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The Dimensional Language Of Media for Philippine Empowerment

Josefina C. Mangahis
Filipino Department, De La Salle University
2401 Taft Ave., Metro Manila, Philippines
drj_mangahis@yahoo.com

ABSTRACT

Media is a source of getting information in both written and broadcasting manner that give emphasis about any form of media awareness. It is also the way and means of communication that require high order of thinking skills as an integral part of the comprehension of every single detail of medium of media. This is then a great responsibility of media communication, to deliver quality assurances of language of media incorporating the different dimensions such as organizational media structure, organizational media scope, organizational media policy, organizational media communication with deep value and additional flavoring materials to deepen the essence of media in terms of political development, psycho-social development, mental and physical health development and educational development.

Keywords: Dimensional language, media, empowerment, organizational policy, organizational structure, organizational communication

INTRODUCTION

Language is the foremost method of communication around the world – the method we use to give power to our desires, to direct and align our energy. Language has immense power, and its impression and effect totally depends on how we make use of it.

According to Cat Thompson (2005), we are constantly using language to evolve our ideas and beliefs into concrete reality that reveal of becoming more aware of the impact and power of language in more conscious, insightful choices about how we express ourselves and how we interpret others. Media is defined by Encarta as that which has various means of mass communication which is considered as a whole, including television, radio, magazines and newspapers, together with the people involved in their production designed to reach the mass of people.

Furthermore, individual journalists have social language power and social language relations between groups or institutions, involving the control by a powerful group or institution of the actions and the minds of the members that generally presumes privileged access to socially valued resources, such as force, wealth, income, knowledge, or status. That is why the empowerment of Media has the potential to control, to some extent, the minds of readers or viewers, but not directly their actions except in cases of physical, coercive force, control of action, which is usually the ultimate aim of the exercise of power.

In other words, whatever the symbolic power of the news media, at least some media users will generally be able to resist such persuasion. This suggests that mind control by the media must be particularly effective when the media users do not realize the nature or the implications of such control and when they change their minds of their own free will, as when they accept news reports as true or journalistic opinions as legitimate or correct.

Within a more critical perspective, many analysis of social power, including that of media power, usually implies a reference to power abuse, that is, to various forms of the illegitimate or otherwise unacceptable exercise of power, given specific standards, norms, or values.

To distinguish legitimate or acceptable power from power abuse, the term dominance usually involves processes of reproduction that involve strategies aimed at the continued preferential access to social resources and the legitimation of such inequality. (Power and the News Media Teun A. van Dijk University of Amsterdam)

Media matters to politicians, celebrities, advertisers, teachers, and to anyone who depends on media for information, or find themselves affected by their representations and images. A detailed linguistic analysis of media enriches our understanding of the power of language and informs readers how they are positioned by such linguistic representations which are concerned with the analysis of language in various media and textual examples from talk-back television, chat shows, advertisements, editorials and news stories that provide a critical awareness of language in the media.

RESEARCH FOCUS

In the light of the foregoing study, this figure were conceptualized in order to project the systematic way of defining and allocating the possible answers to the specific problems in order to come up with a concrete and well-crafted set of information and data that are collaboratively arranged and planned in accordance to the different guidelines used by the researchers.

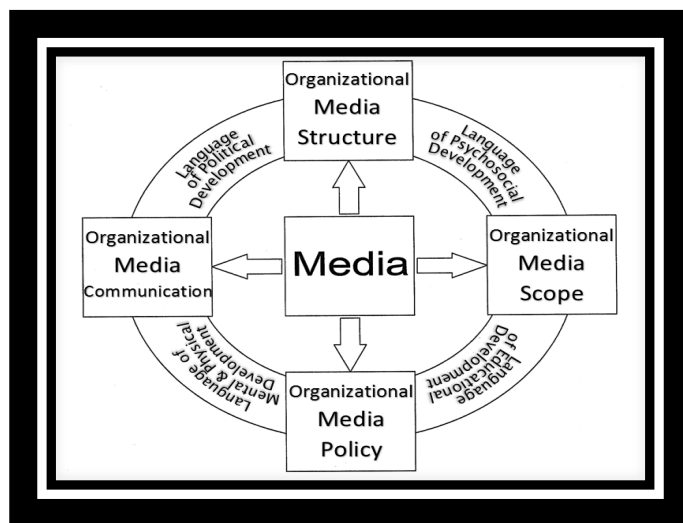


Figure 1. Dimensional Language Development of Media

It is stipulated in figure 1 that media is the central measure of the research study that covers the different media dimensions such as organizational media structure, organizational media scope, organizational media policy and organizational media communication that incorporate the language media development pertaining to political development, psychosocial development, mental and physical health development and educational development.

