctions between legitimacy and legitimation to understand the modes of the latter and their application in the context of the present study. Legitimacy entails understanding how actions are aligned with societal expectations (Rindova, Pollock, & Hayward, 2006). It is formally defined as:

"A process by which cultural accounts from a larger social framework in which a social entity is nested are construed to explain and support the existence of that social entity, whether that entity be a group, a structure of inequality, a position of authority, or a social practice" (Berger, Ridgeway, Fisek, & Norman, 1998, p. 380).

On the other hand, legitimation looks more into how legitimacy is socially constructed upon the universal acceptance of certain behaviors (Bitektine, 2011; Suchman, 1995). In the past, it has been assessed from both social psychology (Johnson, Dowd, & Ridgeway, 2006) and an organizational studies approach (Deephouse & Suchman, 2008; Suchman, 1995). However, scholars have also attempted to study this concept by distinguishing the various legitimation strategies and dynamics (Erkama & Vaara, 2010; Van Leeuwen & Wodak, 1999). In their study on

organizational negotiations, Erkama and Vaara (2010) delved deeper into the dynamics of legitimation strategies such as logos, pathos, ethos, autopoiesis, and cosmos.

Furthermore, according to their study, themes in negotiation entailed assessing (1) financial performance, (2) both general human concerns and ones concerning justness, (3) strategy knowledge, and (4) sentiments on potential industry outcomes (Erkama & Vaara, 2010).

On the other hand, the following four modes of legitimation have been identified by Van Leeuwen and Wodak (1999, pp. 104-110):

- a. Authorization: Legitimation by reference to the authority of tradition, custom, law, and of persons in whom some kind of institutional authority is vested;
- b. Rationalization: Legitimation by reference either to the utility of the social practice or some part of it ('instrumental rationalization') or 'the facts of life' ('theoretical rationalization');
- c. Moral Evaluation: Legitimation by reference to value systems; and
- d. Mythopoesis: Legitimation conveyed through narrative.

When it comes to the authorization legitimation strategy, authority is considered unequivocal (Hyatt, 2013). This mode of legitimation was further categorized into (1) personal authority, (2) expert authority, (3) impersonal authority, (4) role model authority, (5) authority of tradition, and (6) authority of conformity (Van Leeuwen, 2007). In-depth assessments of authority in media texts give insight into who the instrumental key players in a particular story are. Studying this particular legitimation strategy entails looking into figures, including markets, key commentators, and the like (Vaara, Tienari, & Laurila, 2006), to whom legitimate authority is granted upon. Authorization legitimation also necessitates understanding conformity, given that behaviors automatically normalize the moment they are practiced by a lot of people (Van Leeuwen & Wodak, 1999).

On the other hand, rationalization entails legitimation by a “reference to the utility of institutionalized action, and to the knowledge society has constructed to endow them with cognitive validity” (Fairclough, 2003, p. 105). For this particular strategy, Van Leeuwen and Wodak (1999) distinguished two specific types of rationalization, mainly instrumental rationalization and theoretical rationalization. The former focuses on the goals, uses, and effects of certain actions. Theoretical rationalization includes definition, explanation, and predictions (Van Leeuwen & Wodak, 2007).

In the strictest sense, all Van Leeuwen and Wodak’s (1999) modes of legitimation require a certain level of moral evaluation. However, to employ a moral evaluation strategy, one must do so without the interference of the other strategies, mainly, authorization, rationalization, and mythopoesis (Fairclough, 2003). Moral evaluation is characterized by (1) evaluation, (2) abstraction, and (3) analogies (Van Leeuwen, 2007).

Lastly, mythopoesis requires legitimation via narratives (Van Leeuwen & Wodak, 1999; Vaara et al., 2006). These narratives can either be (1) moral tales or (2) cautionary tales. What differentiates the former from the latter is its emphasis on socially acceptable behavior in order to achieve a favorable outcome. Cautionary tales, on the other hand, illustrate how non-compliance may still result to positive and desirable consequences (Van Leeuwen & Wodak, 1999).

C. Media Ownership and Conglomeration

Universally, the largest media firms around the world are either owned by the state or by concentrated private owners (e.g., families) (Djankov et al., 2003). For example, during the 1980s in the United States, the Times-Mirror newspaper conglomerate also owned other media entities such as the Los Angeles Times, the Dallas Times-Herald, Long Island Newsday, and other publications and television channels (Bagdikian, 1980). The same trend was observed in the United States’ public

relations industry, given that 24% of the leading public relations industries were part of conglomerates (Bashir & Fedorova, 2014).

In essence, the emerging patterns surrounding media ownership manifested in two forms. First, the inclusion of journalistic media and other media companies in larger conglomerated corporations can now compete in non-media industries. Second, rival media companies have merged under one parent corporation (Bagdikian, 1980; Byerly, 2014). In particular, the latter type of conglomeration typically plays a role in advancing media sales and non-media products (Picard, 2011). Highly competitive news media industries mitigate the homogenization of news coverage on certain topics for they incentivize media conglomerates to pursue different angles in their coverage (Baum & Zhukov, 2018). In fact, Baum and Zhukov's study (2018) revealed that when news media becomes less competitive, coverage on certain topics become more similar due to the highly conglomerated environment of media entities.

Unlike other Asian and European countries, the tradition of a state-owned press does not exist in the Philippines; instead, news media outlets in the country have been, for the most part, privately owned (Coronel, 2001). A majority of the country's biggest news platforms are owned by oligarchs and families (e.g., Lopez, Elizalde, Jimenez, and others) (Rosales, 2006). Because news media is a largely privately-owned entity, the private interests of these owners tend to manifest in news media (Coronel, 2003).

As past research suggested, co-owned media companies are likely to make editorial and news content decisions based on the economic interests of its owners (Bagdikian, 2000 as cited in Baum & Zhukov, 2018, p. 4). In particular, news coverage on conflict tends to become homogenized due to concentrated news media ownership (Baum & Zhukov, 2018), as exhibited in countries like Indonesia (Haryanto, 2011 as cited in Baum & Zhukov, 2018, p. 4), New Zealand, and Australia (Rosenberg, 2008).

With the existence of a free press as a direct indicator of a democratic society, Barnett (2010) argued that media ownership, at the hands of the few elite citizens, is a key contributing factor to the contradiction of the basic tenets of democracy. While media is still largely considered as the “fourth estate” of society in which truth, dedication to high-quality content and objectivity are highly prioritized by journalists, the fact of the matter is that newspaper companies and other platforms for news information dissemination are still profit-driven businesses (Udell, 1978 as cited in Weinhold, 2008, p. 476). As a result, big-spending companies are favored at the expense of the quality of news content (Coronel, 2003). In essence, the scope and content of media coverage reflect (1) corporate preferences, (2) incentives within the market, and the (3) constraints brought about by the political and economic environment (Baum & Zhukov, 2018). In a way, due to these variations in news coverage, the quality, credibility, transparency, and the availability of information to the public domain becomes mediated (Gentzkow, 2006; Gentzkow & Shapiro, 2004; Stromberg, 2004).

D. Power Relations in News Media

Power relations manifest when certain groups attempt to control and influence others (Hall, 1980 as cited in Zhong & Zhang, 2016, p. 54). According to several communication scholars, journalists hold immense power in constructing discourse surrounding social issues (Carvalho, 2008; Fairclough, 1995; Richardson, 2007). As a result, the media is often looked at as a key proponent in catalyzing social change (Van Dijk, 2000).

The relationship between the news media and the public can be considered as a manifestation of power imbalance, given that the news can control the discourse on social issues. However, media can still be tempered due to its influence from other factors with implications on content such as sources (Ekman & Widholm, 2015; Johansson & Odén, 2017; Mesikämnen, 2016; Zhong & Zhang, 2016), foreign

stakeholders (Umejei, 2018), and competitors (Dobson & Hunsinger, 2016; Lim, 2012; Lin, Chang, & Zhang, 2015).

1. Sources

Reliable and trustworthy sources are necessary in professional journalism for information and contexts are derived from them to provide news content (Ekman & Widholm, 2015). With regard to the relationship between journalists and news sources, there is an existing power imbalance between them due to journalists' 'informational power' (Ekman & Widholm, 2015, p. 3). Ergo, this power allows them to influence the actions and communicative behaviors of other social institutions (Strömbäck, 2011). However, other views would describe journalists as simply reproducers of information (Ekman & Widholm, 2015).

Furthermore, when the government is the source of information regarding social issues, news media coverage is often considered as 'official' and 'expert' information, branding itself as the dominant discourse (Mesikämmen, 2016). Similarly, using information from the government implies "rich connotation to state interests" because the government's perspective is automatically considered correct, immediately ignoring the possibility that the information may actually be problematic or flawed (Zhong & Zhang, 2016, p. 64).

News media continues to rely on the government for information because of their authority to give credibility to both government actors and news stories (Allan, 1999; Mesikämmen, 2016). As a result of the trustworthiness and credibility brought about by sourcing information from government actors, news media has the tendency to regularly return to the same informants for future coverage (Mesikämmen, 2016). This phenomenon resulted in the idea that the government, and similar 'official' entities, are sources able to provide "useful, reliable information within [the] tight deadlines"

(Mesikämmen, 2016, p. 12) that news content is subjected to (Shoemaker & Reese, 1996).

Integrating the previous arguments regarding the power relations between journalists and sources, Berkowitz (2009) described the interdependent relationship between journalists and sources in which both parties negotiate to arrive at their goals and to strengthen their interactions. Essentially, journalists and sources both work towards a relationship built on “mutual recognition of interests,” resulting in neither party having an advantage over the other (Ekman & Widholm, 2015, p. 81).

All things considered, Davis (2009) argued that despite the interdependency between journalists and sources, one group is usually superior compared to the other. Furthermore, he (2009) elaborated on this imbalanced relationship and the reason behind the frequency of control. In a way, both journalists and sources have each adapted to the different strategies employed by the other party (Johansson & Odén, 2017).

Needless to say, journalists and the news media have become more powerful over time, gaining both independence and autonomy as institutions, while forcing external sources to adapt to media’s logic. However, the investment of official sources such as government officials, politicians, and authorities on public relations and news management has strengthened their positions and credibility, forcing journalists to repetitively return to them for information (Johansson & Odén, 2017).

2. Foreign Stakeholders

Promises of mutual gain for developing countries brought about the expansion of foreign state-funded media. These foreign investors compromise local journalism (Umejei, 2018) by filtering stories and publishing content skewed towards foreign interests (Reese, 2001). Moreover, foreign presence in news media entities results in both additional levels of (1) bureaucracy within news media institutions and (2) news

content gatekeeping (Umejei, 2018). For news media structures under foreign influence, the first level of gatekeeping is embodied by the local editors or editors of the same nationality as the journalists. The second level of gatekeeping manifests via foreign editors possessing the final decision-making powers regarding published stories (Umejei, 2018).

3. *Competitors*

When it comes to information production and dissemination, digital media has contributed to a shift in power, compromising the media's gatekeeping functions as the fourth estate of society (Bechman, 2012; Bruns, 2008; Hendricks & Denton, 2010). In addition to news media, other actors in society, such as sources and consumers of information due to the increase in expectations in communication speed and ability, are affected by this shift in power (Krimsky, 2007).

Power relations between larger media outlets and smaller ones can be observed through two types of power: symbolic and economic (Lim, 2012). According to Bourdieu (1996), economic power refers to how a news media outlet compares to another in relation to market share. Meanwhile, symbolic power refers to the position of a news media outlet in relation to the global media (Bourdieu, 1996). Lim (2012) showed how power relations could be observed in (1) online news media outlets and (2) how these outlets construct their news headlines.

According to Lim's (2012) study, the more popular a news website is, the more likely its lesser-known counterparts monitor its activity. Inevitably, the more these smaller websites mimic their popular counterpart's website's headline format. Lim (2012) partially attributed news websites' popularity to how quickly online news-worthy articles are published. However, this comes at the cost of having to eventually edit and correct the content for mistakes and errors (Stein, 2008 as cited in Lim, 2012, p. 1116).

Furthermore, digital media has also opened the way for news and information dissemination through alternative media (e.g., social media and WikiLeaks) (Dobson & Hunsinger, 2016; Lin, Chang, & Zhang, 2014). The emergence of these alternative media platforms created a shift in the structure of mainstream media, affecting power relations between the media and politics on a global level (McNair, 2012).

E. Synthesis and Gaps in Literature

Because the study looked into the discourse in leading news media, the researchers made sure they included a portion dedicated to comparing print and online news media. It is worth noting that much of the literature concerning print and online news media focused more on their attributes. Thus, the present study addressed this research gap by delving deeper into discourse formation in these aforementioned types of media.

With regard to the modes of legitimation, the literature on the aforementioned topic dwelled more on the definitions of legitimation as a concept, the usefulness of these strategies as tools in understanding negotiation dynamics, as well as, the types of approaches to the study of legitimation. However, it is worth noting that legitimation strategies have been frequently explored in the context of policy analysis. Thus, the study looked into this particular research gap by assessing its application to media texts, particularly news coverage on contractualization.

The section on media ownership literature elaborated on the factors that hinder the media's capacity to fulfill its mandate as the fourth estate. Essentially, because a large fraction of media ownership can be attributed to private ownership, a free press is at the hands of the rich. All things considered, while various research has been done on the effect of the growing concentration in media ownership and conglomeration, there is a paucity in local literature concerning how exactly private ownership comprises or

facilitates discourse formation when it comes to news coverage concerning contractual workers.

Finally, the section on power relations expounded on the various factors that the news media works with. On the one hand, there are the societal institutions wherein news media acts as the main influencing factors, and on the other hand, there are the various external factors that subjugate news media to certain standards, influencing the actions and processes within the news media structure. However, it is important to note that due to the dynamic nature of news media and the factors that surround it, the arguments regarding whether news media has the upper hand in relation to these factors is a debate that is yet to be concluded. Thus, the present study addressed the literature gap on the aforementioned subject.

CHAPTER III. FRAMEWORK OF THE STUDY

The researchers were guided by the tenets of Norman Fairclough's (1995) Critical Discourse Analysis (CDA), Holli Semetko and Patti Valkenburg's (2000) News Frames and Theo Van Leeuwen and Ruth Wodak's (1999) Modes of Legitimation. This section discusses the study's theoretical anchors, conceptual framework, and operational framework.

A. Theoretical Framework

Fairclough's CDA (1995a) looked into how language is associated with power. Essentially, CDA aims to study the linguistic and social, while delving deeper into the nuances of power relations on all ideological and social levels (Ulinuha, 2013). While early research on CDA focused on ideology (Fairclough, 2013), media scholars started looking into the framework's overall goals (Fairclough, 1995a), pedagogic discourse (Chouliaraki, 1998), and prejudice in discourse (Wodak, 1991). Fairclough's (1992) analytical framework on discourse consists of three dimensions: (1) text, (2) discursive practice, and (3) social practice. These three levels of discourse are concerned with the (1) description, (2) interpretation, and (3) explanation of texts (Fairclough, 2001).

1. Micro Level

Specifically, the micro-level of his framework scrutinized the text's linguistic attributes. Understanding media text entailed looking into the worth of framing analysis in revealing how report features can be understood in the context of explaining discourse (Fairclough, 1995b). Semetko and Valkenburg's (2000) work on commonly used news frames was able to contribute to the growing work on framing and framing studies.

According to their research findings, there are five news frames, notably:

- a. Attribution of responsibility frame: Ascribes responsibility for a certain issue's cause or resolution to either the government or to institutions or individuals;

- b. Human interest frame: Brings a humanistic perspective on whatever is presented in the news;
- c. Conflict frame: Emphasizes friction between certain parties;
- d. Morality frame: Emphasizes issues with certain religious or moral implications; and
- e. Economic consequences frame: Reports economic repercussions on concerned parties.

2. Meso Level

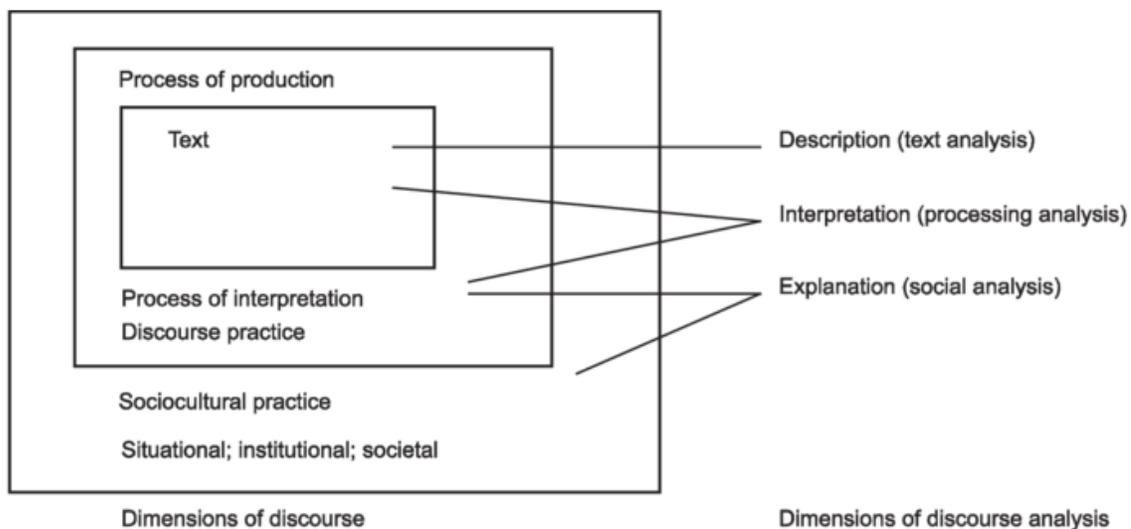
The meso-level, on the other hand, assesses the way texts are created and imbibed (Jørgensen & Phillips, 2002), given that text production and consumption are inherent in discursive practices (Fairclough, 1992). Because this particular level also looks into how discursive practices are legitimized (Goziyah, Sunendar, & Rasyid, 2018), the following four modes of legitimation have been outlined by Van Leeuwen and Wodak (1999, pp. 104-110) and incorporated in CDA frameworks:

- a. Authorization: Legitimation by reference to the authority of tradition, custom, law, and of persons in whom some kind of institutional power is vested;
- b. Rationalization: Legitimation by reference either to the utility of the social practice or some part of it ('instrumental rationalization') or 'the facts of life' ('theoretical rationalization');
- c. Moral Evaluation: Legitimation by reference to value systems (e.g., mentions of values of public interest); and
- d. Mythopoesis: Legitimation conveyed through narrative (e.g., cautionary tales and moral tales)

3. Macro Level

Lastly, the macro-level emphasizes larger social institutions and broader socio-cultural contexts (Fairclough, 1992). Ultimately, because discourse is altered by power relations embedded in several institutions and society, CDA has substantial implications on how class and power are understood (Fairclough, 2001). With this in mind, as a form of critical research, CDA always values the perspective of the oppressed.

Figure 1. *Fairclough's Three-Dimensional Conception of Discourse*



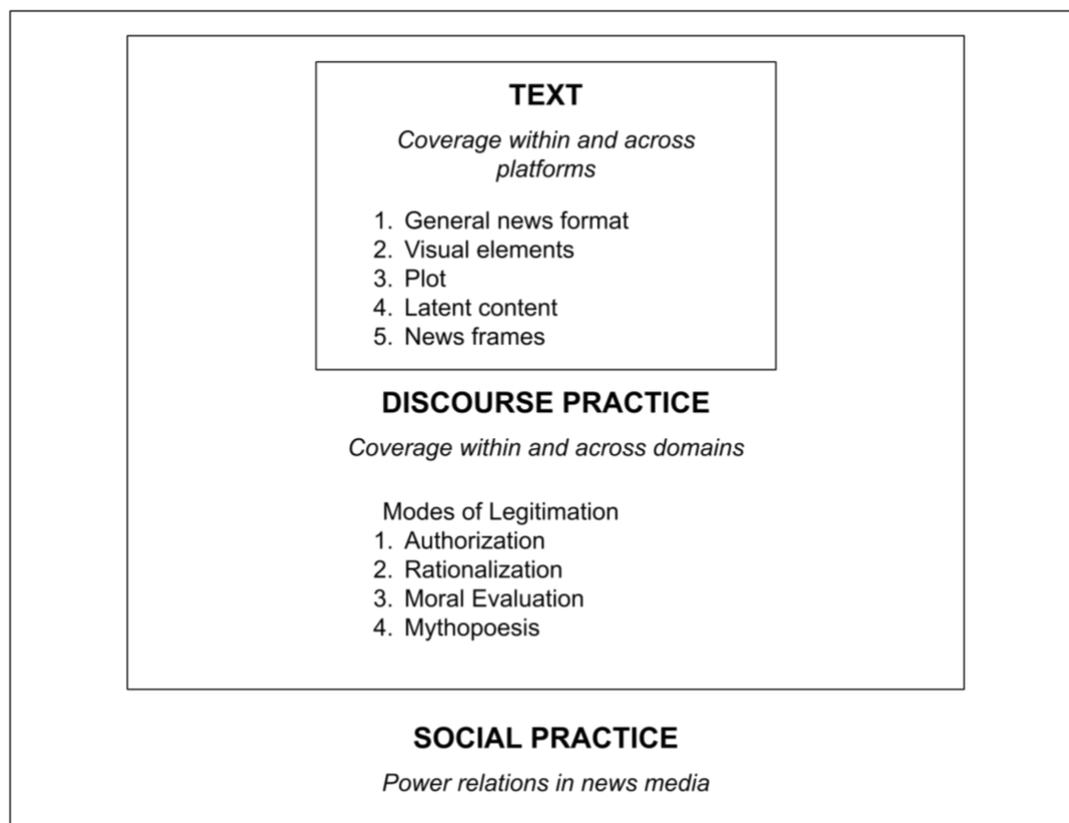
B. Conceptual Framework

For the micro-level of analysis, the study analyzed print and online news content. After a comprehensive review of literature, the researchers decided to assess (1) news format (Eveland, et.al., 2004; Fico, et.al., 1987; Knobloch-Westerwick, et.al., 2005; Tewksbury & Althaus, 2000; Maier, 2010; Youssefi, et.al., 2013; Shojaei, et.al., 2013), (2) use of visual elements (Smith, 2005), (3) content of news stories (Fong & Ishak, 2015; Ileri, 2013), (4) manner or tone in which news stories are delivered or published

(Pew Research Center, 2013; Eshbaugh-Soha, 2010), and the (5) framing types used (Semetko & Valkenburg, 2000)

For the meso-level, the study's conceptual framework included Van Leeuwen and Wodak's (1999) modes of legitimation. As seen in Vaara et al.'s (2007) work, a CDA perspective allowed researchers to assess better how legitimacy is instituted via the intervention of several discursive practices. With regard to the concepts of the present study, the meso-level looked deeper into the discursive practices undertaken to establish the dominant discourse of contractualization in news coverage.

Coverage on contractual workers and its resulting discourse stem from decisions made by the news media gatekeepers (Shoemaker & Reese, 1996; Shoemaker & Vos, 2009), such as the people, organizations, and institutions that control these media channels (Welbers & Opgehaffen, 2018). Thus, the news coverage and discourse on contractual workers in the Philippines is a product of these gatekeepers' social practices within the social context that these actors are located in. Differences in coverage and resulting discourse can also arise due to affordances of the platforms that these news articles are published in (print news outlets vs. online news outlets). All things considered, for the macro level, the data derived and analyzed in the micro and meso level was related to the broader social contexts of the news coverage on contractual workers. In this level, the researchers investigated the mediating powers of news media in classifying, highlighting, and selecting news to create discourse on contractual workers.

Figure 2. *Conceptual Framework*

C. Operational Framework

1. *Micro Level*

a. General News Format

With regard to assessing print and online news' general formats, the researchers looked into an article's (1) main topic, (2) news headline, (3) length of headline, (4) lead paragraph, (5) length of news story, (6) story format, (7) news author, (8) dateline setting, and (9) use of primary and secondary sources.

To identify the main topic, researchers chose from the following list of topics: (1) strikes, rallies, and protests, (2) companies or other institutions practicing contractualization, (3) the development of policies, orders, and bills

addressing contractualization, (4) regularization or renewal of workers or worker benefits, (5) implications on business climate, (6) relationship of government and labor unions, and (7) arguments defending contractualization.

Story format was operationalized into the following measures (Maier, 2010):

- i. Straight news story, internal staff report with the byline: a story that is written by a staff reporter and contains the name of the reporter;
- ii. Straight news story, internal report, no byline: a story that is written by a staff reporter and does not contain the name of the reporter who wrote the story;
- iii. Straight news story, wire story: a story that is sent to a newspaper by a wire service; and
- iv. Straight news, others: a story that is sent to a newspaper by a contributor or an anonymous source.

When it comes to the types of sources used in these news articles, primary sources are differentiated from secondary sources because they serve as direct sources for news material, as opposed to being resources to refer to for additional analysis or interpretation (LibGuides: Research 101: Primary and Secondary Sources, n.d.). The following list was used to identify the primary sources used in news articles: (1) document/report, (2) eyewitness accounts, (3) statistical data, (4) audio recordings, (5) hearings/sessions/press conferences, (6) video recordings, (7) speeches, (8) interviews or personal statements, and (9) surveys. Moreover, secondary sources were operationalized to include: (1) other news articles and (2) magazines, books, or movie reviews (LibGuides: Research 101: Primary and Secondary Sources, n.d.).

b. Visual Elements

To assess the use of print visual elements, the researchers looked into: (1) photographs, (2) infoboxes, (3) refers, (4) infographics, (5) sidebars, (6) pull quotes, and (7) pull-outs (Smith, 2005). Moreover, the following items were used to identify online visual elements: (1) photographs, (2) related Web links, (3) infoboxes, (4) related story links, (5) videos, (6) photo galleries, (7) static graphics, (8) interactive graphics, (9) documents, (10) polls, (11) audio, (12) blogs, (13) discussion forums, (14) live chats, (15) quizzes, and (16) slideshows (Smith, 2005). An additional element, visitor count, was added to the aforementioned list of online visuals due to the website layout features of Abante Tonite. This additional visual element was also accounted for in the other news outlets whenever present.

c. Plot

To study the articles' respective plots, the following variables were taken into consideration: (1) valence, (2) main actors, and (3) secondary actors. Valence was operationalized into (1) positive, (2) neutral, and (3) negative. On the other hand, the following list of actors were used to identify the articles' main and secondary actors: (1) laborers/employees, (2) labor unions, militant groups, activists, (3) government officials, (4) celebrities, (5) social workers and volunteers, (6) government organizations, (7) local media practitioners, and (8) company representatives.

d. Latent Content

Assessing latent content entailed looking into the tone of news presentation. The scale for tone consisted of three items: (1) straightforward, (2) emotional, and (3) others.

e. News Frames

According to Entman (1993), framing is the act of selecting certain aspects of perceived reality to increase its prominence “in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation” (p. 53). Semetko and Valkenburg (2000) elaborated on this definition of news frames to arrive at their deductive approach to analyzing news frames that involve “predefining certain frames as content analytic variables to verify the extent to which these frames occur in the news” (p. 94). Specifically, they investigated five news frames: attribution of responsibility frame, human interest frame, conflict frame, morality frame, and economic consequences frame.

Responsibility frames attribute issues or problems in contractual work, whether as a cause or effect of the solution, to the government or certain individuals or groups. In essence, this frame illustrates the “fourth estate” function of the media in holding the necessary groups or individuals accountable for the issues or problems surrounding contractual work. The attribution of responsibility frame was measured by looking into whether or not the stories contained the following factors: (1) suggested that the government has the capability to resolve the issue/problem, (2) suggested that the government was the reason behind the issue/problem, (3) suggested that there exists any form of a solution to the issue/problem, and/or (4) suggested that any group of people was responsible for the issue/problem (Semetko & Valkenburg, 2000).

Human interest frames place a focus on the human face or an emotional angle in the presentation of the coverage on contractual work. This emphasizes the dramatization, romanticizing, or emotionalizing of news to capture and retain audience interest. In particular, the researchers assessed if stories (1) provided a

human example or “human face” on the issue, (2) employed adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion, (3) emphasized how individuals and groups are affected by the issue/problem, (4) went into the private or personal lives of the actors, (5) contained visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion (Semetko & Valkenburg, 2000).

Conflict frames present the sensationalization of conflict between unique individuals, groups, or organizations involved in contractual work to capture the interest of the audience. This frame is considered the most common framing technique among news coverage. In the context of the present study, conflict frames were measured by evaluating if stories (1) reflected disagreement between parties/individuals/groups/countries, (2) had one party/individual/group/country reproach another, (3) referred to two sides or more than two sides of the problem or issue, or (4) if it pertained to winners and losers (Semetko & Valkenburg, 2000).

Morality frames show the centralization of religious tenets or moral norms as the basis for coverage on contractual work. Given the professional objectivity that journalists are held to, the usage of the morality frame normally indirectly manifests through quotation or referencing other people. With that said, the morality frame scale consisted of three items: (1) “Does the story contain any moral message?”, (2) “Does the story make reference to morality, God, and the other religious tenets?”, and (3) “Does the story offer specific social prescriptions about how to behave?” (Semetko & Valkenburg, 2000).

Economic consequence frames reveal the implications of property value, production, trade, distribution, and utilization of income and resources (Economic Consequence, n.d.) on individuals, organizations, institutions, regions, or

countries. This news frame considers economic consequences as widely impactful events worthy of news value (Graber, 1993 as cited in Semetko & Valkenburg, 2000, p. 96). In particular, the economic consequences frame was measured by assessing whether or not the stories consisted of the following (1) mention of financial losses or gains in the present or in the future, (2) mention of the costs or the degree of the expenses involved, and/or (3) references to the economic consequences of pursuance/non-pursuance of a course of action (Semetko & Valkenburg, 2000).

2. Meso Level

Vaara and Tienari (2008) argued that the examination of the specific ways in which legitimation is carried out is a crucial aspect of CDA, promptly called “legitimation strategies.” Van Leeuwen and Wodak (1999) distinguished and elaborated four types of semantic-functional strategies that establish legitimacy: authorization, rationalization, moral evaluation, and mythopoesis.

a. Authorization

Authorization refers to the referencing of an authoritative and established figure, societal norm, or law to legitimize the issues and actions on contractual work (Van Leeuwen, 1999). In this mode of legitimation, the authority being referenced is assumed to be unchallengeable (Goessens, 2015). In the context of the present study, legitimation via authorization is evident when institutions who have the power to intervene in issues concerning contractualization are brought up. The following items were used to identify the type of authorization entailed in a given news article (Van Leeuwen, 2007):

- i. Personal authority: Authority that is bestowed upon an individual given her/his position and rank;
- ii. Expert authority: Authority as a result of one’s competence in a specific field;

- iii. Impersonal authority: Authorization imposed by laws, rules, and regulations as opposed to an individual's influence;
- iv. Role model authority: Authorization resulting from the influence of celebrities and opinion leaders;
- v. Authority of tradition: Authority as a product of traditions, practices, customs, and habits, and;
- vi. Authority of conformity: Authority resulting from conformity to the status quo.

b. Rationalization

Rationalization refers to the referencing of the value and utility of specific social actions on contractual work based on cognitive validity, as manifested in knowledge claims. Legitimation via rationalization emphasizes pertinent statistics and chief events concerning the issue on-hand (Goessens, 2015). In the context of the study, mentions of percentages of businesses engaging in labor-contracting work or references to the crucial developments of the passing of the EO are examples of rationalization legitimation strategies. Furthermore, rationalization was further operationalized into the following items (Van Leuwen, 2007):

- i. Instrumental rationalization: Alludes to goals, uses, and effects, and;
- ii. Theoretical rationalization: Entails definition, explanation, and predictions.

c. Moral Evaluation

Moral evaluation refers to legitimation through an appeal to societal values and norms with regard to what is considered positive and desirable when it comes to contractual work. Moralization as an example of a legitimation strategy would necessitate assessing issues and actions surrounding contractual work as morally acceptable or beneficial to the improvement of society. For the current study, an example of legitimation via moral evaluation would include references of contractualization as an "acceptable" business practice, because it allows firms to be

more flexible in their operations and reduce costs incurred upon worker regularization (Falco et al., 2008). The following items were used to identify the type of moral evaluation entailed in a given news articles (Van Leuuwen, 2007):

- i. Evaluation: Deals with distinct and specific attributes of objects and actions;
- ii. Abstraction: Expresses evaluation in an abstract manner, and;
- iii. Analogies: Expresses evaluation through comparisons.

d. Mythopoesis

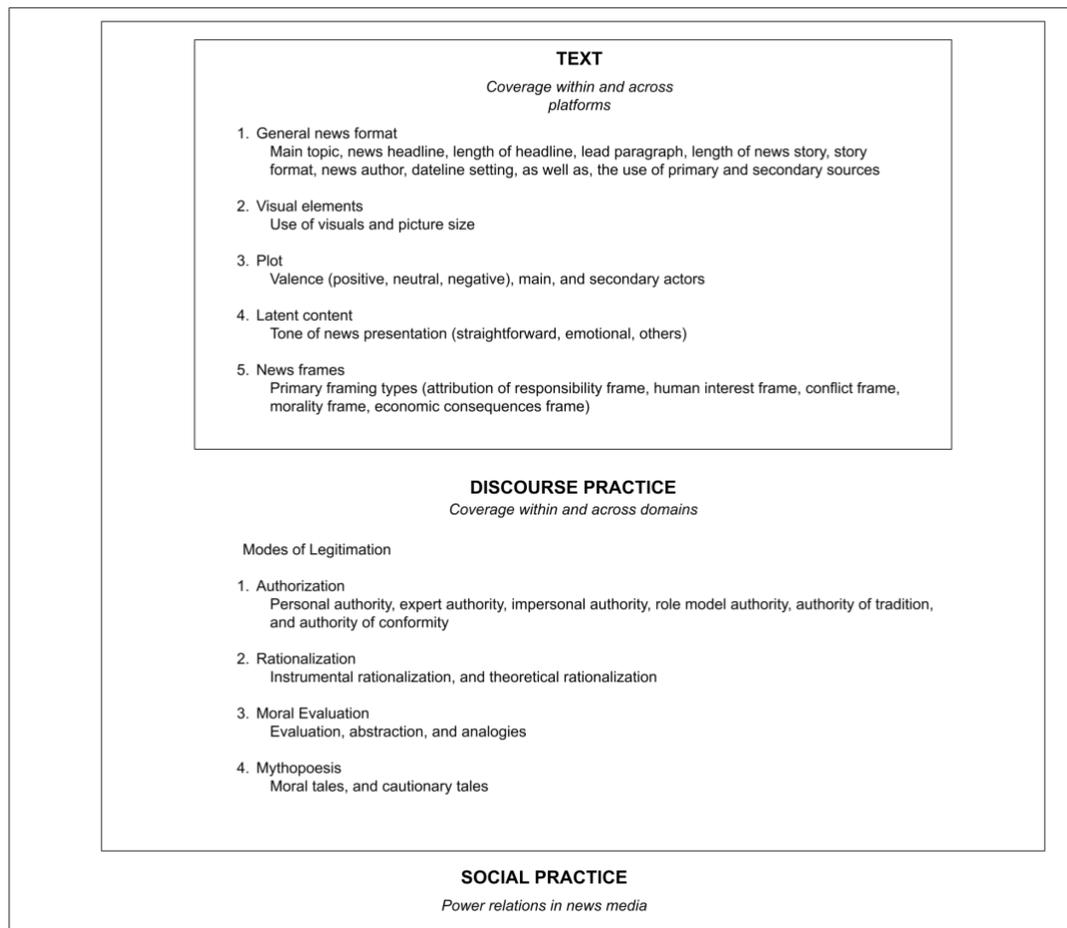
Mythopoesis refers to the narrative telling of the issues and actions pertaining to contractual work and how these coverages are related to either the past or future. Specifically, mythopoesis legitimation would require assessing the possible negative or positive developments in the contractualization phenomenon in the Philippines. With regard to the present study, an example of legitimation via mythopoesis would include references to the uncertainty of the future developments of anti-contractualization laws, as well as past groups' efforts to end "endo." The following items were used to identify the type of mythopoesis entailed in a given news article (Van Leuuwen, 2007):

- i. Moral tales: Emphasis on socially acceptable behavior to achieve a favorable outcome, and;
- ii. Cautionary tales: Illustrate how non-compliance may still result to positive and desirable consequences.

3. Macro Level

Given the highly concentrated conglomerations of the media industry in the Philippines, the researchers also operated under the premise that the private interests of its owners may manifest either explicitly or implicitly in the news content on contractual workers. Through a qualitative reading of the micro and meso level, the researchers were able to emerge the broader social context, which encapsulates these coverages.

With the media market in the Philippines being highly duopolized by ABS-CBN Corporation and GMA Networks Incorporated (Vera Files & Reporters Without Borders, 2018a), embedded power relations revealed (1) how the country's political and economic environments affected the scope and content of the media coverage and (2) how these relations translated to quality, credibility, and transparency of news coverage and this information' availability to the public domain.

Figure 3. *Operational Framework*

D. Definition of Terms

1. Main topic: Pertains to the focus of the story, as indicated by the issue discussed in the headline of the news article
2. Main actor: Individuals/groups/organizations who are the main subject of the news and are the most frequently-cited actors in any given news article
3. Secondary actor: Individuals/groups/ organizations who support the main actors and are the second-most frequently-cited actors in any given news article
4. Primary source: Direct or firsthand evidence (e.g., historical and legal documents, eyewitness accounts, experiment results, statistical data, audio and video recordings, speeches, art objects, interviews, surveys)
5. Secondary source: Describe, discuss, interpret, comment upon, analyze, evaluate, summarize, and process primary sources (e.g., newspaper articles, magazine, book or movie reviews, articles found in scholarly journals that discuss or evaluate someone else's original research)
6. Attribution of responsibility frame: Ascribes responsibility for a certain issue's cause or resolution to either the government or to institutions or individuals
7. Human interest frame: Brings a humanistic perspective on whatever is presented in the news
8. Conflict frame: Emphasizes friction between certain parties
9. Morality frame: Emphasizes issues with certain religious or moral implications
10. Economic consequences frame: Reports economic repercussions on concerned parties
11. Authorization: Refers to the referencing of an authoritative and established figure, societal norm, or law to legitimize the issues and actions on contractual work
12. Personal authority: Authority that is bestowed upon an individual given her/his position and rank

13. Expert authority: Authority as a result of one's competence in a specific field
14. Impersonal authority: Authorization imposed by laws, rules, and regulations, as opposed to an individual's influence
15. Role model authority: Authorization resulting from the influence of celebrities and opinion leaders
16. Authority of tradition: Authority as a product of traditions, practices, customs, and habits
17. Authority of conformity: Authority resulting from conformity to the status quo.
18. Rationalization: Refers to the referencing of the value and utility of specific social actions on contractual work based on cognitive validity, as manifested in knowledge claims
19. Instrumental rationalization: Alludes to goals, uses, and effects
20. Theoretical rationalization: Entails definition, explanation, and predictions
21. Moral evaluation: Refers to legitimation through an appeal to societal values and norms with regard to what is considered positive and desirable when it comes to contractual work
22. Evaluation: Deals with distinct and specific attributes of objects and actions
23. Abstraction: Expresses evaluation in an abstract manner
24. Analogies: Expresses evaluation through comparisons
25. Mythopoesis: Refers to the narrative telling of the issues and actions pertaining to contractual work and how these coverages are related to either the past or future
26. Moral tales: Emphasis on socially acceptable behavior to achieve a favorable outcome
27. Cautionary tales: Illustrate how non-compliance may still result to positive and desirable consequences

CHAPTER IV. METHODOLOGY

This chapter is divided into the following sections: (1) Research Design and Methods, (2) Variables and Measures, (3) Research Instruments, (4) Units of Analysis and Sampling Procedures, (5) Data Generation and Gathering, (6) Data Analysis, (7) Scope and Limitations, and the (8) Researchers.

A. Research Design & Methods

This study used an extensive content analysis of the coverage on contractualization as a labor issue, which was subjected to a qualitative reading. At the micro-level of the CDA, a content analysis was conducted to look into the general news format, visual elements, plot, latent content, and news frames of the coverage on contractualization. For the meso-level of the CDA, the content analysis was guided by the modes of legitimation (Van Leeuwen & Wodak, 1999). This level attempted to explain and differentiate the news coverage on contractual workers in Filipino print and online news. Lastly, at the macro-level of the CDA, social practices and power relations were surfaced and differentiated through a qualitative reading of the news coverage.

B. Variables and Measures

The variables and measures of the micro-level aided in fulfilling the study's first objective. Furthermore, it covered the following:

Table 1. *Variables and Measures for Objective 1*

To characterize the news elements of news coverage on contractual workers in Filipino print and online news	
Variable	Measures
General news format	Main topic, news headline, length of the headline, lead paragraph, length of a news story, story format, news author, dateline setting, primary and secondary sources
Visual elements	Use of print/online visual elements and picture size
Plot	Valence (positive, neutral, negative), main and secondary actors
Latent content	The tone of news presentation (straightforward, emotional, others)
News frames	Primary framing types (attribution of responsibility frame, human interest frame, conflict frame, morality frame, economic consequences frame)

The researchers used Semetko and Valkenburg's (2000) scale to measure the sample's primary framing types. On the other hand, to achieve the study's second objective at the meso level, they based their measures on the elaborated definitions of the modes of legitimation (Van Leuwen & Wodak, 1999) in Van Leuwen's (2007) updated paper. The researchers covered the following variables and measures:

Table 2. *Variables and Measures for Objective 2*

To explain Filipino print and online news coverage on contractual workers according to the modes of legitimation	
Variable	Measures
Authorization	Personal authority, expert authority, impersonal authority, role model authority, authority of tradition, authority of conformity
Rationalization	Instrumental rationalization, theoretical rationalization
Moral Evaluation	Evaluation, abstraction, analogies
Mythopoesis	Moral tales, cautionary tales

The third level integrated the content analyses from the micro and meso level of analysis of the CDA through a qualitative reading of the data. This was done to address the third objective of the study, which aimed to surface the themes on social practices and power relations across the domains and platforms of news coverage on the labor issues surrounding contractualization. In this level of the CDA, the sociocultural practices of news media emerged, revealing news media's power in mediating discourse on contractual workers in the Philippines.

C. Research Instruments

This study used online Google Forms and a corresponding coding guide to analyze the text and discursive practices of news coverage. The researchers and their hired coders used two similar forms to encode the necessary data. All coding forms were exported to Google Sheets, wherein all quantitative parts of the coding forms were exported and analyzed through SPSS.