THEORETICAL FRAMEWORK

This study is anchored on Heidegger's statement that the intellectual development of mankind stands under the influence of language. Moreover, according to Gouldner (1975) regarding the Social theories, the grounded knowledge the theorist has gained through personal experience, facts rooted in personal reality, are of course utterly persuasive to the theorist. He becomes involved in, sees, experiences, such things as the French Revolution, the rise of socialism, the great Depression, and he never doubts the factuality of his experience. While Wallach Bologh (1991) expressed that social theory is coming to terms with social life, means defining, describing, or naming our experience, our historical reality for ourselves rather than living with a definition imposed upon us. This view suggests that language cannot be understood merely as a symbolic system or code but as a discourse, or more properly, a series discourses.

RESEARCH QUESTIONS

This study aims to determine the Dimensional Language of Media for Philippine Empowerment. In the light of the foregoing study, it seeks to answer the following questions:

1. What is the History of Media in the Philippines?
2. What is the condition of Dimensional Language of Media in the Philippines in terms of:
 - 2.1 Organizational Media Structure;
 - 2.2 Organizational Media Scope;
 - 2.3 Organizational Media Policy; and
 - 2.4 Organizational Media Communication?
3. Is there a significant difference in the assessment of respondents to the condition of Dimensional Language of Media in the Philippines with regards to the aforementioned variables?
4. What is the power of language in media of the Philippines as to:
 - 4.1 Language of Political development;
 - 4.2 Language of Psychosocial development;
 - 4.3 Language of Mental and Physical health development; and
 - 4.4 Language of Educational development?

RESEARCH METHOD

In this study, the descriptive design was used to appropriately and creatively collect, organize and present the data of the history of media in the Philippines, the condition of the Dimensional Language of media in the Philippines in terms of organizational media structure, organizational media scope, organization media policy, organizational media communication and organizational media demand. It gives emphasis also in finding new truth of conditions and operational insights about the power of language in media using the Likert scale such as very high extent (VHE), high extent (HE), moderate extent (ME), least extent (LE) and not at all (NAT) with a range scale of 4.5-5.0, 3.5-4.49, 2.5-3.49, 1.5-2.49 and 1.0-1.49 respectively. It also includes the percentage, ranking and arithmetic weighted mean.

There were two groups of respondents for this study, namely Section A and Section B within the vicinity of De La Salle University under Filipino language subjects. Meanwhile, the statistical treatment with regards to t-test were utilized to answer the significant difference

in the assessment of respondents to the condition of Dimensional Language of Media in the Philippines having a formula of :

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{S_1^2}{N_1} + \frac{S_2^2}{N_2}}}$$

where:

- \bar{X}_1 = mean of the 1st group
- \bar{X}_2 = mean of the 2nd group
- S_1^2 = standard deviation of the 1st group squared
- S_2^2 = standard deviation of the 2nd group squared
- N_1 = sample size (1st group)
- N_2 = sample size (2nd group)

FINDINGS OF THE STUDY

The following are the findings of the specific problems raised in the study:

1. What is the History of Media in the Philippines?

In the Philippines, mass media forms can be divided into three major categories: print, electronic, and special media. The print media includes newspapers (both broadsheets and tabloids) and magazines. Electronic media, strictly speaking, encompasses both analog and digital types of media that use electronic equipment for its distribution. Hence, this comprises radio, television, cinema, and the internet. Special media refers to forms that cannot be classified as either print or electronic.

Media has a tripartite role in Philippine society: political, economic, and social. It is the political aspect that media satisfies when it disseminates information, creates and reflects public opinion, and serves as a watchdog of the government. This role is mostly carried out by the different news and public information media forms, both in print and broadcasting, through the varied journalists, reporters and broadcasters of Philippine media, which is among the oldest and the most free in Asia. The Philippine press is known for its derisive approach and the aggressive character of its leading journalists. The Philippines, as a nation acknowledges the power of media, especially due to the role it played in the course of Philippine history.

According to the Constitution of the Republic of the Philippines, it states that it “recognizes the vital role of communication and information in nation-building”. The country also recognizes the basic rights of freedom of speech and of the press. Additionally, in Article XVI, the constitution expressly states that the State should provide for the “full development of Filipino capability and the emergence of communication structures” that can support the “needs and aspirations of the nation.”