To establish intercoder reliability, the two researchers hired three coders. The rationale behind specifically hiring an odd number of coders was to address the possibility of draws between the coding of the content. All coders, including the researchers, were required to take an intercoder reliability (IRR) test. The IRR measure used in the study was the Krippendorff's alpha coefficient. For an IRR test to be considered significant and valid, the minimum value must at least be 0.800 (Glen, 2016). For every round, the researchers coded five articles. However, due to the small sample used for every round of the IRR tests, the researchers aimed for a higher Krippendorff's alpha value (1.00). The researchers were able to get an IRR value of 1.00 for each variable after three rounds of IRR tests.

D. Units of Analysis and Sampling Procedures

The study's units of analysis consisted of print and online news articles covering contractualization. The researchers conducted a census of all articles published by the six chosen news outlets. The study's sample was limited to include articles published on or after the start of President Rodrigo Duterte's term (30 June 2016) up to the official end of the data gathering period for this study (26 October 2019). All articles gathered were subjected to data analysis through CDA.

As mentioned, the researchers looked into six outlets, particularly three print and three online outlets. The following were the specific news outlets from which the sample of the study was sourced from:

Table 3. *Chosen News Outlets*

Print News Outlets	<ol style="list-style-type: none"> 1. The Philippine Daily Inquirer 2. The Philippine Star 3. The Manila Bulletin
Online News Outlets	<ol style="list-style-type: none"> 1. Rappler (rappler.com) 2. Sun Star (sunstar.com.ph) 3. Abante Tonite (tonite.abante.com)

For print news outlets, the three aforementioned news outlets were chosen because they were considered as the top three broadsheets in the Philippines at the time of the completion of the study (Primer Media Inc., 2016; International Media & Newspapers, 2016). Thus, they were more likely to be among the most circulated newspapers in the country. The researchers used a similar rationale in their selection of online news outlets. However, while Inquirer.net was considered the top online news outlet in the country at the time of the study's completion, the researchers chose to study Abante Tonite instead because it was sixth on the list of top digital outlets (All You Can Read, n.d.). Furthermore, they also assessed Abante Tonite because the other top online news platforms' (PhilSTAR.com and mb.com.ph) print counterparts were already included in the study.

For the online news articles, keywords were used to search for news articles on contractual workers in the Philippines. News articles were collected from each online news media outlet until all keywords relating to contractualization were exhausted. Duplicates and articles that did not satisfy the necessary criteria (e.g., date of publication) were removed from the pool of articles, prior to analysis.

The researchers numbered the print and online articles used. A comprehensive list of the included print and online articles can be found in Appendix B. Unique article numbers were assigned to each article based on the outlet they were sourced from. The

article number was used to cite information from the news stories in the study's subsequent chapters.

E. Data Generation and Gathering

The researchers accessed the print news articles through the database of the Main Library of the University of the Philippines, Diliman, as well as the online database of compiled and scanned articles from pressreader.com. All print news articles from the three print news media outlets were compiled in a Google Sheets tracker. For the online news articles, the researchers accessed all news articles through the websites of the three news outlets: rappler.com (Rappler), sunstar.com (Sun Star), and toniteabante.com (Abante Tonite). All online news articles were also compiled in the same Google Sheets tracker.

Furthermore, the researchers conducted a census in the data generation and gathering of the news articles. In other words, all articles printed and published from June 30, 2016 to October 26, 2019 from the six news outlets were included in the study. The reports were sourced by making use of keyword and index searches.

F. Data Analysis

Prior to the data gathering procedure of the study, the researchers used a surface-level analysis of the existing coverage on contractual workers to audit articles. Through this preliminary search, the researchers were able to determine that there was sufficient (i.e., more than 60 articles on contractualization for each platform) coverage on contractual workers to be sampled for this study.

Data analysis for this study was conducted in three phases and with the aid of quantitative analysis software. The first phase of the study was a content analysis of the general news format, visual elements, plot, latent content, and news frames of the coverage on contractual workers. The aforementioned items were coded and analyzed using descriptive statistics. Furthermore, the researchers also used frequency and

percentage distributions in their data analysis. Moreover, cross-tabulations were also used to surface the different frequency and percentage distributions between the two variables. In the case of variables that required multiple responses, the necessary variables were recoded to run the cross-tabulations and frequency and percentage distributions.

In the second stage of data analysis, the news sample was assessed according to the modes of legitimation present in these coverages. The indicators for the four legitimation strategies were also coded and analyzed with descriptive statistics. Similar to the previous stage, frequency and percentage distribution was also used in the data analysis of the meso level. For certain variables and concepts in the meso level, specifically moral evaluation and mythopoesis of the modes of legitimation, a thematic analysis was conducted to arrive at an in-depth analysis of the different nuances that each concept alluded to. To do so, the researchers analyzed the whole sample and took note of the data and information that best fit the criteria that the two modes alluded to. Certain variables from the micro-level of analysis were also cross-analyzed with the variables and concepts exclusive to the meso level. These variables included, but were not limited to, main topic, main actors, and news frames.

Finally, the third phase of this study consisted of a qualitative reading of the analyzed data from the micro and meso level to surface and differentiate the social practices of the coverage on contractual workers in print and online news, and how these reflect or consolidate the power of news media. This was done by connecting the data analyzed from the micro and meso level with research on the gatekeepers of print and online news, as well as the power relations which manifested in the different stakeholders (owners and news sources) of the media outlets.

G. Scope and Limitations

The current study's scope included online and print news articles about the phenomenon of contractualization as a labor issue in the Philippines. With that said, the researchers looked into the variety of topics and issues concerning, but not limited to (1) strikes, rallies, and protests, (2) companies practicing contractualization, (3) developments of policies, orders, and bills addressing contractualization, (4) regularization of workers, (5) implications on business climate, (6) the relationship of government and labor unions, and the (7) instances in which contractualization, as a business practice, is even promoted or defended. The study also covered news articles published during the beginning of President Rodrigo Duterte's term (30 June 2016) until the time (26 October 2019) that the data gathering procedure ended. With that being said, news articles on contractual workers in previous administrations were not included.

The researchers only used print news articles available in the current database of the Main Library of the University of the Philippines, Diliman, and the online database of compiled and scanned print news articles from pressreader.com. Hence, articles that may not have been included in the library's or pressreader's database, but are about contractual workers in the Philippines, were not included. Similarly, the researchers only used certain keywords to search for print and online news articles on contractual workers in the online database of the main library, pressreader, and online news media outlets. As a result, articles on contractual workers in the Philippines that appeared with different keywords were also not included.

H. The Researchers

Juan Christian F. Nadong is a senior student of BA Communication Research. Prior to his undergraduate thesis, he was able to finish communication research courses in the fields of quantitative and qualitative research, market research, data interpretation

and reporting, communication planning, project development, and management. He has also taken up electives in health education and speech communication. Alongside his academic experience, he also has work experience in advertising and campaign management. Having been able to intern for a leading market research firm in the Philippines, he also specializes in qualitative market research. His research interests include health research, media research, and consumer insights.

Anna Patricia O. Pagdanganan is also a senior student of BA Communication Research. Like her thesis partner, she has also taken units on quantitative and qualitative research, communication planning, and market research. Furthermore, throughout her undergraduate years, she has also taken up courses on economics and political science. Prior to her final year in the university, she interned for two multinational companies, working under award-winning strategy teams. Her research interests include political communication and quality-of-life research.

CHAPTER V. RESULTS AND DISCUSSION

This chapter is divided according to the three layers described in the CDA framework (Fairclough, 1995a). The micro-level assessed the news elements of coverage on contractualization in both Filipino print and online news. Next, the meso-level explained Filipino print and online news coverage via the modes of legitimation (Van Leuwen & Wodak, 1999). Lastly, the macro-level integrated the analyses from the previous CDA levels to surface the sociocultural practices of news media.

A. Micro Level

As previously mentioned, the micro-level took a closer look at the various elements incorporated in the news coverage of contractualization for both print and online sources. In this section, articles were scrutinized according to (1) general news format, (2) use of visual elements, (3) plot, (4) latent content, and (5) use of news frames.

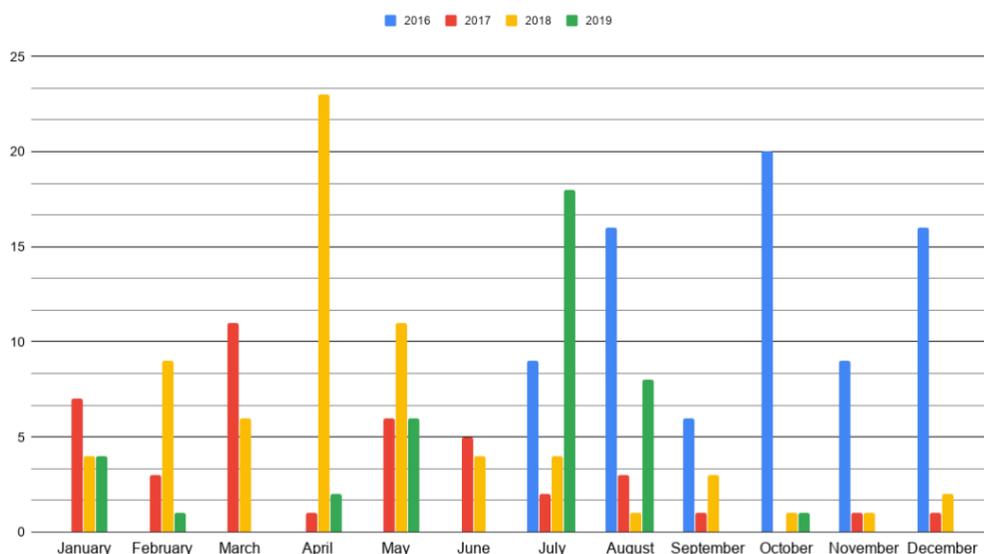
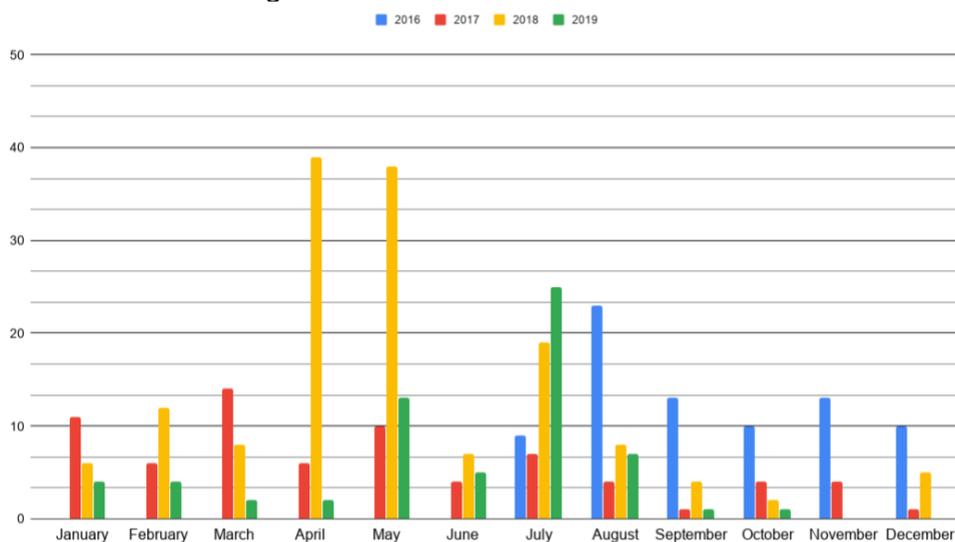
1. *General News Format*

For the present study, the researchers took a census of all print and online news articles published from the beginning of President Rodrigo Duterte's term on June 30, 2016, to October 26, 2019. In particular, they looked at (1) Philippine Daily Inquirer, (2) Philippine Star, (3) Manila Bulletin, (4) Rappler, (5) Sun Star, and (6) Abante Tonite [Table 4]. Findings showed that contractualization was mostly discussed in print articles during 2016. However, they were more densely covered in online stories during 2018.

Table 4. *Prevalence of Articles on Contractualization Throughout the Years (N=588)*

Year Published	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
2016	77	34.1	79	21.8	156	26.5
2017	41	18.1	73	20.2	114	19.4
2018	69	30.5	148	40.9	217	36.9
2019	39	17.3	62	17.1	101	17.2
Total	226	100.0	362	100.0	588	100.0

As seen in the following figures, contractualization has been inconsistently covered over the past three years for both print and online media [Figure 4 and 5]. Typically, coverage on the topic remained scarce over the first few months of the year. However, there was a higher incidence of coverage during the months of April to July. Figures show that contractualization coverage spiked during April 2018 for both print and online news. Coverage for April 2018 featured a variety of topics such as the Palace's "defeatist" stand on endo (MB - 9), DOLE's initiatives to regularize workers (MB - 8; SS - 120), Duterte's "aborted meetings" with the labor sector (PDI - 72), and labor groups' plans of staging protests on Labor Day (SS - 74; PDI - 90).

Figure 4. *Print News Coverage Trends*Figure 5. *Online News Coverage Trends*

Based on the census of news articles, Sun Star (31.6%) accounted for over a third of the total population of the six outlets' news coverage on contractualization. Meanwhile, Rappler was the second-biggest contributor to the study's sample. Platforms like Philippine Daily Inquirer and Philippine Star devoted equal coverage to this issue

(13.3% of total news articles for both), while Abante Tonite only published 10% of the study's total sample [Table 5].

Table 5. *Prevalence of Articles on Contractualization Published by Print and Online Outlets (N=588)*

News Outlet	Frequency	Percentage
Philippine Daily Inquirer	78	13.3
Philippine Star	78	13.3
Manila Bulletin	70	11.9
Rappler	117	19.9
Sun Star	186	31.6
Abante Tonite	59	10.0
Total	588	100.0

Concerning the writers of the print and online news articles, the study's findings contradict previous literature on news authorship differences. Literature has shown how print stories are more likely to feature staff-written, bylined opinion-free news stories on their respective front pages (Maier, 2010). Meanwhile, online stories thrive on anonymous authorship and wire-service stories (Maier, 2010). However, almost all print news stories were straight news stories with indicated bylines (92.5%). Similarly, a big majority of online news stories were also composed of straight news stories with an identified news author (60.5%) [Table 6]. Although, it is worth noting that online news sites such as Sun Star and Abante Tonite published more news stories without bylines (33.3% of Sun Star stories and 100.0% of Abante Tonite stories, respectively).

Table 6. *Prevalence of Story Formats in Print and Online Articles on Contractualization (N=588)*

Story Format	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Straight news story, internal staff report with byline	209	92.5	219	60.5	428	72.8
Straight news story, internal staff report, no byline	15	6.6	133	36.7	148	25.2
Straight news story, internal staff report, wire story	2	0.9	10	2.8	12	2.0
Total	226	100.0	362	100.0	588	100.0

With regard to the main topics of news coverage, findings revealed that print news sites gave more attention to issues like (1) the development of policies, orders, and bills addressing contractualization (37.6%), (2) regularization or renewal of workers and other worker benefits (11.9%), and (3) implications on business climate (11.5%) [Table 7]. Of the top three main topics for print news, Philippine Daily Inquirer (4.9%), Philippine Star (4.8%), and Manila Bulletin (4.8%) gave almost equal attention to updates on policies, orders, and bills.

Moreover, online news sites featured the following topics: (1) the development of policies, orders, and bills addressing contractualization (34.3%), (2) companies or other institutions practicing contractualization (13.3%), and (3) regularization or renewal of workers and other worker benefits (11.9%) [Table 7]. When it came to the three online news sites studied, Sun Star published the most articles on (1) updates on policies, orders, and bills (10.5% of total articles), (2) companies or institutions using contractual arrangements (3.7% of total articles), and (3) the regularization or renewal of workers and other worker benefits (3.7% of total articles).

Table 7. *Prevalence of Main Topics in Print and Online Articles on Contractualization (N=588)*

Main Topic	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Strikes, rallies, and protests	18	8.0	40	11.0	58	9.9
Companies or other institutions practicing contractualization	24	10.6	48	13.3	72	12.2
Developments of policies, orders, and bills addressing contractualization	85	37.6	124	34.3	209	35.5
Regularization or renewal of workers, worker benefits	27	11.9	43	11.9	70	11.9
Implications on the business climate	26	11.5	6	1.7	32	5.4
Relationship of government and labor unions	22	9.7	29	8.0	51	8.7
In defense of contractualization	4	1.8	11	3.0	15	2.6
Others	20	8.8	61	16.9	81	13.8
Total	226	100.0	362	100.0	588	100.0

A big majority of print stories were set in Metro Manila (68.3%). Similarly, the majority of online stories (57.6%) were located in the area, as well [Table 8]. Because much of news coverage centered on the government's executive and legislative functions, it was likely that news stories unfolded in Metro Manila, the nation's capital.

Table 8. *Prevalence of Dateline Settings in Print and Online Articles on Contractualization (N=588)*

Dateline Setting	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Metro Manila	56	68.3	141	57.6	197	60.2
Outside Metro Manila	26	31.7	104	42.4	130	39.8
Total	82	100.0	245	100.0	327	100.0

The researchers also assessed the length of the article's headline by counting its number of words. While literature points to the idea that the size of news elements allows outlets to give prominence to specific stories (Althaus & Tewksbury, 2002), the present study's findings emphasized the minimal distinction between news headlines of print and online news articles. Online articles had slightly longer news headlines (7.8) compared to their traditional counterparts (7.2) [Table 9].

Table 9. *Average Number of Words in a Headline per Media Platform (N=588)*

Number of Words in a Headline	Media Platform	
	Print	Online
Average	7.2	7.8
Standard Deviation	2.0	2.1

To measure the length of a news story, the researchers took note of the total number of words used in an article. They excluded the title and the external links embedded in the article in their count. After looking at the wide range of data pertaining to the number of words in a news story, the researchers decided to categorize the values accordingly. The lengths were categorized into four groups: (1) short, (2) medium, (3) long, and (4) very long. The following were the ranges used:

- a. Short: 1 to 333 words;
- b. Medium: 334 to 666 words;
- c. Long: 667 to 999 words; and
- d. Very long: 1000 words and above.

Contrary to literature, the online articles of the sample were generally longer than their print counterparts (Maier, 2010). The greatest number of print news stories comprised of short ones (46.0%), while online news stories were typically medium-length (55.8%) [Table 10]. Furthermore, the findings of the present study also challenge the

notion that online news stories cannot provide in-depth discussions on issues compared to print media (Burggraaff & Trilling, 2017). The discrepancies in the length of the articles can be explained by assessing the main topics of these articles. Because both print and online news coverage focused more on stories regarding policies, orders, and bills addressing contractualization versus other topics, stories concerning this subject-matter were generally longer due to the lengthy explanations needed to discuss these aforementioned developments thoroughly. Moreover, articles concerning these documents comprised of 38.1% and 40.8% of the total number of medium-length stories and long stories, respectively.

Table 10. *Prevalence of Varying News Story Lengths in Print and Online Articles on Contractualization (N=588)*

News Story Length	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Short	104	46.0	125	34.5	229	38.9
Medium	92	40.7	202	55.8	294	50.0
Long	21	9.3	28	7.7	49	8.3
Very long	9	4.0	7	1.9	16	2.7
Total	226	100.0	362	100.0	588	100.0

With regard to the kinds of sources used in writing articles, a big majority of print and online articles used interviews (76.9% and 77.1% for print and online, respectively) [Table 11]. Data was also consistent with the literature describing the heavy use of documents as primary sources for online news (Burggraaff & Trilling, 2017), given that a big majority of online articles on contractualization based their content on documents (65.0%). Interestingly enough, only 20.9% of print and 26.2% of online articles used statistical data as primary sources for news content [Table 11]. This finding is consistent

with the fact that there is a lack of empirical data documenting contractual workers (RAP - 123).

Table 11. *Primary Sources Used in Print and Online Articles on Contractualization* (N=588) *

Primary Sources	Media Platform			
	Print		Online	
	f	%	f	%
Document/report	128	56.9	236	65.2
Eyewitness accounts	4	1.8	3	0.8
Statistical data	47	20.9	95	26.2
Hearing/session/press conference	60	26.7	85	23.5
Video recording	0	0.0	3	0.8
Speeches	7	3.1	35	9.7
Interviews	173	76.9	279	77.1
Surveys	1	0.4	1	0.3
*Multiple Response				

As seen in the next table, both print and online news stories hardly used secondary stories when writing these aforementioned articles. However, only eight articles used secondary sources, particularly other news articles [Table 12].

Table 12. *Secondary Sources Used in Print and Online Articles on Contractualization* (N=588) *

Secondary Sources	Media Platform	
	Print	Online
	Frequency	Frequency
Other News Article	2	6
*Multiple Response		

2. Visual Elements

News elements' visual hierarchy is used to give more prominence to certain news stories (Cooke, 2003). The researchers took note of the dimensions of the pictures (in terms of length x width) used in both print and online news articles. They used pixels as their unit of measurement for the two platforms. Next, they based their classification of the picture size according to the encoded data. The following categories were used to describe the picture sizes of the sample:

- a. Small: Sizes ranging from 94 x 126 pixels to 640 x 360 pixels;
- b. Medium: Sizes ranging from 640 x 361 pixels to 1000 x 537 pixels; and
- c. Large: Sizes ranging from 1000 x 586 pixels to 3920 x 2204 pixels.

Across both print and online news outlets, photographs were the most incorporated [Table 13 and 14] element in news coverage, with the greatest number of pictures being medium-sized (45.2%). However, while literature points to the idea that print news articles use more visual elements than their online counterparts (Smith, 2005), the present study's data revealed otherwise. Findings showed that print articles barely used visuals in news coverage on contractualization. Out of the three chosen print news outlets, the Philippine Daily Inquirer used visual elements the most —with 28 articles from the pool of articles incorporating elements such as photographs (24), infoboxes (2), and pull quotes (4).

Table 13. *Print Visual Elements Used in Articles on Contractualization**

Print Visual Elements	Frequency
Photographs	39
Infobox	10
Pull quote	4
*Multiple Response	

Moreover, the findings revealed that online articles on contractualization did not subscribe to the “scan-and-go” standards of online platforms described in literature (Cooke, 2003). In fact, the data showed how these visual elements were used to enhance the quality of reporting for these particular articles by creating a more interactive experience. Of the three online news sites, Rappler was the most versatile in its use of visual elements through photographs (99.1% of Rappler visuals), related story links (94.0% of Rappler visuals), and polls (98.3% of Rappler visuals). This site incorporated elements like related story links to guide readers who might be interested in learning more about contractualization. Its use of polls also allowed readers to indicate how articles on endo made them feel. Furthermore, the site accounted for 53.2% of the total online visual elements incorporated. On the other hand, data also revealed that Sun Star and Abante opted for simpler layouts. When it came to these two sites, at most, their stories featured photographs (42 out of the 44 Sun Star visuals used and 28 out of the 59 Abante Tonite visuals used).

Table 14. *Online Visual Elements Used in Articles on Contractualization**

Online Visual Elements	Frequency	Percentage
Photographs	186	33.9
Related Web links	23	4.2
Infobox	1	0.2
Related story links	115	20.9
Video	21	3.8
Static graphic	4	0.7
Document	26	4.7
Poll	116	21.1
Visitor count	57	10.4
*Multiple Response		

3. Plot

The greatest number of both print and online news articles consisted of negative articles (49.1% and 49.4% for print and online, respectively) [Table 15]. Among the six chosen news sites, Rappler had the worst depiction of contractualization. This particular finding was consistent with the fact that out of all the six outlets studied in the present study, Rappler's coverage was more focused on negative topics (29.9%), such as (1) strikes, rallies, and protests (14.5%) and (2) companies or other institutions practicing contractualization (13.7%).

However, the Philippine Daily Inquirer presented a more neutral depiction of contractualization, given that 60.3% of its articles were written with this kind of tone. On the other hand, Sun Star had the most positive news coverage on contractualization, because it published 2.9% of the total population's positive stories.

Table 15. *Valence of Print and Online Articles on Contractualization (N=588)*

Valence	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Positive	17	7.5	35	9.7	52	8.8
Neutral	98	43.4	148	40.9	246	41.8
Negative	111	49.1	179	49.4	290	49.3
Total	226	100.0	362	100.0	588	100.0

Government officials were among the top main actors for both print and online news on contractualization (63.6% and 50.1%, respectively) [Table 16]. While high-ranking officials like Labor Secretary Silvestre Bello III (14.5%), President Rodrigo Duterte (9.2%), and Labor Undersecretary Joel Maglunsod (4.3%) were among the more frequently cited actors, various directors and officials from the Department of Labor and

Employment (7.5%) were also crucial players in online and print news coverage on contractualization.

Of the six various news sites assessed, Philippine Daily Inquirer (28.2%) and Sun Star (30.6%) gave more prominence to labor unions, militant groups, and activists in their news coverage for print and online platforms, respectively. However, Rappler (10.3%) featured more news stories focusing on specific workers from companies like PLDT, NutriAsia, and Jollibee.

Table 16. *Prevalence of Main Actors in Print and Online Articles on Contractualization (N=588)*

Main Actors	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Laborers/employees	5	2.2	17	4.7	22	3.7
Labor unions/militant groups/activists	39	17.3	91	25.1	130	22.1
Government officials	143	63.3	182	50.3	325	55.3
Social worker/volunteers	0	0.0	1	0.3	1	0.2
Government organizations	11	4.9	49	13.5	60	10.2
Company representatives	7	3.1	15	4.1	22	3.7
Others	21	9.3	7	1.9	28	4.8
Total	226	100.0	362	100.0	588	100.0

On the other hand, the secondary actor is the second-most cited actor in any given news article that directly supports the sentiments of the main actor. Data revealed that the greatest number of both online and print articles have government officials for their secondary actors [Table 17]. Of the various secondary actors mentioned across the six news sites over the last three years, Labor Secretary Silvestre Bello III (3.4%) and Labor Undersecretary Joel Maglunsod (2.0%) were among the more frequently cited secondary actors. Given that much of the conversation on contractualization veered towards updates on policies, bills, and orders addressing the aforementioned issue, it

would explain why government officials played roles as secondary actors in print and online news stories.

Table 17. *Prevalence of Secondary Actors in Print and Online Articles on Contractualization (N=588)*

Secondary Actors	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Laborers/employees	1	1.3	4	4.3	5	3.0
Labor unions/militant groups/activists	20	26.7	34	36.2	54	32.0
Government officials	43	57.3	39	41.5	82	48.5
Social worker/volunteers	0	0.0	1	1.1	1	0.6
Government organizations	1	1.3	10	10.6	11	6.5
Company representatives	4	5.3	2	2.1	6	3.6
Others	6	8.0	4	4.3	10	5.9
Total	75	100.0	94	100.0	169	100.0

4. *Latent Content*

The article's tone can be explained by the kind of news stories both print and online platforms focus on. Because coverage leaned towards stories concerning developments of policies, orders, and bills addressing contractualization [Table 7], news authors hardly paid attention to more personal accounts of contractualization. Almost all print articles were written with a straightforward tone (95.1%), while most online articles were written in the same manner (87.8%) [Table 18]. Data contradicted literature describing the preference for a more compassionate tone on online media (Pew Research Center, 2013), given that the three chosen online news sites were only able to contribute minimally to the sample of emotional stories on contractualization (4.1%, 2.6%, and 0.7% of total articles from Rappler, Sun Star, and Abante Tonite, respectively).

Table 18. *Prevalence of Tone in Print and Online Articles on Contractualization (N=588)*

Tone	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Straightforward	215	95.1	318	87.8	533	90.6
Emotional	11	4.9	43	11.9	54	9.2
Others	0	0.0	1	0.3	1	0.2
Total	226	100.0	362	100.0	588	100.0

5. News Frames

Across platforms, certain news frames were more heavily used than others when it came to coverage on contractualization. For both print and online news media, frames that ascribe responsibility to either the government, institutions, or individuals (Semetko & Valkenberg, 2000) were prevalent across the two media platforms. For print, 73.5% of coverage on contractual workers utilized the attribution of responsibility frame, while 69.9% of online news coverage used the news frame [Table 19].

Following the attribution of responsibility frame, frames that featured the friction between opposing parties (Semetko & Valkenberg, 2000) were the second-most used news frame for both print and online platforms. For print news media, 15.0% of the coverage used the conflict frame, while 17.4% of online news coverage used this frame [Table 19]. Among the six news outlets studied, Sun Star used the attribution of responsibility frame the most (62.4% of their news coverage).

Both print and online platforms diverged in the way they utilized the human interest frames and economic consequences frames. Print news coverage on contractual workers incorporated the economic consequences frame (8.0%) more compared to the human interest frame (3.1%). On the other hand, online news coverage used human interest frames (9.7%) more than economic consequences frames (2.8%) [Table 19].

Table 19. *Prevalence of Primary Framing Types in Print and Online Articles on Contractualization (N=588)*

Tone	Media Platform				Total	
	Print		Online			
	f	%	f	%	f	%
Attribution of responsibility frame	166	73.5	253	69.9	419	71.3
Human interest frame	7	3.1	35	9.7	42	7.1
Conflict frame	34	15.0	63	17.4	97	16.5
Morality frame	1	0.4	1	0.3	2	0.3
Economic consequences frame	18	8.0	10	2.8	28	4.8
Total	226	100.0	362	100.0	588	100.0

It is important to note that each primary framing type was subjected to further categorization based on certain criteria statements.

a. Attribution of Responsibility Frame

Almost all print and online news articles showed how some level of government was necessary for alleviating issues regarding endo (95.8% and 98.4%, respectively). Print and online outlets also showed how the government was responsible for these problems (85.5% and 91.3% for print and online, respectively). Articles also highlighted solutions for them (93.4% and 92.1% for print and online, respectively). Moreover, news coverage also featured other groups of people who were responsible for issues concerning contractualization (70.5% and 92.1% for print and online, respectively) [Table 20].

However, print and online news coverage differed in their depictions of urgency in solving issues and problems. For print news coverage on contractual workers, three out of four (75.9%) articles suggested that the issues and problems depicted in the article required urgent action. On the other hand, only one-half (49.8%) of online news coverage suggested that the issues and problems depicted in the article required urgent action [Table 20].

b. Human Interest Frame

Both print and online news used human interest frames sparingly. Only seven print and 35 online articles used this frame. Articles that incorporated this frame featured (1) a "human face" on the issue, (2) employed adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion, and (3) emphasized how individuals and groups were affected by the issue/problem [Table 20].

c. Conflict Frame

The print news used conflict frames less compared to their online counterparts. There were 25 print and 63 online articles that emphasized the disagreements between parties, individuals, groups, or countries [Table 20]. More online articles (61) featured parties, individuals, groups, or countries that reproached another over their print counterparts (30). There were also 21 print articles and 51 online news articles, which showed two or more sides of the issue. Finally, ten print news articles referred to winners or losers, while 26 online news articles followed suit [Table 20].

d. Morality Frame

For the morality frame, only one article from each platform used this news frame in their coverage of contractual workers. In both articles from the two different platforms, both referenced morality, God, and the other religious tenets, as well as advice on specific social prescriptions about how to behave. The sole online news article contained a moral message, while its print counterpart did not [Table 20].

e. Economic Consequences Frame

Both print and online articles hardly utilized economic consequences frames. Seven print and five online news articles mentioned financial losses or gains in the present or the future. Data showed that 13 print and seven online news articles used information revolving around the costs or degree of expenses involved in the issues about contractualization. Finally, nine online articles and 18 print articles referenced the economic consequences of pursuing actions related to contractualization [Table 20].

Table 20. *Prevalence of Sub-frames in Print and Online Articles on Contractualization**

Primary Framing Sub-Types	Media Platform			
	Print n= 166		Online n= 253	
	f	%	f	%
Attribution of Responsibility Frame				
The story suggests that some level of government has the ability to alleviate the problem	159	95.8	249	98.4
The story suggests that some level of the the government is responsible for the issue/problem	142	85.5	231	91.3
The story suggests a solution(s) to the issue/problem	155	93.4	233	92.1
The story suggests that a group of people is responsible for the issue/problem	117	70.5	233	92.1
The story suggests the problem requires urgent action	126	75.9	126	49.8
	Print n= 7		Online n= 35	
Human Interest Frame				
The story provides a human example or “human face” on the issue	7	100.0	35	100.0
The story employs adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion	7	100.0	35	100.0

Table 20. *Continued*

The story emphasizes how individuals and groups are affected by the issue/problem	7	100.0	35	100.0
The story goes into the private or personal lives of the actors	1	14.3	12	34.3
The story contains visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion	5	71.4	31	88.6
	Print n= 34		Online n= 63	
Conflict Frame	f	%	f	%
The story reflects disagreement between parties/individuals/groups/countries	25	73.5	63	100.0
One party/individual/group/country reproaches another	30	88.2	61	96.8
The story refers to two sides or more than two sides of the problem or issue	21	61.8	51	81.0
The story refers to winners and losers	10	29.4	26	41.3
	Print n= 1		Online n= 1	
Morality Frame	f	%	f	%
The story contains moral messages	0	0.0	1	100.0
The story makes reference to morality, God, and the other religious tenets	1	100.0	1	100.0
The story offers specific social prescriptions about how to behave	1	100.0	1	100.0
	Print n= 18		Online n= 10	
Economic Consequences Frame	f	%	f	%
There are mentions of financial losses or gains now or in the future	7	38.9	5	50.0
There are mentions of the costs/degree of expense involved	13	72.2	7	70.0
There are references to economic consequences of pursuing or not pursuing a course of action	18	100.0	9	90.0
* Multiple Response				

B. Meso Level

This next section explains Filipino print and online news coverage on contractual workers according to the modes of legitimation. As previously mentioned, there are four modes of legitimation, particularly, (1) authorization, (2) rationalization, (3) moral evaluation, and (4) mythopoesis (Van Leeuwen & Wodak, 1999). Authorization was further categorized into (1) personal authority, (2) expert authority, (3) impersonal authority, (4) role model authority, (5) authority of tradition, and (6) authority of conformity (Van Leeuwen, 2007). Next, rationalization assessed instrumental rationalization and theoretical rationalization (Van Leeuwen, 2007). Moral evaluation was operationalized by assessing (1) evaluation, (2) abstraction, and (3) analogies (Van Leeuwen, 2007). Lastly, mythopoesis looked into moral tales and cautionary tales (Van Leeuwen, 2007).

Across both platforms, invoking personal authority was the most typical way of legitimizing discourse (94.7% and 92.3% for print and online, respectively). The discourse of contractualization was also legitimized via instrumental rationalization (88.5% and 84.3% for print and online, respectively) [Table 21].

Table 21. *Prevalence of Modes of Legitimation in Print and Online Articles on Contractualization** (N=588)

Modes of Legitimation	Media Platform			
	Print		Online	
	f	%	f	%
Authorization				
Personal authority	214	94.7	334	92.3
Expert authority	13	5.8	14	3.9
Impersonal authority	187	82.7	287	79.3
Role model authority	0	0.0	1	0.3
Authority of tradition	8	3.5	9	2.5
Authority of conformity	3	1.3	12	3.3
Rationalization				
Instrumental rationalization	200	88.5	305	84.3
Theoretical rationalization	113	50.0	241	66.6
Moral Evaluation				
Evaluation	160	70.8	183	50.6
Abstraction	105	46.5	179	49.4
Analogies	17	7.5	32	8.8
Mythopoesis				
Moral tales	105	46.5	74	20.4
Cautionary tales	20	8.8	17	4.7
*Multiple Response				

1. Authorization

This specific mode calls for mentions of authoritative individuals, standards, or statutes for the sole purpose of legitimizing or delegitimizing their actions or the discussions about them (Van Leuuwen, 1999). In essence, legitimation through authorization provides insight behind why things are a certain way (Dong & Chan, 2016), and who or what is responsible for specific issues and events (Van Leuuewn, 2007). In the case of print and online news on contractualization, both personal (94.7% and 92.3%, respectively) and impersonal authority (88.5% and 84.3%, respectively) are factors to consider for the acceptance of contractualization as a legitimate work arrangement [Table 21]. Regardless of the platform, conversations on contractualization are justified and explained predominantly by (1) legally-binding documents and (2) individuals who are responsible for enacting these documents. Data on the stories using

responsibility frames supplemented this finding by revealing that almost all print and online news stories suggested that some level of government can alleviate the problems described in articles (95.8% and 98.4%, respectively) [Table 20].

Personal authority pertains to the power conferred to specific figures for their roles in certain organizations and institutions, (Van Leuwen, 2007). The value placed on personal authority was evident due to the recurring topics used in news coverage, particularly, the development of policies, orders, and bills addressing contractualization [Table 7]. The focus placed on systems, laws, and measures on contractualization has been erratic throughout the years. During the first few months of the Duterte administration, stories on the aforementioned topic comprised of only 8.5% of total print and online news stories. In the following year, less attention was devoted to this issue, as exhibited by the 2% decline in coverage. However, the proportion of news stories dedicated to policies, orders, and bills increased in 2018, consisting of 11.1% of total print and online news stories. The percentage of the voices of these authoritative figures also increased in 2018, with 17.2% of total print and online news stories having government officials as their main actors. The increased visibility of these figures in 2018 can be explained by the events that transpired during that year. The timeline of events that occurred during 2018 was characterized by the circumstances surrounding the signing of the executive order against contractualization and the developments of Senate Bill (SB) No. 1826 or the Security of Tenure and End of Endo Act of 2018 (RAP — 104). Subsequently, the number of news stories concerning policies, orders, and bills reduced in 2019, amounting to only 9.5% of total print and online news coverage.

The study supports previous literature concerning how specific issues are legitimized as a result of compliance to authorities (Dong & Chan, 2016). Since these events were given more priority in both print and online platforms, contractualization was explained mostly by individuals with the agency and power to address it. This particular

finding was supported by the data concerning the main and secondary actors referenced in news coverage. Results revealed that across platforms, government officials were considered among the top main and secondary actors in news articles [Table 16 and 17], in particular, high-ranking politicians from the executive branch, such as the President and the other labor and employment officials.

Nevertheless, it was also evident how important the sentiments of these officials were, given that interviews from these individuals make up a big majority of both print and online news coverage (76.8% and 77.1%, respectively) [Table 11]. Personal authority as a form of legitimation also manifested in the responsibility frames heavily used in both print and online news (73.3% and 70.0%, respectively) [Table 19]. Because much of the coverage focused on these aforementioned updates and framing types, these findings could explain the importance of these high-ranking authoritative figures in both print and online articles.

On the other hand, impersonal authority entails looking into authorization through statutes, regulations, or enactments (Van Leuwen, 2007). While authorization via personal authority looks into individuals who are in the position to impose, its impersonal counterpart does not require them. The value placed on this kind of authority manifested in both the tendency of platforms to gravitate towards topics concerning the state of policies, orders, and bills as well as the propensity of both print and online outlets to use actual documents as their primary news sources (56.9% and 65.2%, respectively) [Table 11].

2. Rationalization

Rationalization as a mode of legitimation alludes to the value and utility of specific social actions (Van Leuwen, 1999) and can further be categorized into instrumental and theoretical rationalization (Van Leuwen, 2007). Instrumental rationalization pertains to the goals, uses, and effects of specific issues and behaviors.

On the other hand, theoretical rationalization is much more elaborative — focusing on definitions, explanations, and predictions (Van Leuwen, 2007).

Concerning instrumental rationalization, most print and online articles employed this kind of strategy (88.5% and 84.3%, respectively) [Table 21]. The goals, uses, and effects of contractualization were typically explained with the developments of policies, orders, and bills addressing contractualization, given that both print and online coverage gravitated towards this kind of topic [Table 7]. Both print and online stories described the goals of government officials to address contractualization via the anti-endo bill, the utility of the bill in the eyes of both employers and workers alike, as well as its effects on both companies and workers involved. However, print articles were better able to describe the goals, uses, and effects of an anti-endo bill in the context of its implications on business climates (11.5% of print articles). Moreover, a big majority of print news (68.3%) discussed the impact of contractualization from a Metro Manila-centric perspective, while less online reports described the working arrangements' implications on the capital (57.6%) [Table 8].

When it came to the primary framing types used and the way they illustrated the goals, uses, and effects of contractualization, almost all print and online articles using responsibility frames suggested solutions to the problems on-hand (93.4% and 92.1%, respectively) [Table 20]. Furthermore, both print and online articles utilized conflict frames to show two or more sides of a problem or issue, especially in their discussion of the goals, uses, and effects of contractualization as well. However, given that more online stories (35) used human interest frames, they were able to elaborate more on the extent of how individuals and groups were affected by the issue/problem and go into the private or personal lives of the actors (12) [Table 20].

Findings revealed that more online news stories employed theoretical rationalization over their print counterparts (66.6% and 50.0%, respectively) [Table 21].

Both print and online stories were described with a legalistic perspective, given that the main and secondary actors of print and online news comprised of government officials [Table 16 and Table 17]. Articles were very technical, defining concepts concerned with (1) labor-only contracting, (2) the key players of a trilateral employment relationship, and (3) the terms and conditions entailed in contractual working arrangements.

With regard to the in-depth explanations entailed in theoretical rationalization, the greatest number of print and online articles were negative, painting contractualization in a bad light (49.1% and 49.4% for print and online, respectively) [Table 15]. Moreover, almost all print articles had a very straightforward tone when it came to expounding on the concept of contractualization (95.1%) [Table 18]. However, online reports were more thorough in explaining contractualization compared to their print counterparts [Table 10]. Online news sites were also more flexible with the use of the interactive visual elements of news stories via related story links and polls (20.9% and 21.1%, respectively) to further define and explain contractualization as a phenomenon [Table 14].

3. *Moral Evaluation*

Using moral evaluation to legitimize discourse necessitates appealing to societal values and norms of what is considered positive or desirable (Van Leuwen, 2007). As such, moral evaluation can be further specified into evaluation, abstraction, and analogies. Print coverage (70.8%) was more evaluative in its manner of legitimizing coverage on contractualization compared to online news media (50.6%). Moreover, there was a slight distinction in both print (46.5%) and online (49.4%) news' use of abstraction. Finally, more online (32) articles used analogies compared to print (17) ones [Table 21].

a. Evaluation

According to literature, traditional media coverage is reactive (Fong & Ishak, 2015), highlighting the backlash from major events (Ireeri, 2013). Print

outlets used specific adjectives to emphasize the reactions of individuals, groups, or institutions to progressions and important events in the campaign against contractualization.

Reactive print news coverage manifested via statements, proclamations, or announcements made in response to the various groups involved in the discourse of contractualization, particularly the (1) executive and (2) legislative branches in the government, (3) private business and employer groups, and (4) labor sector. However, the legislative branch, businesspeople, and the labor sector typically spoke up in response to the actions of the executive branch. As one article quoted it:

“He (President Duterte) would have been a hero of the working class. But the veto message (about the Security of Tenure Bill) was a clear betrayal of the working class. It appears that either he did not understand the nature of contractualization or he wasn’t serious in the first place in addressing this’ he added” (PDI - 29).