Television was introduced in the Philippines in 1953 with the opening of DZAQ-TV Channel 3 of Alto Broadcasting System in Manila. The station was owned by Antonio Quirino, the brother of the incumbent Philippine president, who was set to run for re-election the following year. The station operated on a four hour-a-day schedule (6 – 10 p.m.) and

telecast only over a 50-mile radius. This television station was later bought by the Chronicle Broadcasting Network which started operating radio stations in 1956. CBN was owned by the Lopezes who were into various business concerns. The acquisition signalled the birth of ABS-CBN Broadcasting Network, now considered one of the major broadcasting companies not only in the Philippines but also in Asia.

The Lopezes also owned *The Manila Chronicle*, a leading daily at that time. ABS-CBN therefore became not only the first radio-TV network in the Philippines but also the first cross-media entity owned by a family — a situation which remains until today. Subsequently, the Lopez group added a second station, DZXL-TV 9. By 1960, a third station was in operation, DZBB-TV Channel 7 or Republic Broadcasting System, owned by Bob Stewart, a long-time American resident in the Philippines, who also started with radio in 1950. The first provincial television stations were established in 1968 in Cebu, Bacolod, and Dagupan by ABS-CBN. The network is supplemented by 20 radio stations located nationwide.

According to the 1998 KBP Broadcast Media Factbook, there are 137 television stations nationwide. Of this number, 63 are originating stations, 50 are relay, and 24 ultra-high frequency (UHF) stations. Cable TV is technically not considered part of the broadcast TV industry. In terms of TV stations distribution by island groups, Metro Manila has 12 TV stations (all types), Luzon, 53 stations; Visayas 28 TV stations and Mindanao, 44 TV stations.

Most TV stations are part of the five major TV networks — ABS-CBN Broadcasting Corporation, Associated Broadcasting Corporation, GMA Network, Inc., Intercontinental Broadcasting Corporation (IBC), Radio Philippines Network (RPN), and People's Television Network, Inc. The biggest networks are ABS-CBN and GMA Network. ABS-CBN has 11 originating stations, 14 TV relay stations, and 8 affiliate TV stations. GMA Network has two originating, 40 relays and seven affiliate stations.

The 1994 Functional Literacy, Education and Mass Media Survey reported that about 45 percent of total households nationwide have access to television sets and that household population aged 10 years old and over exposed to television reaches about 57 percent.

While broadcast codes state that stations should include public affairs and other developmental formats, current programming focuses primarily on “hard” stories, highlighting power plays, competition, and violence. Over the past few years, the broadcast industry has displayed sensitivity to growing public criticism for its lopsided programming, and there has been a discernible increase in public affairs programming (other than news programs), which has recently gained public following. Some of these programs won international recognition such as *The Probe Team* and the now off the air *Firing Line*.

These programs in various formats – straight talk shows, news magazines, documentaries – are, however, packaged for limited viewership, because they use the English language. In general, Filipino, the national language, is used in entertainment programs, giving rise to false perceptions that Filipino cannot be a language for intellectual discourse.

Furthermore, the Highlights of the popular Media in the Philippines such as television (TV) seem to have the most impact on today's children and youth who may be referred to as the TV generation. **The Portrait of the Filipino as a Youth**, a study conducted by McCann-Erickson in 1993, validates this observation revealing that the TV programs, music, pop idols, and books teenagers subscribe to are their sources of authority on right and wrong and what is important. The study concluded that “media has truly become surrogate parent.”

A political scientist also highlighted the power of TV which he observed has the capability to set the standards for success, excellence, achievement and morality and that it could even influence individual expectations and aspirations (Brzezinski, 1993).

Parental absenteeism, according to the McCann Erickson study (1993) may have forced children and the youth to spend more time in media-related activities (particularly watching

TV). But even among the youth who live with both parents, the same study noted the marked absence of shared activities and hardly any quality time together.