While the print news coverage on contractual workers was more reactive, its online news counterpart mostly used active news reporting. This means that evaluative online coverage on contractual workers contributed to depictions of major events. While print news articles depended on the reactions of various parties, the online news coverage focused more on the actual circumstances of the major events. Thus, online news coverage actually depicted major events as they happened instead of how others viewed the occurrences. As one article worded it: *“Malacañang had earlier said Duterte would no longer sign any “endo” EO since such an order would be unable to end the abusive labor practice” (RAP - 134).*

b. Abstraction

The intensity of abstract evaluations used in print and online news coverage can be explained by the main actors of the articles. For both print and online articles, the campaign against contractualization was only described as a step in the right direction if actions undertaken to address this movement were initiated by government officials from the executive branch. As one article worded it: *“He said that the signing of the EO on contractualization would be a ‘great gift’ to the labor sector”* (PDI - 54). On the flip side, the labor sector’s or private sector’s respective sentiments were brought to attention, their contributions to the campaign against contractualization were depicted to be either (1) unmoving and stagnant, or (2) detrimental to the laborers that the campaign was supposed to help and protect. As one article quoted it: *“President Duterte on Wednesday admitted that the executive order that he signed on Labor Day prohibiting certain labor contracting schemes had ‘no teeth’”* (PDI - 32).

Despite the similarities in how abstraction for print and online news was incorporated in coverage on contractual workers (46.7% and 49.3%, respectively), there were still some specific nuances observed between the two platforms. Abstract depictions using passive imagery were common for print articles. In print news coverage on contractual workers, the actions and objects depicted showed the stagnation in the campaign against contractualization. At the same time, umbrella and unclear statements and characteristics were also used to describe actions and objects in the print articles on contractual work. As one article quoted it: *“Trade and Industry Secretary Ramon Lopez defended contractualization, saying it was ‘not unfair’ to workers since the current arrangement provided for more investments, and thus more jobs”* (PDI - 16).

In the case of the online news coverage, the abstract depictions used dynamic imagery. Unlike the print outlets, the online articles attributed negative abstract characteristics to the fluctuations in the campaign against contractualization. For the online news articles using abstraction, the main actors and sources of information were from the labor sector. In connection to this, as previously established, the labor sector criticized the actions of the executive branch of the government on its campaign against contractualization. As one article worded it: *“Labor groups, meanwhile, described the government's efforts as “backpedaling” on the issue of serial labor contracting”* (RAP - 79).

c. Analogies

Print and online news coverage differed in their use of analogies to legitimize their articles on contractual work. In the case of the print news articles, analogies described the resemblance of various business enterprises and groups. They further related these similarities to the positive or negative impact that contractualization has on these. In comparing micro, small, and medium business enterprises with one another, comparisons leaned towards the negative effects of the campaign against contractualization on these businesses. In these comparisons, print news coverage on contractual workers emphasized how these enterprises were at risk of being shut-down or wiped-out upon the implementation of the security of tenure bill. As one article quoted: *“It is the small, medium-sized enterprises that will be affected by these stringent laws’ Payos said”* (PS - 26).

For print coverage, the positive influence of the campaign against contractualization was emphasized as the common ground for businesses and non-business groups. In these comparisons, the latter was positively described as beneficiaries of the campaign against contractualization, despite not being

contractual workers themselves. As one article worded it, *“The House appropriations committee chair, Davao City Rep. Karlo Nograles, on Tuesday said the bill would benefit the country’s over 40 million workers as well as college graduates poised to enter the workforce”* (PDI - 35).

Meanwhile, online news coverage used phrases like “hot potato” (SS - 30) to emphasize the negative aspects of the campaign against contractualization. Analogies illustrated how individuals or institutions do not take accountability for the issues surrounding endo. In essence, online news coverage incorporated analogies to show deflection and evasion of responsibility with regard to the aforementioned issue.

Similarly, the actions of the executive branch concerning orders and bills are negatively depicted. As one article worded it:

“They cited the Department of Labor and Employment Department Order 174-17 issued on March 16, 2017, and Executive Order No 51 signed on May 1, 2018, merely repeated what were provided under previous rules on prohibition of labor-only contracting and allowed job contracting” (SS - 29).

On the contrary, orders, and bills drafted by progressive lawmakers and labor sector leaning groups were positively depicted in print news and were even lauded for their contribution to put an end to contractualization. As one article worded it: *“Mendoza’s bill, similar to the measure filed by Bayan Muna Representative Karlos Zarate, is more prohibitive. It aims to end all forms of fixed-term employment”* (RAP - 22). In essence, there is a dichotomy between the analogies used to describe bills and orders. Documents from the labor sector were more positive versus the bills and orders drafted by the government, specifically, the executive branch.

4. *Mythopoesis*

Mythopoesis legitimizes news coverage through the use of narratives (Van Leeuwen & Wodak, 1999; Vaara et al., 2006). Specifically, mythopoesis can be categorized into either moral tales or cautionary tales. Ultimately, moral tales and cautionary tales emphasize the importance of achieving a favorable outcome. The distinction between the two is the fact that moral tales highlight the necessity of socially acceptable behavior to ensure favorable outcomes. Meanwhile, cautionary tales focus on how favorable outcomes can be achieved through non-compliance or rebellious actions. Across platforms, both print (46.5%) and online (20.4%) use moral tales more than cautionary tales (8.8% and 17.0% for print and online, respectively) [Table 21].

a. Moral Tales

Contractualization has been a heated topic for years in the Philippines. Since Duterte promised to end *endo* during the 2016 presidential elections, both labor groups and lawmakers alike reiterated the urgency of addressing contractual working arrangements. Fundamentally, both print and online news media outlets legitimized their coverage on contractualization by highlighting the socially acceptable behaviors undertaken to obtain the desired outcome of regularizing illegal contractual workers.

For print news articles, there were three specific actors responsible for ensuring a balance of interests and necessary compromise to end illegal contractualization. These actors include the government's executive and legislative branches, and business and employer groups. Whenever members of the executive branch (e.g., President himself, the current Presidential Spokesperson, or a representative from the DOLE) were highlighted in articles, news coverage revolved around statements made by these officials regarding the campaign against illegal contractualization. Thus, print news coverage featured

the socially acceptable behaviors undertaken by authority figures who assume responsibility in handling issues concerning contractualization. As one article quoting the President put it: *“To this end, I will issue an executive order directing the strict implementation of the existing provisions of the law against ‘endo’ and labor-only contracting”* (PS - 7).

In addition to exercising their executive powers, government officials from this branch showed their willingness to adjust to the needs of all affected groups, namely: the legislators crafting the bill, the employer’s hiring contractual workers, and the employees and labor groups seeking for the regularization of all contractual workers. This was evident in news stories focusing on the executive’s responsibilities with the goal of finding common ground with other bodies and institutions. One article quoted Labor Secretary Silvestre Bello III, who said: *“We will meet with them to get their inputs then we will meet with both labor and management. After that, we will blend their positions,” Bello said*” (MB - 60) in his attempt to balance the interests of the government, laborers, and management. In this case, the executive branch practiced another socially acceptable behavior by managing the exchange of ideas between affected groups to arrive at solutions that are beneficial to all involved parties.

On the contrary, print news coverage regarding the legislative branch, business groups, and other labor groups focused on how these specific sectors responded to the executive branch’s actions with direct implications to their activities. This supports literature stating that traditional news media is reactive, highlighting the struggles that result from major events (Fong & Ishak, 2015).

In the case of the business groups, their reactions to President Duterte’s and the rest of the executive branch’s statements and actions implied voluntary compliance as manifested by their depicted socially acceptable behavior. In

essence, the positive narrative of compliance with state policies addressing contractual working arrangements adopted by private companies results in a positive outcome. As one article worded it:

“A construction company based here became the first establishment in Eastern Visayas to stop the so-called “endo” (end of contract) in line with the Duterte administration’s policy against contractualization” (PDI - 63).

Similarly, business groups were also depicted as willing participants in various consultations with other groups to arrive at a “win-win” solution. Reflecting the sentiments of the executive branch, the private sector was eager to compromise by taking part and attending forums and discussions with the affected parties in the campaign against illegal contractualization. In an article by the Manila Bulletin, they quoted Edgardo G. Lacson, chairman of the Employers Confederation of the Philippines (ECOP) who said:

“The management, labor, government will come up with a unified and acceptable draft on contractualization’ he said noting that the previous draft which was submitted in December last year was returned by Malacañang to DOLE because the President wanted [a] more comprehensive discussion on the provisions of contractualization.”
(MB - 66).

The back-end of the information from the news article also emphasized the insight from Lacson on the efforts of the private sector and President Duterte to arrive at an inclusive policy. In doing so, the article further legitimized the socially acceptable behavior of balancing the interests of the different involved groups through comprehensive discussions and dialogue.

Two key events, particularly the moment President Duterte certified the importance of the security of tenure bill and his eventual vetoing of the aforementioned bill, received attention from both the legislative branch and print news media. Print news outlets were more reactive towards these events compared to their online counterparts. However, more print articles were devoted to explaining and describing how lawmakers handled the backlash from Duterte's decision to veto the security of tenure bill. As one article quoted: "*A lawmaker yesterday urged President Duterte to fulfill his campaign promise to workers by signing a new version of the security of tenure bill that he earlier vetoed*" (PS - 76). In the case of the lawmakers, the socially acceptable behavior depicted is the call-to-action for the executive branch to act accordingly to complement each other in the campaign against illegal contractualization.

While coverage discussed the labor sector's involvement in consultations with both the private sector and the executive branch to arrive at the desired compromise, news outlets emphasized the perspectives of either the private sector or government in their outlets. Instead, labor sector representatives were reduced to mere information sources, given that their sector's agenda was different from the interests of the private sector and the executive branch of the government. Despite championing for the abolishment of all forms of contractualization, news depicted the sector's willingness to achieve their goals in a socially acceptable manner via calls-to-action and persistent dialogue with the executive branch. As a Philippine Star article worded it: "*Labor groups yesterday expressed their willingness to help in the drafting of an executive order banning all forms of contractualization*" (PS - 88).

Online articles were similar to print ones because the former focused on the goal of regularizing workers. However, more print articles emphasized the

necessity of following process and protocols —whether it be in the form of a department order from DOLE, an executive order from the President, or even the signing of a bill into law. Although unlike print articles, there were only three major groups covered in online articles willing to use socially acceptable means to achieve their goal of worker regularization: the executive and legislative branch of the government and the labor sector. In the case of the labor sector, their peaceful attempts in lobbying for a policy to end contractualization were deemed ideal. As one article quoted: *“We will continue to lobby a new bill to appropriately address the continuing epidemic of abusive contractualization inflicted among millions of workers’ Matula said”* (RAP - 101). Needless to say, news coverage emphasized how ending contractualization via non-hostile means was the more socially acceptable option for affected members of the labor sector.

Online coverage also revolved around Philippine lawmakers and emphasized the socially acceptable behavior of creating an inclusive bill addressing the various sectors affected by contractualization. These articles typically focused on sentiments from the executive branch pressuring the lawmakers to fast-track their progress: *“President Rodrigo Duterte on Labor Day called on Congress to pass laws to protect workers’ rights to security of tenure and self-organization”* (RAP - 96).

After the bill was vetoed, the legislative branch strengthened its commitment to re-lobbying and refiling efforts. Like other labor groups, the news legislative branch was depicted as a conscious institution, aware of the implications of vetoing the bill. Their consciousness brought about the ideal move of pursuing action towards the signing of the same bill. Nevertheless, vetoing the bill opened an opportunity for lawmakers to make the necessary further adjustments and revisions to the bill. As one article quoted:

“We are to refile a bill na ibalik lang yung criminalization of labor-only contracting. Take note job contracting is legal. What is strictly prohibited now is labor-only contracting. These are the amendments that we are going to file’ Mendoza said in a press conference Thursday together with Kabayan Party-list Rep. Ron Salo” (SS - 167).

Finally, online news outlets depicted the executive branch’s actions as something ideal, particularly emphasizing the commitment of actual signing of a department or executive to address contractualization. Coverage revolved around either DOLE releasing a department order or the President releasing an executive order himself. As one article worded it: *“[President] Rodrigo Duterte reiterated his promise to end contractualization by issuing an executive order for the strict implementation of existing provisions of law against ‘endo’ (End of contract) and labor-only contracting” (SS - 146).*

News depicted the executive branch’s recognition of the urgency of addressing contractualization as something ideal. In these instances, the executive department’s attempts to ensure workers’ tenure were well-received by labor groups and accepted by lawmakers. As one article worded it: *“The groups also welcome the President’s assurance that he will certify as urgent House Bill 444 filed by TUCP Rep. Raymond Mendoza to amend the labor code provisions and criminalize contractualization and all forms of fixed-term contracts” (SS - 196).*

b. Cautionary Tales

Both print and online news outlets used cautionary tales sparingly. Given that cautionary tales look into how socially unacceptable behaviors may still lead to desired results, the researchers were able to characterize worker regularization as an example of a favorable outcome in the context of

contractualization. For print news, socially unacceptable behaviors displayed (i.e., rallies, public disturbance, protests, and pickets) were the workers' means of airing their grievances. Moreover, print articles emphasized the perspectives of the labor sector, reiterating how their dissent may contribute to the ultimate goal of worker regularization. As one article worded it:

“Associated Labor Unions-Trade Union Congress of the Philippines (ALUTUCP) spokesman Alan Tanjusay said 40 of the country’s major labor groups are set to hold simultaneous rallies at the Malacañang gate in Mendiola, and other areas in Metro Manila, North, South and Central Luzon, Visayas, and Mindanao, including Davao City, on Labor Day” (MB - 70).

On the other hand, online news coverage revolved around the executive branch's, specifically, the President's, socially unacceptable behaviors. While it may be considered ideal that the President supports ending contractualization, it is still considered socially unacceptable for him to “pass the buck.” Because Duterte is transferring responsibility from the executive branch to the legislative branch, he was depicted as a leader detaching himself from being accountable. As one article worded it: *“A week ago, President Rodrigo Duterte announced that he would no longer issue an executive order to stop ‘endo’ or end of contract and that he is leaving it up to Congress to pass a law instead” (SS - 171).*

C. Macro Level

For the macro-level, the researchers did a qualitative reading of the findings from the preceding CDA levels. In this section, they scrutinized both the (1) editorial decisions of print and online news gatekeepers and (2) power relations in news media.

1. *Print and Online News Gatekeepers*

Previous literature has pointed to the idea that use of news elements is intentional with the goal of highlighting the prominence of some stories over others (Eveland, Marton, & Seo, 2004; Fico et al., 1987; Knobloch-Westerwick, Sharma, Hansen, & Alter, 2005; Tewksbury & Althaus, 2000). The present study's data implied the differences in decisions made by print and online news gatekeepers. While both print and online news were generally similar in some aspects of news coverage (i.e., main topic, dateline setting, length of headline, use of interviews as primary sources, valence, main and secondary actors, tone, and news frames), they primarily differed in terms of the length of the article's content and the way they used visuals. The editorial decisions regarding the length of the articles and the use of visual elements can be explained with the type of articles that news sites choose to publish. Given the focus of news coverage on the developments of the policies, orders, and bills surrounding, the length of print and online articles had to do with the extent of explanation and elaboration devoted to this kind of topic.

Print news reports were less comprehensive compared to their online counterparts. However, it is possible that a lot of the decisions made by print media gatekeepers regarding the space allotted for specific articles were made for practical concerns (i.e., space on the page) (Shabir, Safdar, Imran, Mumtaz, & Anjum, 2015). After all, print news gatekeepers must be mindful of the characteristics of their respective platform, given that print media outlets are not as accessible to the general public compared to their online counterparts (Estella & Löffelholz, n.d.b). Thus, there was a need for them to be more strategic in their selection of stories, given that audience preferences have implications on overall print media consumption (Vera Files & Reporters Without Borders, 2017a).

However, a closer look into the study's findings revealed that outcomes from gatekeepers' decisions go beyond the form and structure of news articles. Regardless of platform, media gatekeepers reinforced the legitimacy of contractualization discourse mainly by referencing personal authority. In a sense, print and online news gatekeepers ensured that conversations surrounding this issue were explained and justified by directly responsible individuals for any executive or legal action addressing this pertinent labor issue.

On the other hand, print media gatekeepers were much more descriptive when it came to evaluating situations. Findings were consistent with previous literature that described the reactive nature of print news (Fong & Ishak, 2015). Print news gatekeepers ensured articles' contents were direct responses to current events, which was evident in the topics and actors emphasized in news coverage. While print media coverage was still predominantly straightforward in tone, gatekeepers were conscious of reflecting their responsiveness to the phenomenon of contractualization.

It is worth noting that while news coverage did not shy away from revealing the ugly side of contractualization, the conversations about this labor issue were restricted to discussions concerning individuals with the agency and ability to alleviate the problems brought about by contractualization. This finding could likely be explained by the characteristics of print media as a platform itself, given that print news outlets are not accessible to all audiences (Estella & Löffelholz, n.d.b). Only specific societal sectors can purchase and read broadsheets like the Philippine Daily Inquirer, Philippine Star, and Manila Bulletin, which are more extensive, more expensive, and written in English (Vera Files & Reporters Without Borders, 2017a). With this in mind, the present study revealed that the conversation about contractualization is mainly dominated by the political elite's sentiments on the issue and consumed by elite readers with purchasing

power. Print gatekeepers treated contractualization more like a spectacle in news coverage, as manifested by its reactive nature (Fong & Ishak, 2015).

All things considered, while print media gatekeepers have reduced their idea of contractualization as a spectacle, online media gatekeepers have restricted their representation of the issue by assessing it mostly by its political repercussions (Gabore & Xiujun, 2018). Online gatekeepers likely handle news published in this platform differently from their more-traditional counterparts due to the growing pervasiveness of digital media in the country (Vera Files & Reporters Without Borders, 2018b) and its potential as an information source (Estella & Löffelholz, n.d.a).

Although literature pointed to the idea that online news coverage lacked depth due to its inclination towards quick story updates (Burggraaff & Trilling, 2017), the present study's data showed otherwise. Editorial decisions made for this platform elevate the quality of news delivery. Because online news media gatekeepers had more flexibility with the technological affordances of their respective platforms, their published articles were more extensive compared to their traditional counterparts, featuring visual elements that supplement news content. As seen in the study's data, online media gatekeepers diverged from their print counterparts in the way they practiced theoretical rationalization. Visual elements were used to aid readers who wanted to learn more about the issues surrounding contractualization, as manifested by the use of external links and photographs.

2. Power Relations in News Media

Literature shows that states or private owners primarily own media firms around the world (Djankov et al., 2003). In the Philippines, news media outlets have been, for the most part, privately owned by families and oligarchs (Coronel, 2001; Rosales, 2006). Of the three print news media outlets, all are family-owned. The following table

summarizes the backgrounds of these families, as well as their respective connections to popular print media outlets:

Table 22. *Summary of Family Profiles*

Family	Background	Connection to News Outlet
Yap	A Chinese family with connections to non-media corporations like the U.S. Automotive Company and the Philtrust Bank (Vera Files & Reporters Without Borders, 2017b)	Major shareholder of Manila Bulletin (Vera Files & Reporters Without Borders, 2017b)
Belmonte	Has members in Quezon City's local government (Vera Files & Reporters Without Borders, 2016d)	Major shareholder of Philippine Star (Vera Files & Reporters Without Borders, 2016d)
Prieto	Owners of other non-media companies such as Manilex Realty Development Corporation and Mediacom Equities, Incorporated (Vera Files & Reporters Without Borders, 2016f)	Major shareholder of Philippine Daily Inquirer (Vera Files & Reporters Without Borders, 2016f)

Companies practicing contractualization are also connected with print outlets to some degree. For instance, Philippine Star partnered with Jollibee (Vera Files & Reporters Without Borders, 2016d), a fast-food chain flagged by the Department of Labor and Employment for allegedly engaging in illegal contracting (Rey, 2018). Similarly, Philippine Star and Philippine Daily Inquirer both have shareholders from Hastings Holdings, a company created by Manny V. Pangilinan (Vera Files & Reporters Without Borders, 2016d; Vera Files & Reporters Without Borders, 2016f). Pangilinan currently owns PLDT, Inc., a company allegedly engaging in illegal contracting (Rey,

2018) and is facing legal action for its labor law violations (Buan, 2019; Cruz, 2018; Medenilla, 2018).

Powerful families also own online outlets like Sun Star and Abante Tonite (Vera Files, & Reporters Without Borders, 2016a). For instance, the Garcia family of Cebu are prominent shareholders of Armson Corporation, the mother company of Sun Star (Vera Files & Reporters Without Borders, 2016c). On the other hand, the Macasaet family manages Abante Tonite (Vera Files, & Reporters Without Borders, 2016a).

Like Philippine Star and Philippine Daily Inquirer, other companies are connected to online news sites at a certain level. Both the Garcias and the Gaisanos engage in other non-media related businesses, such as Tablea Chocolate Cafe and Sun Savings Bank (Vera Files & Reporters Without Borders, 2016c; Vera Files, & Reporters Without Borders, 2016g). On the other hand, Dolphin Fire Group is the largest Rappler stakeholder. The group is almost entirely owned by Menlo Capital Corporation with shareholders like the late Lucio Tan, Jr. (Vera Files & Reporters Without Borders, 2016e). Tan was linked to Philippine Airlines (PAL) (Vera Files & Reporters Without Borders, 2016e), a company suspected of engaging in contractualization (CNN Philippines, 2018). Among the three online news outlets chosen for the study, Abante Tonite was the only one that did not have any public information on non-media related companies. This fact could indicate that Abante Tonite may not have ties with companies or stakeholders outside of the media industry (Vera Files & Reporters Without Borders, 2016a).

All three print outlets covered contractualization similarly despite Philippine Star's and the Philippine Daily Inquirer's potential connections to companies and individuals that are suspected of practicing contractualization (e.g., Jollibee). Both the Philippine Star and Philippine Daily Inquirer (both 13.3%) covered contractualization more than

Manila Bulletin (11.9%). These print outlets published articles with a similar number of words, ranging from short to medium-length stories.

Print and online media were similar in several aspects, particularly, (1) valence, (2) main actors, (3) secondary actors, (4) use of frames, and (5) use of legitimation modes. Generally, the print and online news articles either neutrally (43.4% and 40.9%, respectively) or negatively depicted contractualization (49.1% and 49.4% for print and online, respectively). Both platforms featured government officials as main actors (63.3% and 50.3% for print and online, respectively) [Table 16] and secondary actors (57.3% and 41.5% for print and online respectively) [Table 17]. Findings support literature describing how information retrieved from the government is considered reliable and credible (Allan, 1999; Mesikämmen, 2016). Outlets also mostly used the attribution of responsibility frame for their news coverage on contractualization. Lastly, both print and online articles legitimized the discourse on contractualization via authorization.

All things considered, the micro and meso level data showed that print and online news coverage do not favor particular bodies or institutions. Regardless of news outlets' links with prominent families and other businesses, media ownership seemed to play a small role in the depiction of contractualization across media platforms. Despite the connections and relationships of specific print and online news media outlets with prominent companies and individuals engaged in the practice of contractualization, news outlets hardly reflected their business interests.

CHAPTER VI. SUMMARY AND CONCLUSION

In total, 588 print and online news articles on contractualization were analyzed in the study. The researchers studied 226 print articles and 362 online articles. In particular, they looked at 78 Philippine Daily Inquirer articles, 78 Philippine Star articles, and 70 Manila Bulletin articles. They also included 186 Sun Star articles, 117 Rappler articles, and 59 Abante Tonite articles. Of the three online news outlets, Sun Star published the most articles on contractualization.

The researchers outlined three objectives to answer their research question. First, they aimed to characterize and differentiate the news elements of news coverage on contractual workers in Filipino print and online news. With regard to their general format, print and online news coverage were similar due to their (1) erratic trends for coverage, (2) use of bylines, (3) focus on the development of policies, orders, and bills addressing contractualization, (4) dateline setting (Metro Manila), and (5) use of interviews as their predominant primary source. However, they differed in terms of the length of their published articles, given that print articles were shorter (1 to 333 words). Their online counterparts were typically medium-length (334 to 666 words).

Contrary to previous literature regarding print outlets' use of visuals (Smith, 2005; Cooke, 2003), the study showed how print news articles did not use visual elements as much as their online counterparts. Meanwhile, online outlets had a wider variety of visual elements to choose from (e.g., poll, video, visitor count, etc.). Thus, they were able to use these different elements to improve the quality of their news reportage.

Both print and online platforms negatively portrayed contractualization and used a straightforward tone in their reports. With regard to the news frames used, print and online articles mostly incorporated the attribution of responsibility frame. Government officials also served as the main and secondary actors for print and online news.

For the study's second objective, the researchers sought to explain and differentiate Filipino print and online news coverage on contractual workers according to the modes of legitimation. There are four modes of legitimation, particularly, (1) authorization, (2) rationalization, (3) moral evaluation, and (4) mythopoesis (Van Leeuwen & Wodak, 1999). First, authorization was further categorized into (1) personal authority, (2) expert authority, (3) impersonal authority, (4) role model authority, (5) authority of tradition, and (6) authority of conformity (Van Leeuwen, 2007). Rationalization evaluated instrumental rationalization and theoretical rationalization (Van Leeuwen, 2007). Next, moral evaluation was operationalized by assessing (1) evaluation, (2) abstraction, and (3) analogies (Van Leeuwen, 2007). Finally, mythopoesis looked into moral tales and cautionary tales (Van Leeuwen, 2007). In the study, print and online outlets typically legitimized the discourse on contractualization by either (1) invoking both personal and impersonal authority or (2) discussing the goals, uses, and effects of contractualization.

Print and online outlets differed in how they used the moral evaluation mode. A big majority of print articles discussed contractualization using distinct and specific adjectives versus their online counterparts. Print articles also used more vivid descriptions for contractualization, evoking stronger and more reactive imagery. These articles were considered more reactive because print news coverage revolved around the actions of individuals, groups, or institutions concerning contractualization. On the other hand, while online news reports may have used less vivid descriptions, they focused on describing contractualization's political consequences and the actions surrounding them.

According to Van Leeuwen (2007), the abstraction mode expresses evaluation in an abstract manner. More online articles used abstraction to legitimize the discourse of contractualization compared to their print counterparts. They used abstraction by

highlighting dynamic words alluding to movement in an attempt to illustrate progress concerning contractualization. Print articles also used abstraction to emphasize the stagnation and non-progress of the campaign against contractualization, as well. With regard to analogies, only a small amount of print and online news articles used this submode.

The researchers also assessed the mythopoesis mode of legitimation. Ultimately, this legitimation mode highlights the importance of acquiring desirable goals (Van Leeuwen & Wodak, 1999). Both media platforms emphasized a shared desired outcome – the regularization of contractual workers. Moreover, more print articles used mythopoesis, specifically, moral tales.

Lastly, the researchers also wanted to surface the social practices and power relations in themes across domains and platforms of print and online news coverage on contractual workers. For the macro level of analysis, the researchers looked into how coverage was subject to news gatekeepers' decisions, and the nuances of various power relations in news media. To reiterate, editorial decisions generally concerning the (1) number of words in a news story and (2) use of visuals differed for both print and media. Moreover, the news gatekeepers' decisions also influenced the modes of legitimation used.

Regarding the implications of media ownership on the discourse of contractualization, the study outlined how certain outlets were linked to prominent families and companies. Despite these nuances, news media ownership, print and online news outlets did not reflect the private interests of their owners and shareholders.

However, while print and online outlets may not reflect private interests, they did favor the sentiments of individuals or institutions in power. The study found that both print and online news highlighted government officials. Literature supports this finding,

given that mentioning government authority adds credibility and trustworthiness to news coverage (Smith, 2005; Cooke, 2003).

Ultimately, the study aimed to answer the research question: “What is the discourse on contractualization in leading Filipino print and online news media?”. While the news elements of coverage and social context facilitated the discourse on contractualization, findings showed that there was a limited variety of topics in conversations about contractualization.

News gatekeepers controlled the narrative of the news coverage on contractualization through the various decisions they made concerning coverage’s content and form. They also highlighted the executive branch’s control of the discourse of contractualization. Specifically, government officials such as President Duterte and Labor Secretary Bello III played vital roles in events concerning contractualization due to their ability to implement policies addressing this pressing labor concern.

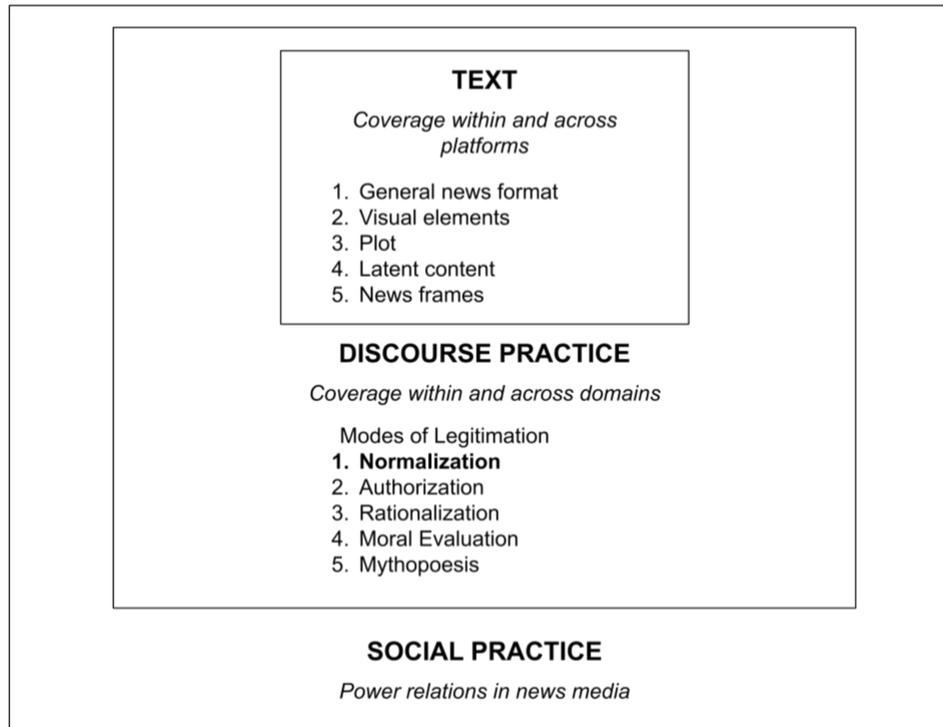
CHAPTER VII. IMPLICATIONS AND RECOMMENDATIONS

A. Theoretical Issues and Recommendations

Overall, the study contributes to the literature on contractualization in the Philippines and the implications of media ownership on news coverage surrounding this issue. CDA can aid in explaining the implications of class and power (Fairclough, 2001). Incorporating this framework into the present study allowed the researchers to scrutinize print and online news coverage on contractualization from three levels: the micro, meso, and macro. Through CDA, they were able to comprehensively (1) describe, (2) interpret, and (3) explain media texts (Fairclough, 2001) concerned with contractualization. Furthermore, they were also able to integrate the works of Holli Semetko and Patti Valkenburg's (2000) *News Frames* and Theo Van Leeuwen and Ruth Wodak's (1999) *Modes of Legitimation* in their framework. Overall, the researchers were successful in incorporating and implementing this kind of framework to their study, given the richness of data across three levels.

With regard to the meso-level, the present study assessed how the discourse of contractualization was legitimized via (1) authorization, (2) rationalization, (3) moral evaluation, and (4) mythopoesis (Van Leeuwen, 1999). Although for future studies, the researchers suggest looking into an updated list of the legitimation strategies, which included a fifth mode of legitimation. The normalization mode of legitimation has often been considered as an aspect of the authorization mode. Legitimation via authorization references an established societal norm (Van Leeuwen, 2007). However, legitimation via normalization highlights the normalcy of any given phenomenon or occurrence (Vaara et al., 2007). With that said, it would be interesting to integrate the normalization mode into future CDA frameworks for a deeper analysis of the various discursive practices embedded in news coverage.

Figure 6. *Revised Conceptual Framework*



B. Methodological Issues and Recommendations

For the present study, the researchers used the CDA approach to assess print and online news coverage at the micro, meso, and macro-level. Regarding the micro-level, articles were described according to their (1) general news format, (2) use of visual elements, (3) plot, (4) latent content, and (5) use of news frames. Although the researchers considered the main and secondary actors of each news story, these variables were not enough to get a complete picture of the dominant voices in conversations about contractualization. Main and secondary actors were coded by indicating merely the most frequently cited and the second most frequently cited actors, respectively. These variables can only describe the involvement of individuals in any given situation but offer limited insight on their actual insights and sentiments on contractualization. With that said, literature has pointed to the potential of source

utterances, otherwise defined as direct quotes, in identifying the voices of certain groups in news coverage (Thorbjørnsrud & Figenschou, 2014).

Lastly, the researchers also encountered limitations in their analysis of the various visual elements incorporated in print and online news coverage. In the study, Smith's list of print and online visual elements (2005) was used to code the kinds of visuals used in news coverage on contractualization. Despite the comprehensiveness of the study's data, they merely described the presence of these elements like photographs in coverage. However, there is still potential to further scrutinize the images used by identifying what kind of subjects were highlighted and photographed in these images.

C. Practical Issues and Recommendations

Findings have implications on the news coverage of the chosen outlets: (1) Philippine Daily Inquirer, (2) Philippine Star, (3) Manila Bulletin, (4) Rappler, (5) Sun Star, and (6) Abante Tonite. Data did not support the notion that news coverage on contractualization was heavily skewed towards certain parties or institutions, given that both print and online articles were negative in nature and delivered straightforwardly. However, it is worth noting that while coverage was relatively unbiased, it mostly highlighted the sentiments and views of high-ranking individuals with the power and responsibility to address contractualization. With that said, news sites can still improve news coverage to achieve a more holistic and well-balanced take on contractualization. This can be done by diversifying the main topics of articles and their use of news frames and interviewing more individuals from the labor sector. Furthermore, print news sites can improve their usage of visual elements and adopt online outlets' strategy of incorporating visuals to supplement news content.

Moreover, sectors like labor unions, militant groups, and activists can also benefit from the study's findings. Being knowledgeable of what topics news sites gravitate towards can help them better reassess what messages they want to get across. Given

that much of print and online news coverage is focused on the developments of policies, orders, and bills addressing contractualization and on the sentiments of government officials, the labor sector can create targeted messages for news sites to eventually focus on in future news articles.

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APPENDICES

Appendix A: News Items Coding Guide

**ENDING ENDO: A CRITICAL DISCOURSE ANALYSIS OF PRINT AND ONLINE
NEWS ON
CONTRACTUALIZATION**

CONTENT ANALYSIS CODING GUIDE
Content Analysis of News Items

General Instructions

The materials you will be coding are print and online news articles from Manila Bulletin, Philippine Star, Philippine Daily Inquirer, Rappler, Sun Star, and Abante Tonite.

Part 1. Article Information

NEWS INFORMATION	
Article Number	Write the number assigned to the news article based on the sampling technique conducted by the researchers (e.g., RAP - 1).
Media Platform	Write the code that corresponds to the type of media that the news article was published on. 1 – Print 2 – Online
Article Link	Write the link which the news article was sourced from.
<i>For online news articles only</i>	
News Site	Write the code that corresponds to the news company/corporation, which published the article. 1 – Philippine Daily Inquirer 2 – Philippine Star 3 – Manila Bulletin 4 – Rappler 5 – Sun Star 6 – Abante Tonite
Year of Publication	Write the code that corresponds to the news article was published. 1 – 2016

	2 – 2017 3 – 2018 4 – 2019
Date of Publication	(mm/dd/yy) Write the original date of publication and not the date of revision/update (if any).
Coder's Name	Write your name.
GENERAL NEWS FORMAT	
Main Topic Pertains to the focus of the story, as indicated by the issue discussed in the headline of the news article. If not discernible in the headline alone, refer to the lead of the news article.	Indicate the central issue discussed in relation to contractualization. 1 – Strikes, rallies, and protests 2 – Companies or other institutions practicing contractualization 3 – Developments of policies, orders, and bills addressing contractualization 4 – Regularization or renewal of workers, worker benefits 5 – Implications on business climate 6 – Relationship of government and labor unions 7 – In defense of contractualization 8 – Others (Please specify)
News Headline	Write the headline of the news article.
Length of Headline	Write the number of words that the news headline consists of as-is.
Lead Paragraph	Copy the paragraph immediately after the news headline.
Length of News Story	Excluding the title and the external links embedded in the article, count the total number of words in the news story using a Google document. An article starts at the dateline in the first paragraph. Write the total number of words as is.
Story Format <i>(Maier, 2010)</i>	Write the code corresponding to the authorship of the news article. 1– Straight news story, internal staff report with byline Story that is written by a staff reporter and contains the name of the reporter who wrote the story.

	<p>2– Straight news story, internal staff report, no byline Story that is written by a staff reporter and does not contain the name of the reporter who wrote the story.</p> <p>3– Straight news story, wire story Story that is sent to a newspaper, periodical, or news broadcast by a wire service. Examples of wire services are Associated Press, Scripps–Howard, or Reuters.</p> <p>4– Straight news story, others Story that is sent to a newspaper, periodical, or news broadcast by a contributor or an anonymous source</p>
News Author	Write the name of the author of the news article.
<i>For straight news stories, internal reports with a byline</i>	
Dateline Setting	Write the code corresponding to the setting of the news article. 1 – Metro Manila 2 – Outside Metro Manila 999 – None indicated
Primary Sources Direct or firsthand evidence. (e.g., historical and legal documents, eyewitness accounts, experiment results, statistical data, audio and video recordings, speeches, art objects, interviews, surveys)	Write the code corresponding to the type of primary sources in the news article. 1 – Document/report 2 – Eyewitness accounts 3 – Statistical data 4 – Audio recording 5 – Hearing/session/press conference 6 – Video recording 7 – Speeches 8 – Interviews or personal statements 9 – Surveys 999 – None indicated
Secondary Sources Describe, discuss, interpret, comment upon, analyze,	Write the code corresponding to the type of secondary sources in the news article. 1 – Other news article

<p>evaluate, summarize, and process primary sources (e.g., newspaper articles, magazine, book or movie reviews, articles found in scholarly journals that discuss or evaluate someone else's original research)</p>	<p>2 – Magazine, book, or movie reviews 3 – Others 999 – None indicated</p>
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VISUAL ELEMENTS	
<p>Use of Print Visual Elements</p> <p><i>(Smith, 2005)</i></p>	<p>Please select ALL that apply. Write the code that corresponds to the type of visuals used (if any):</p> <p>1 – Photographs (photographs or artists' renderings that have a box around the outside)</p> <p>2 – Infobox (facts, figures, or details that support a story and appear in a box with the story)</p> <p>3 – Refer (a note but no link directing readers to other stories in the paper or on the Web)</p> <p>4 – Infographic</p> <p>5 – Sidebar (a short article placed alongside the main article, and containing additional or explanatory material)</p> <p>6 – Pull quote (a brief, attention-catching quotation)</p> <p>7 – Pull out (a section of a newspaper that is complete in itself and may be removed and retained)</p> <p>8 – Others</p> <p>999 – No visuals used</p>
<p>Use of Online Visual Elements</p> <p><i>(Smith, 2005)</i></p>	<p>Please select ALL that apply. Write the code that corresponds to the type of visuals used (if any) :</p> <p>1 – Photographs (photographs or artists' renderings that have a box around the outside)</p> <p>2 – Related Web links (links to related Web sites about contractualization)</p>

3 – **Infobox** (facts, figures, or details that support a story and appear in a box with the story)

4 – **Related story links** (links to other related stories or coverage on contractualization on that newspaper site)

5 – **Video** (links to video clips)

6 – **Photo gallery** (series of photos concerning contractualization that must be manually run when clicked)

7 – **Static graphic** (static graphic. The graphic does not update or respond to user input. Can include maps.)

8 – **Interactive graphic** (interactive graphic. Reader can click or manipulate the presentation of the data. Can include maps.)

9 – **Document** (links to documents that were sources for the article)

10 – **Poll** (allows readers to vote on a question presented)

11 – **Audio** (links to audio clips related to the news article about contractualization)

12 – **Blog** (either a reporter's Weblog or a blog that readers can participate in)

13 – **Discussion forum** (discussion forum or bulletin board about contractualization)

14 – **Live chat** (link for readers to participate in a real-time online conversation about contractualization with one another, experts and sources, or journalists. May also be a link to a transcript of a chat that is already past.)