Apparently, the power of language in media in Philippine Politics was observed. In examining the media’s role in indoctrination, Chomsky says that “the media’s institutional structure gives them the same kind of purpose that the educational system has: to turn people into submissive, atomized individuals who don’t interfere with the structures of power and authority.” Similarly, democratic governments use propaganda and “the manufacture of consent” in place of violence and force to control the masses. “Indoctrination is to democracy,” he philosophizes, “what a bludgeon is to totalitarianism.” This atomization of individuals, this breakdown of independent thought, and this general depoliticizing of society together create the perfect environment, in Chomsky’s view, for a charismatic, fascist dictator to seize power. “I think that’s one of the reasons why I’m very much in favor of corruption.... A corrupt leader is going to rob people but not cause that much trouble.... Power hunger is much more dangerous than money hunger,” he argues. **Language, Politics, and Composition** Noam Chomsky interviewed by Gary A. Olson and Lester Faigley *Journal of Advanced Composition*, Vol. 11, No. 1.

Regarding two major events in the Philippines known as EDSA, Brisbin (1998) described EDSA as the first successful revolution waged through electronic media. While EDSA preceded the new media, its extensive cover, both in the local and global press, made it a major media event. The turning points in EDSA were all media inspired, from the live broadcast of the battle over a major television station to the abrupt cut-off of Marcos’ presidential speech. EDSA 2 was also clearly a media event. The impeachment trial of President Estrada was widely followed in all media, especially on television. The crowds that gathered when the trial was aborted used texting as a mode of soliciting. These questions find some enlightened answers among those belonging to the critical camp, for them the explanation of the state’s status of dominance or simply its maintenance of power is deeply rooted in the dominance of a particular “barter tool” of humanity, i.e. the privileged language (or discourse). (Abellanos,2007).

What both EDSAs shared was the centrality of media. We are now more accustomed to seeing media as a necessary element of warfare following the invasion of Iraq with its images of shock and awe. The common practise of embedded journalists, as against the earlier war correspondents, situates media as a weapon of war. As Baudrillard (1988) has argued, television brought the ugliness of war into people’s living rooms and in the process domesticated it. It is no longer a spectacle but an aspect of everyday life. The new media has taken this domestication even further.

2. What is the condition of Dimensional Language of Media in the Philippines in terms of:

2.1 Organizational Media Structure

Table 1
Dimensional language of Media in the Philippines in terms of Organizational Media Structure

Organizational Media Structure	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. The organizational media structure plays significant role and has authority over all concerned.	3.90	HE	3.83	HE	3.87	HE

2. The organizational media structure is achievable and measurable through the establishment of consistency and order.	3.90	HE	3.90	HE	3.90	HE
3. The organizational media structure develops and evaluates programs that make the language of information more effective and efficient.	3.70	HE	3.77	HE	3.74	HE
4. The organizational media structure appreciates the high performance that motivates intrinsically with due respect of duties and responsibilities of all media organizations.	3.5	HE	3.79	HE	3.65	HE
5. The organizational media structure has specific committees for evaluation system in order to avoid bias.	3.4	HE	3.90	HE	3.65	HE
Composite Mean	3.10	HE	3.84	HE	3.76	HE

Table 1 shows that there is a high extent of dimensional language of media in the Philippines with regards to the organizational media structure having a computed weighted mean of 3.76. It further confirms media as a well-crafted and well-structured organization in the Philippines that has great effect on individuality.

2.2 Organizational Media Scope

Table 2
Dimensional language of Media in the Philippines in terms of Organizational Media Scope

Organizational Media Scope	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. The organizational media scope analyzes a step by step process of all media organizations that have a significant role and authority over all concerned.	3.95	HE	3.63	HE	3.79	HE
2. The organizational media scope has enhanced skills, abilities, and authority in setting the limits or borders of implementation and execution of media.	3.40	HE	3.79	HE	3.60	HE
3. The organizational media scope provide the totality of awareness regarding the strength and weaknesses in delivery of the mass media.	3.78	HE	3.84	HE	3.81	HE
4. The organizational media scope includes the different tasks that are expected to be adhered to by media organizations.	3.25	HE	3.82	HE	3.54	HE
5. The organizational media scope implement updates and better conveys scope for further knowledge of the totality of the details of such revisions.	3.74	HE	3.68	HE	3.71	HE

Composite Mean	3.62	HE	3.75	HE	3.69	HE
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It is depicted in Table 2 that the Dimensional language of Media in the Philippines with regards to organizational media scope has a high extent as confirmed by the group of respondents showing a computed mean value of 3.69. This result gives emphasis that the media should have a complete scope as well as procedures to adhere to in order to avoid resistance or difficulties, as regulated by the media board.

2.3 Organizational Media Policy

Table 3
Dimensional language of Media in the Philippines in terms of Organizational Media Policy

Organizational Media Policy	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. The organizational media policy and guidelines are clearly stated and manifested to media organizations.	4.10	HE	3.83	HE	3.87	HE
2. The organizational media policy give priority to the media organization regarding the scope and mechanism that intended to follow realistically and legally.	3.90	HE	3.45	HE	3.68	HE
3. The organizational media policy show fair and just as a functional concerns.	3.70	HE	3.77	HE	3.74	HE
4. The organizational media policy set a clear guidelines for better executions of the media organizations in different fields and area of discipline that are available.	3.94	HE	4.0	HE	3.97	HE
5. The organizational media policy has clear mechanisms and realistic targets for better implementation of media industry.	4.02	HE	4.10	HE	4.06	HE
Composite Mean	3.93	HE	3.83	HE	3.87	HE

Table 3 shows that the organizational media policy has a high extent in line with the Dimensional language of media in the Philippines which reflects a mean value of 3.87. Furthermore, this kind of instance give particulars that all media organizations implementing wide-range or multi-media capability should be motivated to follow the Implemented Media Policy in order to lessen or totally cut conflicts in the circulation of media.

2.4 Organizational Media Communication

Table 4
Dimensional language of Media in the Philippines in terms of Organizational Media Communication

Organizational Media Communication	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI

1. The organizational media communication frequently releases memoranda/circulars and meetings to give emphasis the importance of media.	4.25	HE	3.83	HE	4.04	HE
2. The organizational media communication verifies through satisfied dialogues with the media organizations its capability of building harmonious relationships.	4.05	HE	3.90	HE	3.98	HE
3. The organizational media communication imparts line channels of communication between and among the media boards and media organizations.	3.97	HE	3.77	HE	3.87	HE
4. The organizational media communication encourages a sharing of ideas that maintain the camaraderie and continuous media services.	3.78	HE	3.85	HE	3.82	HE
5. The organizational media communication is always aware of the current issues and other important matters.	4.01	HE	3.88	HE	3.95	HE
Composite Mean	4.01	HE	3.85	HE	3.93	HE

Table 4 depicts that Organizational Media communication has a high extent based in the group of respondents showing a mean value of 3.93. In this regard, media communication is necessary for a better implementation of direct and fruitful delivery of any form of media. It generates support because the great value of communicating with the viewers and listeners enables them to cope well in any form of means of media.

3. Is there a significant difference in the assessment of respondents to the condition of Dimensional Language of Media in the Philippines with regards to the aforementioned variables?

Table 5
Significant Difference of the Respondents Assessment regarding the Dimensional language of Media in the Philippines

Criteria	Section A		Section B		Computed t- value	Decision	Interpretation
	WM	SD	WM	SD			
Organizational Media Structure	3.10	.33	3.84	.01	6.34	Reject Ho	Significant
Organizational Media Scope	3.62	.03	3.75	.04	2.45	Reject Ho	Significant
Organizational Media Policy	3.93	.26	3.83	.001	9.58	Reject Ho	Significant
Organizational Media Communication	4.01	.15	3.85	.02	23.53	Reject Ho	Significant

Legend:

@ = 0.05 Level of Significance

Tabular value = 1.960

Degree of freedom = 48

Table 5 indicates proof that there is significant difference in the assessment of the two group of respondents regarding the dimensional language of media in the Philippines pertaining to organizational media structure, organizational media scope, organizational media policy and organizational media communication with a computed t-value of 6.34, 2.45, 9.58 and 23.53 respectively.

Furthermore, this study reveals that media has a high value in determining its dimensions regarding media structure, media scope, media policy and media communication that give an overview about the totality of executing media to those who are handling media organizations.

4. What is the power of language of media in the Philippines as to:

4.1 Political Development

Table 6
Power of Language in Media of the Philippines as to Political Development

Political Development	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. Gives emphasis to the importance of media through leadership campaigns and other governmental concerns.	3.90	HE	3.83	HE	3.87	HE
2. Sustains the governmental propaganda towards a positive outlook regarding indoctrination to democracy.	3.90	HE	3.90	HE	3.90	HE
3. Creates a perfect political environment in a more evident and sustainable center of good governance.	3.70	HE	3.77	HE	3.74	HE
4. Mediates central communication and other related governmental existence of execution of issues.	4.0	HE	3.82	HE	3.91	HE
5. Creates positive images and possible answers to governmental concerns which stands as the great solutions to any problems.	4.0	HE	3.94	HE	3.97	HE
Composite Mean	3.90	HE	3.85	HE	3.88	HE

Table 6 shows that the Political Development rises to the Power of Language in Media in the Philippines acquiring a computed mean value of 3.88. The result suggests that through the language of media there is empowerment of the political development worldwide. It asserts that more effort is necessary in exhibiting a positive flash of media politically for the development of the country.