15 – **Quiz** (a series of questions about contractualization for readers to complete)

16 – **Slideshow** (series of photos about contractualization that automatically runs when clicked)

	<p>17 – Visitor count</p> <p>18 – Others</p> <p>999 – No visuals used</p>
Picture Size	<p>Indicate the dimensions of the image in terms of length x width used in the news article, relative to the media platform (in centimeters for print and pixels for online).</p> <p>For articles with multiple pictures, indicate each picture's dimensions in the order of which image appeared first.</p>
<i>For print, measure in centimeters; For online measure in pixels.</i>	
PLOT	
Valence	<p>Write the code corresponding to the valence of the news article.</p> <p>1 –Positive Articles that depict contractual work as a positive phenomenon.</p> <p>2 – Neutral Articles that depict contractual work as neither positive nor negative.</p> <p>3 – Negative Articles that depict contractual work as a negative phenomenon.</p>
<p>Main Actors</p> <p>Main actors are individuals/groups/organizations who are the main subject of the news.</p>	<p>Write the corresponding code for the main actor in the news article.</p> <p>1– Laborers/employees 2– Labor unions/militant groups/ activists 3 – Government officials (individuals) 4 – Celebrities 5 – Social worker/volunteers 6 – Government organizations 7 – Local media practitioners 8 – Company representatives 9 – Others (Please indicate) 999 – None indicated</p>
Name of Main Actors	<p>Write the name of the main actor as is. Do not abbreviate the name of the main actor. Please include the title of news sources for individuals as used in the article (e.g., Senate President, Doctor, etc.)</p>

<p>Secondary Actor</p> <p>Individuals/groups/ organizations who support the main actors (supplements/complements the sentiments and statements of the main actor).</p>	<p>Write the corresponding code for the secondary article of the news article.</p> <p>1 – Laborers/employees 2 – Labor unions/militant groups/ activists 3 – Government officials (individuals) 4 – Celebrities 5 – Social worker/volunteers 6 – Government organizations 7 – Local media practitioners 8 – Company representatives 9 – Others (Please indicate) 999 – None indicated</p>
<p>Name of Secondary Actor</p>	<p>Write the name of the secondary actor as is. Do not abbreviate the name of the main actor. Please include the title of news sources for individuals as used in the article (e.g., Senate President, Doctor, etc.)</p>
<p>LATENT CONTENT</p>	
<p>Tone of News Presentation</p>	<p>Write the code that corresponds to the tone or the actual delivery of the news article's message.</p> <p>1 – Straightforward 2 – Emotional 3 – Others</p>
<p>NEWS FRAMES</p>	
<p>Primary Framing Types</p> <p><i>(Semetko & Valkenburg, 2000)</i></p>	<p>Write the corresponding code for the type of frame used in a news article.</p> <p>1 – Attribution of responsibility frame This frame ascribes responsibility for a certain issue's cause or resolution to either the government or to institutions or individuals.</p> <p>2 – Human interest frame This frame brings a humanistic perspective on whatever is presented in the news.</p> <p>3 – Conflict frame This frame emphasizes friction between certain parties.</p> <p>4 – Morality frame This frame emphasizes issues with certain religious or moral implications.</p>

	<p>5 – Economic consequences frame This frame reports economic repercussions on concerned parties.</p>
<p>Attribution of Responsibility Frame</p> <p><i>For attribution of responsibility frames only</i></p>	<p>Write the code that corresponds to the type of elements present in the frame used (if any):</p> <p>Does the story suggest that some level of government has the ability to alleviate the problem? 1 – Yes 2 – No</p> <p>Does the story suggest that some level of the government is responsible for the issue/problem? 1 – Yes 2 – No</p> <p>Does the story suggest solution(s) to the problem issue? 1 – Yes 2 – No</p> <p>Does the story suggest that a group of people is responsible for the issue-problem? 1 – Yes 2 – No</p> <p>Does the story suggest the problem requires urgent action? 1 – Yes 2 – No</p>
<p>Human Interest Frame</p> <p><i>For human interest frames only</i></p>	<p>Write the code that corresponds to the type of elements present in the frame used (if any):</p> <p>Does the story provide a human example or “human face” on the issue? 1– Yes 2– No</p> <p>Does the story employ adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion? 1– Yes 2– No</p> <p>Does the story emphasize how individuals and</p>

	<p>groups are affected by the issue/problem? 1– Yes 2– No</p> <p>Does the story go into the private or personal lives of the actors? 1– Yes 2– No</p> <p>Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion? 1– Yes 2– No</p>
<p>Conflict Frame <i>For conflict frames only</i></p>	<p>Write the code that corresponds to the type of elements present in the frame used (if any):</p> <p>Does the story reflect disagreement between parties/individuals/groups/countries? 1– Yes 2– No</p> <p>Does one party/individual/group/country reproach another? 1– Yes 2– No</p> <p>Does the story refer to two sides or more than two sides of the problem or issue? 1– Yes 2– No</p> <p>Does the story refer to winners and losers? 1– Yes 2– No</p>
<p>Morality Frame <i>For morality frames only</i></p>	<p>Write the code that corresponds to the type of elements present in the frame used (if any):</p> <p>Does the story contain any moral message? 1– Yes 2– No</p> <p>Does the story make reference to morality, God, and the other religious tenets? 1– Yes 2– No</p> <p>Does the story offer specific social prescriptions</p>

	<p>about how to behave? 1– Yes 2– No</p>
<p>Economic Consequences Frame</p> <p><i>For economic consequences only</i></p>	<p>Write the code that corresponds to the type of elements present in the frame used (if any):</p> <p>Is there a mention of financial losses or gains now or in the future? 1– Yes 2– No</p> <p>Is there a mention of the costs/degree of expense involved? 1– Yes 2– No</p> <p>Is there a reference to economic consequences of pursuing or not pursuing a course of action? 1– Yes 2– No</p>

Part 2. Modes of Legitimation

MODES OF LEGITIMATION	
<p>Authorization</p> <p>This pertains to the referencing of an authoritative and established figure, societal norm, or law in order to legitimize or delegitimize the issues and actions on contractual work.</p> <p><i>(Van Leuwen, 2007)</i></p>	<p>Write the code that corresponds to how the specific mode of legitimation was incorporated.</p> <p>1 – Personal authority Authority that is bestowed upon an individual given her/his position and ranks</p> <p>2 – Expert authority Authority as a result of one's competence in a specific field.</p> <p>3 – Impersonal authority Authorization imposed by laws, rules, and regulations, as opposed to an individual.</p> <p>4 – Role model authority Authorization resulting from the influence of celebrities and opinion leaders.</p> <p>5 – Authority of tradition Authority as a product of traditions,</p>

	<p>practices, customs, and habits.</p> <p>6 – Authority of conformity Authority resulting from conformity to the status quo.</p>
<p>Rationalization</p> <p>This pertains to the referencing of the value and utility of specific social actions on contractual work based from cognitive validity as manifested in knowledge claims.</p> <p><i>(Van Leuuwen, 2007)</i></p>	<p>Write the code that corresponds to how the specific mode of legitimation was incorporated.</p> <p>7 – Instrumental rationalization Alludes to goals, uses, and effects.</p> <p>8 – Theoretical rationalization Entails definition, explanation, and predictions.</p>
<p>Moral Evaluation</p> <p>This refers to legitimation through an appeal to societal values and norms on what is considered positive and desirable when it comes to contractual work.</p> <p><i>(Van Leuuwen, 2007)</i></p>	<p>Write the code that corresponds to how the specific mode of legitimation was incorporated.</p> <p>9 – Evaluation Deals with distinct and specific attributes of objects and actions.</p> <p>10 – Abstraction Expresses evaluation in an abstract manner.</p> <p>11 – Analogies Expresses evaluation through comparisons.</p>
<p>Mythopoesis</p> <p>This refers to the narrative telling of the issues and actions pertaining to contractual work, and how these coverages are related to either the past or future.</p> <p><i>(Van Leuuwen, 2007)</i></p>	<p>Write the code that corresponds to how the specific mode of legitimation was incorporated.</p> <p>12 – Moral tales Emphasis on socially acceptable behavior to achieve a favorable outcome.</p> <p>13 – Cautionary tales Illustrate how non-compliance may still result to positive and desirable consequences.</p>

Appendix B: List of Articles Used

ARTICLE NUMBER	NEWS HEADLINE
AT -5	DOLE binastos ng PLDT-MVP sa endo
AT -6	Pldt-Mvp ayaw itigil ang endo, utos ni Duterte susuwayin
AT -7	Hating posisyon sa EO laban sa endo
AT -8	SM binulaga ng Friday the 13th protests
AT -10	Benepisyo tumbasan naman ng matinong serbisyo
AT - 11	SM branches lulusubin sa contractualization
AT -12	Contractualization tututukan
AT -13	Panukala vs endo pinamamadali ni Digong kay Sotto
AT -14	Ulo ni Bello nakataya sa PLDT-MVP endo crisis
AT -15	ABS-CBN numero unong pasaway sa endo — Digong
AT -16	Bayan Muna sa CSC: Tuldukan ang endo sa mga taga-gobyerno
AT -18	EO sa endo 'wag iasa kay Pangulong Duterte
AT - 19	Pangako sa endo ni Digong, ipinasa sa Kongreso
AT - 20	SM nilusob sa walang katapusang 'endo'
AT - 21	Panahon na para itaguyod ang mga casual sa gobyerno
AT-22	125K manggagawa, lusot sa endo
AT -23	DOLE may contractual employee pa
AT -24	Endo bill handang depensahan
AT -25	Dumarami ang GRO sa Endo
AT - 26	Tamang implementasyon ng endo tiniyak ng Palasyo
AT -27	Direct hiring itutulak ni PDU30
AT -28	PDU30 face-to-face sa big time businessmen
AT - 29	10,000 empleyado na-regular
AT - 30	Ending ng 'endo' malapit na ba?
AT - 31	Walang parusa sa 'endo' employers
AT - 32	DOLE tutok na sa "endo"
AT - 33	Regularization order ng DOLE, 'di lahat naipapatupad – labor group
AT - 34	Labor union magpipiket sa DOLE kontra endo
AT - 35	Bello sa PLDT-MVP: Tigil endo o tuloy kaso
AT - 36	NutriAsia-Campos sagana sa kaltas, kulang sa biyaya sa mga empleyado — Villanueva
AT - 37	DOLE 'wag papogi lang: Jollibee, Coke at PLDT sampolan
AT - 38	Mang Inasal, kfc, mcdo, Chowking nakahilera sa endo crackdown
AT - 39	Walang dagdag sahod, pangako ng pagputol sa 'endo', regalo ni PDU30 sa Labor Day
AT - 40	Registration ng bagong contractor at sub-contractor itinigil ng DOLE

AT - 41	Anti-endo bill pirma na lang ni Duterte
AT - 42	Endo bill pasado sa Senado
AT - 43	Bello nilaglag ng CA sa PLDT-MVP endo
AT - 44	PLDT-MVP, kaliwa't kanang uupakan ng Senado sa endo
AT - 45	DOLE pinalakas ang kampanya vs endo
AT - 46	EO sa endo paandar lang ni Duterte – Makabayan solon
AT - 48	830 manggagawa ng Jollibee sa Calabarzon mare-regular
AT - 49	2 Japanese company sa Laguna kinastigo sa pangongontrata
AT - 50	60,000 na-regular sa trabaho
AT - 51	DO sa endo walang bago
AT - 52	Endo binabantayan ng Simbahan
AT - 53	Central Visayas sasampolan sa 'endo'
AT - 54	Kampanya vs endo ilunsad ng DOLE
AT - 56	Endo bill ng DOLE ihahain sa Kongreso
AT - 57	NEDA chief utak ng pag-veto sa endo bill
AT -58	Endo bill may pag-asa pa — Panelo
AT -59	Endo bill dapat binalanse— Duterte
AT -60	DOLE kinalampag sa kontraktuwalisasyon
AT -61	DOLE sa mga employer: Ibigay ang 13th month o ipasasara ang kompanya?
AT -62	300K manggagawa ire-regular na
AT -63	Pagbabawas ng 'endo' minamadali
AT -64	PLDT tinamaan sa endo — Fitch Ratings
AT -66	Kontraktuwal, underemployed tutukan
AT -67	Endo sa gobyerno tatapusin ni Digong
AT -68	606 empleyado sisibakin ng Coca-Cola
MB - 1	DOLE lists 3,377 firms engaged in labor-only contracting
MB - 2	Duterte bans 'endo'
MB - 3	EO on 'endo' or nothing Labor groups hold mass action today to call for end to contractualization
MB - 4	DOLE given 30 days to submit list of firms into labor-only contracting.
MB - 5	Fate of 'endo' left to Congress
MB - 7	Is the President having second thoughts about ending 'endo'?
MB - 6	ECOP urges gov't to enforce law against illegal contractualization
MB - 8	PRRD committed to stop 'endo'; DOLE orders regularization of 6,482 workers.
MB - 9	Palace draws flak for 'defeatist' stand on 'endo'
MB - 10	DOLE considering status quo on contractualization

MB - 12	Palace assures end to 'endo' in gov't offices
MB - 13	DOLE upbeat on campaign against contractualization
MB - 14	DOLE to use P15-M fund to hire inspectors vs contractualization
MB - 15	Palace lauds DOLE order vs contractualization
MB - 16	Bello signs new contractualization order
MB - 17	Security of tenure for contractual government employees proposed
MB - 18	EO alone can't resolve contractualization — Palace
MB - 19	Duterte admits gov't not ready yet to end contractualization
MB - 20	No end to 'endo', only restrictions
MB - 21	No more 'endo' by 2017 – Bello
MB - 22	More than 30,000 contractual employees regularized year-to-date – DOLE
MB - 23	Roxas says DOLE should classify jobs as contractual or year-round
MB - 24	Contractualization bill unconstitutional – ECOP
MB - 25	Can gov't be penalized for hiring over 720,000 casuals?
MB - 26	Security of tenure pushed
MB - 29	Security of Tenure bill recognizes seasonal employment – DOLE
MB - 30	Bello: Duterte to sign EO vs contractualization 'soon'
MB - 35	Hanjin contractor assures separation pay for affected workers – DOLE
MB - 36	Regularization order of about 8,000 PLDT contractuales stays – DOLE
MB - 37	Over 116,000 workers granted regular status
MB - 41	DOLE says 18,000 workers to be regularized soon
MB - 43	Bill on security of tenure could wipe out MSMEs
MB - 46	CA stops regularization of 7,000 PLDT third-party hires
MB - 47	Cebu firms for ending endo
MB - 48	Central Visayas companies reminded of 'endo' target
MB - 49	DOLE cites gains of 'anti-endo' campaign
MB - 50	DOLE cites gains vs contractualization
MB - 51	DOLE launches crackdown on 'Endo' scheme
MB - 52	DOLE order to be released, saying contractualization legal
MB - 53	DOLE says 18,000 workers to be regularized soon
MB - 54	DOLE starts profiling companies to stop contractualization in Caraga
MB - 55	DOLE takes first step to end 'endo'
MB - 58	DOLE: No more endo in C. Visayas by 2017
MB - 59	DOLE-Caraga sees more regularization by year's end
MB - 60	DOLE, DTI bare proposed scheme to end 'Endo'
MB - 61	Duterte may consider businessmen's appeal to veto Security of Tenure bill

MB - 63	Duterte set to ban labor dismissal at Christmas time
MB - 64	ECOP accepts new contractualization rules
MB - 65	ECOP urges gov't to enforce law against illegal contractualization
MB - 66	Employers see Duterte 'softening' on contractualization
MB - 68	Japanese firm to regularize 4,292 workers
MB - 69	Job losses unavoidable, says Lopez
MB - 70	Labor Day rallies, dialogue with Duterte seen next week
MB - 73	More companies are regularizing contractuales – PCCI
MB - 74	New DOLE policy to abolish subcontracting
MB - 75	Over 10,000 casual workers in Central Luzon regularized
MB - 76	Over 180,000 workers awaiting regularization
MB - 77	Palace assures end to 'endo' in gov't offices
MB - 78	Palace lauds DOLE order vs contractualization
MB - 79	Practice what you preach, Recto tells gov't
MB - 80	President Duterte assures security of tenure
MB - 81	PRRD praised for certifying Security of Tenure Bill as urgent
MB - 82	Public hearing on contractual labor in Boracay
MB - 84	Safety nets for 'endo'
MB - 86	SM denies allegations of contractualization
MB - 87	DOLE to issue order next week to terminate rampant 'endo' practice
MB - 88	12,000 nurses may lose their jobs this year – Ang Nars
MB - 89	27 labor leaders to appeal to Duterte on contractualization in Palace meet
MB - 90	Security of tenure pushed
MB - 91	'Unclear policy' on contractualization scares Japanese investors – Lopez
PDI - 1	Palace aborts meet with labor groups on 'endo'
PDI - 2	Landmark EO on 'endo' awaits DU30 approval
PDI - 3	Labor groups reject compromise offered by Duterte
PDI - 4	'Endo' bill may lapse into law
PDI - 5	2 days left for 'endo' bill to lapse into law
PDI - 6	3-month 'curing time' for private firms sought
PDI - 7	50,000 regularized; 'endo' fight still on
PDI - 9	Bello acts on contractualization, asks DOLE execs for reports
PDI - 10	Bello: Draft EO regulates contractualization
PDI - 11	Business backs Duterte drive vs 'endo' but...
PDI - 12	Businessmen's wish list for 2017
PDI - 13	Casual gov't employees to get one-time gratuity bonus

PDI - 14	Contracting firms to be checked for 'endo'
PDI - 15	Contractual ban 'unconstitutional'
PDI - 16	Contractualization 'not unfair' to workers, Lopez says
PDI - 18	Contractualization policy in the works
PDI - 19	Contractuals at poverty body denounce chief
PDI - 20	Contractuals in Munti gov't get SSS coverage
PDI - 22	Digong: 'End 'endo,' or I kill you
PDI - 23	DO 30 readied to stop 'endo'
PDI - 24	DOF backs president's decision on security of tenure bill
PDI - 25	DOLE stepping up campaign to stop contractualization, says exec
PDI - 26	DOLE to Bulacan factory: accept 80 contractual workers
PDI - 27	Dole urged: Rescind order legalizing contractualization
PDI - 28	DOLE's 'watered down' SOT bill caters to business whims- TUCP
PDI - 29	Draft own 'endo' bill, Palace urged
PDI - 30	DTI: Total ban on contractualization turning off foreign firms Read more: https://business.inquirer.net/220393/dti-total-ban-contractualization-turning-off-foreign-firms#ixzz61vYRL6jX Follow us: @inquirerdotnet on Twitter inquirerdotnet on Facebook
PDI - 31	Duterte vows to create more jobs
PDI - 32	Duterte admits his executive order on 'endo' has no bite
PDI - 33	Duterte expected to certify Dole's SOT bill as urgent
PDI - 34	Duterte may tweak 'endo' bill
PDI - 35	Duterte pushes anti-'endo' bill
PDI - 36	Duterte urged to walk the talk: End gov't 'endo'
PDI - 37	Duterte: ABS-CBN violating anti-contractualization laws
PDI - 38	Duterte, labor groups to meet on contractualization policy
PDI - 39	Employers hit conflicting interpretations of 'endo'
PDI - 40	Ending 'endo' is 'doable,' says labor chief
PDI - 43	Gov't orders total ban on labor-only contracting
PDI - 44	Gov't told to end its own 'endo' scheme
PDI - 45	Half a million workers regularized since Du30 signed EO, DOLE claims
PDI - 46	House eyes 'no-endo, no-strike' compromise
PDI - 47	End to endo scheme nears
PDI - 48	Inspection of labor contractors urged
PDI - 49	INVESTMENTS SOUGHT TO COUNTER EXPORTS SLOWDOWN
PDI - 50	Jeers, cheers as Du30 breaks vow vs 'endo'

PDI - 51	Labor chief to issue memo to cut 'endo'
PDI - 53	Labor day: workers rage but no effigy burning
PDI - 54	Labor dep't official hopeful Duterte will sign EO
PDI - 55	Labor execs to tackle illegal contractualization
PDI - 56	Labor group not impressed
PDI - 57	Labor group says only 200k workers regularized
PDI - 58	Labor groups blasts Duterte for reneging on poll promise
PDI - 59	Labor groups nix Dole order on 'endo'
PDI - 61	LABOR GROUPS: 'TOKHANG' VS 'ENDO' TOO LITTLE, TOO LATE
PDI - 62	LACK OF PALACE WILL TO END CONTRACTUALIZATION ANGERS LABOR GROUPS
PDI - 63	Leyte firm leads way in ending 'endo'
PDI - 64	Lopez defends legitimate labor contractualization
PDI - 65	MAKABAYAN BLOC FILES STRONGER 'PROWORKER' SECURITY OF TENURE BILL
PDI - 67	MAY DAY CRIES: HIGHER PAY, STRONGER VOICE
PDI - 68	Militants picket condiment factory in Bulacan town
PDI - 69	More contractual workers in gov't
PDI - 70	No contractualization in SM group, conglomerate says
PDI - 71	Nurses victims of DOH 'endo'
PDI - 72	PALACE ABORTS MEET WITH LABOR GROUPS ON 'ENDO'
PDI - 73	PALACE: DU30 MAY STILL ISSUE EO ON 'ENDO'
PDI - 74	PALACE: EXPECT DU30 ORDER ON 'ENDO' BY MAY 1
PDI - 75	PASS LAWS PROTECTING LABOR RIGHTS-DU30
PDI - 77	RALLIES TO PUSH WAGE HIKE, END TO 'ENDO' SCHEME
PDI - 79	Rody tells firms: End 'endo' or close shop
PDI - 80	SECURITY OF TENURE BILL SEEN HARMFUL TO FIRMS
PDI - 81	Senate OK of tenure bill bucked
PDI - 82	TUCP hails Senate's passage of security of tenure bill
PDI - 83	US firm opposes 'endo' fines
PDI - 84	Employers buck 25 labor bills
PDI - 86	WOMEN PROTEST INACTION IN CONTRACTUALIZATION
PDI - 88	Workers rally at malls for end to 'endo'
PDI - 90	Workers' plan big Labor Day protests nationwide
PS - 1	DOLE to come up with new 'endo' bill
PS - 2	Labor groups to picket Senate for 'endo' measure

PS - 3	Senate to prioritize endo, amendments to procurement law
PS - 4	Firms engaged in labor-only contracting fewer – DOLE
PS - 5	Close to 1,000 firms engage in illegal 'endo' — DOLE
PS - 6	Rody, labor groups' meeting on contractualization deferred
PS - 7	Rody eyes 'endo' compromise
PS - 8	Junking 'endo' plan imperils jobs - DTI
PS - 9	DOLE to get more power under new 'endo' bill
PS - 11	DOLE to start shutdown of 'endo' firms
PS - 13	'Endo' bill still Palace priority
PS - 14	Another 'anti-endo' bill refiled by lawmakers
PS - 15	Duterte OKs new DOLE policy on contractualization
PS - 16	'EO on endo unlikely'
PS - 18	6 firms barred from supplying endo workers
PS - 19	6,000 workers in Bicol regularized
PS - 20	Activists push law against 'endo'
PS - 22	Anti 'endo' drive nets 47,461 regularized workers
PS - 23	Business community backs DOLE order on 'endo' contractualization
PS - 24	Business groups urge veto of Security of Tenure bill
PS - 25	COA clueless on DBM contractuels bidding out projects
PS - 26	Continue legitimate contractualization — Biz groups
PS - 27	Disclose EO contents on labor contracting, DOLE urged
PS - 28	DOLE decision on contractualization to affect 30 M workers
PS - 29	DOLE downplays layoff scenario
PS - 30	DOLE imposes one-month moratorium on 'endo'
PS - 31	DOLE not harassing businessmen – Bello
PS - 32	DOLE puts clamps on job contracts
PS - 33	DOLE studies 'endo' options
PS - 34	DOLE suspends labor inspections
PS - 35	DOLE suspends registration of new contractors
PS - 36	DOLE to fast-track regularization of contract workers
PS - 38	DOLE to hold 2 more labor summits to resolve endo
PS - 39	DOLE to hold labor summit tomorrow
PS - 41	DOLE urged to revoke order on 'Endo'
PS - 42	DOLE: 32,000 contractual workers were regularized
PS - 43	DOLE: Total 'endo' ban not possible
PS - 44	DTI lays out win-win proposal vs 'endo'

PS - 46	ECOP bucks provisions on contractualization
PS - 47	ECOP joins drive against 'endo'
PS - 48	Employers turn hopeful on contractualization rules
PS - 49	Firms engaging in 'endo' banned from job fairs
PS - 50	Gov't top 'endo' violator — senators
PS - 51	Governor warns of 'massive unemployment'
PS - 54	Labor group slams employers for seeking veto on 'endo' bill
PS - 55	Labor unions to press DOLE for decent work
PS - 57	Militant workers see massive layoffs
PS - 58	Nearly 500 K 'endo' workers regularized in 2018 — DOLE
PS - 59	NEDA urges improvements in Security of Tenure bill
PS - 60	New 'endo' bill can be passed – Palace
PS - 61	New DOLE policy bans 'endo'
PS - 62	New labor contractualization policy assailed
PS - 63	No EO yet to end 'endo'
PS - 64	Often at odds, labor groups to unite on May 1
PS - 65	Over 10,000 C. Luzon workers regularized
PS - 67	Palace wants labor contractualization reduced in 6 months
PS - 69	Palscon, other groups unite to end contractualization
PS - 70	PCCI sees more regularization among members
PS - 71	PMAP AND ITS STAND ON SSS PENSION HIKE AND CONTRACTUALIZATION
PS - 72	Protest set vs compromise EO on 'endo'
PS - 74	Rody seeks list of firms into labor-only contracting
PS - 75	Rody to consider NEDA misgivings on tenure bill
PS - 76	Rody urged to keep promise to workers
PS - 77	Rody vetoes 'endo' bill
PS - 78	Rody vows to 'destroy' oligarchs
PS - 81	SSS to cover 3,000 plus Parañaque job order, contractual workers
PS - 82	Still no EO on 'endo' – Palace
PS - 83	Tourism reliant on contractual, project-based workers
PS - 85	Win-win plan vs 'endo' nears
PS - 86	Workers buck draft guidelines on 'endo'
PS - 87	Workers lambast DOLE's new contractualization policy
PS - 88	Workers offer help in drafting EO vs contractualization
PS - 89	Workers reject revision of 'endo' bill

PS - 90	Workers to hold 'breaktime protest' vs new 'endo' policy
PS - 91	Workers to hold SONA protests
PS - 92	Workers, employers asked: Comment on 'endo' draft guidelines
PS - 93	'Endo,' sub-contracting banned by 2017
PS - 94	'Endo' employers may face charges – DOLE exec
PS - 95	'Endo' employers to be shot – Rody
RAP - 6	OIC pushes for regularization of contractual DSWD employees
RAP - 7	Duterte gives P1,000-P2,000 bonus to gov't contractual workers
RAP - 8	#SavePLDTContractuals: Ex-PLDT workers share stories of being jobless
RAP - 9	LOOK: Why NutriAsia workers are on strike
RAP - 10	PLDT opposes DOLE order on contractual workers' regularization
RAP - 11	What brought workers, students to Labor Day 2018 rally
RAP - 13	Jollibee vows to regularize 3,000 workers yearly; but Bello wants more
RAP - 12	DOLE to PLDT: Stop layoffs, start regularizing over 7,000 workers
RAP - 14	More than half of PH businesses employ agency-hired workers – PSA
RAP - 15	Legal' contractualization still allowed in new DOLE order
RAP - 16	SM regularizes 11,660 workers in 2018 – DOLE
RAP - 17	Duterte admin reports 25,000 regularized workers so far
RAP - 18	Over 48,000 workers to be regularized – DOLE
RAP - 19	Workers say Duterte policy vs contractualization 'useless'
RAP - 20	Duterte certifies proposed law vs 'endo' as urgent
RAP - 21	Senate probe sought into NutriAsia, PLDT labor violations
RAP - 22	Ending contractualization needs 2 urgent actions from Duterte
RAP - 23	Will Duterte sign EO vs contractualization on April 16?
RAP - 25	DOLE seeks higher budget to hire 2,000 labor inspectors
RAP - 26	DOLE stands by cease and desist order vs PLDT contractors
RAP - 27	Duterte orders inventory of companies engaged in labor-only contracting
RAP - 28	PHILIPPINES Labor groups hit Duterte: Where's signed EO vs contractualization?
RAP - 29	DOLE hits over 30% of regularization target as yearend nears
RAP - 31	PHILIPPINES PLDT workers lose regularization case at Court of Appeals
RAP - 32	GMA-7 talents win illegal dismissal case
RAP - 34	LOOK: Duterte's executive order on contractualization
RAP - 36	Duterte vetoes anti-endo bill
RAP - 37	FACT CHECK: Duterte did not end contractualization
RAP - 38	'End contractualization': Sumifru workers spend Christmas at protest camp

RAP - 39	Keeping 'endo' alive: DOLE's Department Order No. 174
RAP - 40	'Endo' bill now up for Duterte's signature
RAP - 41	LOOK: Why NutriAsia workers are on strike
RAP - 42	Senate must pick up fight vs contractualization' – Hontiveros
RAP - 44	Amend labor code to end endo, labor candidates pitch to voters
RAP - 45	Labor groups urge Duterte to certify anti-contractualization bill as urgent
RAP - 46	DOLE: Employers group to 'regularize' 220,000 workers starting February
RAP - 47	Duterte to companies: Stop contractualization or I will close you
RAP - 48	Malacañang: Duterte EO won't end contractualization
RAP -52	Labor group to Malacañang: Don't pass fight vs contractualization to Congress
RAP-43	DOLE order ending contractualization expected in February
RAP - 50	Labor groups urge Duterte to sign EO vs contractualization
RAP - 51	After Duterte veto, DOLE to submit proposal for new anti-endo bill
RAP - 53	Fearing veto, labor groups urge Duterte to sign anti-endo bill
RAP - 54	Walang bago': Makabayan lawmakers unimpressed with Duterte EO on endo
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RAP - 58	Labor groups: Draft order vs contractualization betrays dialogue with Duterte
RAP - 61	FACT CHECK: Labor groups not shamed by signed EO on contractualization
RAP - 62	Bills vs endo, discrimination, and tax reform top Congress priorities
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RAP - 65	Villanueva refiles anti-endo bill days after veto
RAP - 66	UP students condemn NutriAsia19 arrest after violent protest dispersal
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RAP - 70	Malacañang: Duterte EO on 'endo' to 'side with labor forces'
RAP - 71	Labor leader De Guzman vows to push for workers-backed endo bill
RAP - 72	Duterte to sign EO vs 'endo'
RAP - 73	Labor groups dismayed by signed 'employer-backed' EO vs endo
RAP - 74	Labor groups reject DOLE's 'stricter endo' order
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RAP - 77	To end 'endo', create more jobs in the provinces – Senate bet Caceres
RAP - 78	PLDT denies defying DOLE order to regularize 7,300 workers

RAP - 79	DOLE: 10,532 workers regularized so far under Duterte admin
RAP - 80	NutriAsia protesters violently dispersed despite regularization talks
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RAP - 83	Nearly 50,000 workers regularized during Duterte's first year
RAP - 84	Employers' group to comply with Duterte EO despite 'reservations'
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RAP - 86	After Jollibee, these businesses are next on the DOLE inspections list
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RAP - 97	Workers reject 'weak' anti-endo bill
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RAP - 102	Employees laid off from CNN Philippines
RAP - 103	Labor groups dismayed by signed 'employer-backed' EO vs endo
RAP - 104	TIMELINE: Duterte's promise to abolish endo
RAP - 105	Villanueva feels 'misled, used' after Duterte veto of anti-endo bill
RAP - 107	No one to blame for vetoed anti-endo bill, says Malacañang
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RAP - 112	MISLEADING: Duterte should not be 'blamed' for contractualization
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RAP - 114	DOLE orders NutriAsia to regularize 80 workers

RAP - 115	Senate approves 'endo' bill on third and final reading
RAP - 116	DOLE wants stiffer penalties vs contractualization
RAP - 117	DOLE orders PLDT to regularize workers 'without conditions'
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RAP - 119	No 'endo' in 2017? Challenge of ending labor contractualization
RAP - 120	DOLE asks CA to reverse decision vs worker regularization in PLDT
RAP - 121	DOLE gets P15M to hire more labor inspectors, boost anti-endo drive
RAP - 122	Zagu workers go on strike as company nears 20th anniversary
RAP - 123	DOLE hit for lack of baseline data on contractual workers
RAP - 124	After Day 100: How Duterte gov't can fight contractualization better
RAP - 125	Labor groups enraged as Duterte sacks Leftist Usec Joel Maglunsod
RAP - 126	Labor groups vs burial: Marcos started contractualization
RAP - 127	PLDT says Bello claim on contractor ownership 'fabricated'
RAP - 128	'Endo' not entirely bad – Joel Villanueva
RAP - 130	NutriAsia denies hiring goons to disperse protesters
RAP - 131	DOLE, labor unions eye new EO to stop contractualization
RAP - 132	Duterte to sign executive order vs endo 'anytime soon' – Bello
RAP - 133	Over 60,000 workers regularized ahead of Duterte's SONA 2017
RAP - 134	Duterte may still sign EO vs contractualization – Malacañang
SS - 12	Labor groups: Government should start cleaning its backyard
SS - 13	17,000 fast-food workers set to become regular workers
SS - 14	Lawmakers seek probe into SM's 'endo empire'
SS - 15	Dole 7: 27T workers regularized in 2018
SS - 16	Dole: Over 10,000 contractuales now regular workers
SS - 17	New EO not the only tool against endo, DOLE vows
SS - 18	End contractualization
SS - 19	'Endo' a far from reality in Baguio
SS - 20	Labor chief: 25,000 employees now regularized
SS - 21	Dole: 'End of project can't mean end of employment'
SS - 22	Bacolod, SSS ink deal for coverage of JO workers
SS - 23	Velez: May Day united
SS - 24	Help employers let go of poor performers, too'
SS - 25	Dole: Comply with EO before Duterte gets list
SS - 26	10 on DOLE list from Mindanao
SS - 27	Courage seeks to stop 'endo'
SS - 28	Direct hiring policy, not contractualization, pushed

SS - 29	Makabayan bloc seeks to declare contractualization illegal
SS - 30	Labor group slams 'no total ban on contractualization' pronouncement
SS - 31	Mixed feelings about contractualization
SS - 32	Worker-friendly contractualization policy seen by Labor Day
SS - 33	Endo ban proposal stalling contractualization policy
SS - 34	Dole appeals to labor sector anew: Unify stand on contractualization
SS - 35	Bills on contractualization in Congress
SS - 37	Palace: Duterte eager to end labor contractualization
SS - 38	Labor forum to underscore contractualization
SS - 40	Bill seeks to end labor contractualization
SS - 41	Labor groups nearing unified stand on contractualization
SS - 43	Workers pressed to come up with unified stand against contractualization
SS - 44	abor group on fast food workers regularization: Why just now
SS - 45	Palace: Duterte's EO won't totally ban labor contractualization
SS - 46	'Contractualization should be given a decent burial'
SS - 47	Groups protest vs contractualization, burn Aquino's effigy
SS - 48	Fate of security of tenure bill with Duterte, Palace says
SS - 49	KMU: Duterte admin expected to end all forms of contractualization
SS - 50	Group slams Duterte for peddling 'fake promises' on contractualization
SS - 51	Back move to end contractualization
SS - 52	Dole exec assures tripartite meet won't delay contractualization policy
SS - 53	Mayor against ending contractualization
SS - 54	Bello: 'Duterte never meant to ban all forms of contractualization'
SS - 55	Ending contractualization dimming?
SS - 56	Dole: Consultations on contractualization now over
SS - 57	Total ban on contractual work impossible, Bello says
SS - 58	Duterte's 'band-aid solution' hit
SS - 59	Workers just taken for a ride'
SS - 60	'Endo could hurt manufacturing'
SS - 61	Duterte bans 'endo', but urges Congress to amend Labor Code
SS - 62	Labor groups reject 'win-win' option
SS- 64	Davao action plan vs 'endo' crafted
SS - 63	Labor group slams Bello: 'Take side of workers, not employers'
SS - 65	PCCI: Endo bill may burden SMEs
SS - 66	Traders back veto of 'anti-endo' bill
SS -67	Group cites need to clarify gray areas in anti-endo bill

SS - 69	Endo: Dole to go after 'non-compliant' firms
SS - 70	Labor groups: Struggle vs 'endo' on
SS - 71	War vs 'endo' yields 31K regularized workers in Central Luzon
SS - 72	Palace: Endo amendments now up to Congress
SS - 73	Espinoza: Say amen to 'endo'
SS - 74	Labor groups to stage protest vs 'endo'
SS - 75	Negrense workers call on Duterte to stop 'endo,' increase pay
SS - 76	KMU hits Duterte over 'endo'
SS - 77	Labor groups slam Duterte over Security of Tenure veto
SS - 79	Details sought on plan to end 'endo'
SS - 80	'Endo' guidelines maybe out next month
SS - 81	Clarify 'endo,' Davao Chamber asks labor office
SS - 82	Labor group wants public shaming of 'endo lords'
SS - 83	Davao action plan vs 'endo' crafted
SS - 84	Bello: Davao moving faster toward removing 'endo'
SS - 85	Pangan: Stopping Endo
SS - 86	Labor leader bucks EO vs 'endo'
SS - 87	Duterte bans 'endo', seeks Labor Code amendments
SS - 88	Senators dismayed by Security of Tenure Bill veto
SS - 89	Endo tops agenda of Davao chamber of commerce meet
SS - 90	Group claims Duterte favoring employers
SS - 91	Dole wants regional execs to police 'endo' practices
SS - 92	Globe in talks with partners to address 'endo'
SS - 93	More than 2,000 Eastern Visayas workers to benefit from 'endo'
SS - 94	NorMin labor talks grant win-win solution for endo
SS - 95	KMU, ALU-TUCP form alliance to fight 'endo'
SS - 96	Labor: Endo cases down by 50%
SS - 97	'Endo in government, too'
SS - 98	Info drive to stop 'endo' held
SS - 99	Labor group 'frustrated' over no mention of 'endo' in Sona
SS - 100	Bill to end 'endo' filed
SS - 101	'Win-win' structure to counter endo opposed
SS - 102	Forum to tackle 'endo,' labor
SS - 103	Drilon calls for win-win solution to end endo
SS - 104	DOLE: Employers sector's position on endo opposite Duterte's
SS - 105	5K contractors, subcontractors set for 'endo' check this 2016

SS - 106	Oro labor office says endo 'substantially addressed'
SS - 107	Dole orders regional offices to report endo incidents
SS - 108	KMU doubts govt's sincerity on wage increase, endo
SS - 109	Oro chamber exec says no guidelines yet for Endo
SS - 110	Bizmen raise concerns over endo, wage hike
SS - 111	Senate okays security of tenure bill
SS - 112	500 'endo' workers regularized in Eastern Visayas
SS - 113	PSWDO calls for regularization of daycare workers
SS - 114	Labor group on fast food workers regularization: Why just now
SS - 115	Pampanga councilor wants regularization of City Hall casual employees
SS - 116	Burger King ordered to regularize workers
SS - 117	Regularization of provincial casuals eyed next year
SS - 119	Jollibee clarifies: Order to regularize workers on appeal
SS - 120	Jollibee, Burger King ordered to regularize 7,000 workers
SS - 121	Dole: 3,528 workers regularized
SS - 122	3,500 worker regularized in Davao
SS - 123	DSWD-Northern Mindanao calls for regularization of JO, contractual workers
SS - 124	5,700 workers regularized in Davao Region
SS - 125	Dole: 2,715 workers regularized in Zamboanga
SS - 126	New EO orders strict implementation of labor laws
SS - 127	Dole: 900 workers in NIR regularized
SS - 128	Capitol eyeing to regularize hospital workers
SS - 129	Dole orders NutriAsia: Regularize 80 workers
SS - 130	Over 1,700 'endo' workers regularized in Eastern Visayas
SS - 131	Duterte tells Congress anew: End unlawful contractualization
SS - 132	Dole names PAL, PLDT as violators of labor standards
SS - 133	Recto: Regularize 120,000 state workers
SS - 134	Group: New contractualization order a 'propaganda'
SS - 135	Labor department: Companies voluntarily end contractualization
SS - 136	Probe sought on Jollibee labor practices
SS - 137	Duterte seeking compromise on contractualization
SS - 138	Dole: Endo eliminated by 2017
SS - 139	Dole starts enforcing program to stop 'endo'
SS - 140	Capitol contractual workers face uncertainty
SS - 141	Ending contractualization in gov't up to Civil Service Commission
SS - 142	Bello: Contractualization still persists

SS - 143	COA: Carcar hires 257 JO workers with no specific tasks
SS - 144	House approves security of tenure bill
SS - 145	Labor groups in NegOcc to rally against contractualization
SS - 146	Duterte to issue order on law implementation vs 'endo'
SS - 147	Dole focuses 'endo' in labor intensive firms
SS - 148	Endo ban proposal stalling contractualization policy
SS - 149	'Anti-endo' bill adoption dismayed labor
SS - 150	Over 700 firms found practicing labor-only contracting scheme
SS - 151	Labor strike paralyzes Compostela Valley banana plantation
SS - 152	It's final: Duterte rejects Security of Tenure Bill
SS - 153	Palace says Duterte may still sign contractualization EO
SS - 154	'Sign EO ending endo,' groups demand anew
SS - 155	Labored day: Ending 'endo' from within
SS - 156	TUCP official urges Duterte to hasten bill on security of tenure
SS - 157	Dole acts to reduce 'endo' in NegOcc
SS - 158	Duterte still bent on ending endo, says Palace
SS - 159	Luczon: Boycotting NutriAsia, good for MSMEs
SS - 160	Labor department gears up for stricter measures to address 'endo'
SS - 162	Garcia administration to retain more than 1k temporary workers
SS - 163	3,000 employees await Gwen order
SS - 164	SME workers pin hope on EO 51
SS - 165	Makabayan calls for probe into NutriAsia labor conditions
SS - 167	Party-list lawmaker wants to criminalize labor-only contracting
SS - 168	Duterte wants list of firms engaged in labor-only contracting
SS - 169	Labor-only contractors list worries employers
SS - 170	NegOcc labor groups: Approve security of tenure bill
SS - 171	Militants blast Dole for failure to stop 'endo'
SS - 172	Bill on job security could ruin MSMEs, says export leader
SS - 173	Group opposes DOLE order
SS - 174	DOLE to assess 235 Central Luzon firms with contractors, subcontractors
SS - 175	Bello: No total prohibition of contractualization
SS - 176	Labor groups hold picket outside Dole offices
SS - 177	Jollibee, Burger King ordered to regularize 7,000 workers
SS - 178	Palace: New labor order seeks to 'uphold, protect' workers' rights
SS - 179	CCCI welcomes end of endo, but worries about biz disruptors
SS - 180	3,830 workers in Northern Mindanao regularized

SS - 181	Palace says Duterte might veto security of tenure bill
SS - 182	Partylist group opposes security of tenure bill
SS - 183	Palace retracts, says no veto yet on anti-endo bill
SS - 184	Dole exec to enforce laws on labor standards, relations
SS - 186	Dole holds forum on 'endo', other labor practices
SS - 187	Bello: Davao moving faster toward removing 'endo'
SS - 188	Dole to issue new guidelines
SS - 189	Department Order on contractualization out December 28
SS - 190	Bello pressures regional directors on list of contractors, subcontractors
SS - 191	Dole settles with revamp on old contractualization policy
SS - 192	21K job upgrades set as target in Region 7
SS - 193	DOLE now mulling over 4 options to resolve contractualization
SS - 195	Labor group: Absolute end on 'endo' unlikely
SS - 196	Labor groups submit draft EO to Duterte
SS - 197	Labor groups: Duterte's 1st year in power a 'failure'
SS - 198	Duterte to meet Davao labor group leaders
SS - 199	Labor group: new labor order will only worsen workers' situation
SS - 200	Thousands march in Davao, calls for end of contractualization
SS - 201	Dole hits 30,000 target for regularization
SS - 202	KMU denounces contractualization in Davao region
SS - 203	Police slam KMU over 'anti-worker' allegations
SS - 204	KMU-NMR: Duterte's EO vs 'endo' is pointless
SS - 205	KMU hits Duterte over 'false hopes' on contractualization
SS - 206	Group slams Duterte for peddling 'fake promises' on contractualization
SS - 208	KMU unhappy with signed EO on 'endo'