4.2 Psychosocial Development

Table 7
Power of Language in Media of the Philippines as to Psychosocial Development

Psychosocial Development	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. There is hope, will and purpose in the performance of mass media to individual	3.79	HE	3.89	HE	3.84	HE
2. The competence and fidelity in delivering any form of media is observed with visual empowerment	3.69	HE	3.90	HE	3.80	HE
3. It carries the virtue of reconciliation between and among individuality.	3.70	HE	3.90	HE	3.80	HE
4. There is development of individuality through analytic understanding regarding the impact of media between and among the conformity of different personality.	3.85	HE	3.78	HE	3.82	HE
5. There is essential truth, comfort and affection that strikes the minds of the individual as a ways and means of self-perspective.	3.49	HE	3.92	HE	3.71	HE
Composite Mean	3.70	HE	3.88	HE	3.79	HE

Table 7 illustrates that the Power of Language in Media in the Philippines as to Psychosocial Development has a high extent gaining an arithmetic weighted mean of 3.79. This data shows that there is empowerment of the psychosocial development of the viewers or listeners through different forms of media capability.

4.3 Mental and Physical health development

Table 8
Power of Language in Media of the Philippines as to Mental and Physical Health Development

Mental and Physical Health Development	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. It develops a high extent of mind through higher order thinking skills	4.20	HE	3.89	HE	4.05	HE
2. It creates mental and physical health development upon the flash of sources of informative media purposively.	3.90	HE	3.90	HE	3.90	HE
3. There is an upgrade of mental capacity and physical health through the positive response to the good news and other optimistic or encouraging media words.	3.90	HE	3.77	HE	3.84	HE

4. It releases a positive forcing drive of one's personality and being developed practically and emotionally in any form of media language capability.	3.99	HE	4.09	HE	4.04	HE
5. There is a good nature of body language capable of transcribing or transforming differently and indifferently, through the logistic formulation of any form of media.	4.25	HE	4.0	HE	4.13	HE
Composite Mean	3.83	HE	3.83	HE	4.0	HE

Table 8 states that the Mental and Physical Health development has a high extent value in the Power of Language in Media of the Philippines garnering a mean value of 4.0 which means that the media is capable of further developing one's personality, intellect and emotions as well as that of the wellness of the body.

4.4. Educational development

Table 9
Power of Language in Media of the Philippines as to Educational Development

Educational Development	Section A		Section B		Composite	
	WM	VI	WM	VI	WM	VI
1. There is coping mechanism with regards to academic excellence of the individuality.	4.0	HE	4.0	HE	4.0	HE
2. It imparts a higher order of thinking skills to the viewers or listeners of any form of media.	3.90	HE	3.90	HE	3.90	HE
3. It collaborates to upgrade the mindset of the people in order to become aware and sensitive environmentally, socially, spiritually, socially and educationally.	4.25	HE	4.09	HE	4.17	HE
4. It enlivens the positive impact on education as a source of new ideas, trends, and other informative aspects or delivery of some examples of media targets.	4.0	HE	4.0	HE	4.0	HE
5. It generates a continuous flow of educational learning that greatly affects the listeners and viewers respectively.	4.25	HE	4.29	HE	4.27	HE
Composite Mean	4.08	HE	4.06	HE	4.07	HE

The Educational Development, as an avenue of the power of Language in Media in the Philippines, confirms that there is high extent confirming a value of 4.07. It means that not all forms of media negatively affect the development of one's individuality. Furthermore, it indicates that there is a positive response to the stability of the power of mind or intellectual capacity.

CONCLUSIONS

In the light of the findings of this study, the following conclusions are drawn:

Philippine media is among the oldest and the most free in Asia that recognizes the basic rights of freedom of speech and of the press which is indicated in Article XVI that is intended to provide full development of Filipino capability and the emergence of communication structures that support the needs and aspirations of the nation. Philippine mass media is divided into three major categories such as print, electronic and special media, which has a tripartite role in Philippine society in the political, economic and social aspects.

All forms of media have positive and negative effects towards the development of individuality. It further confirms media as a well-crafted and well-structured organization in the Philippines that has great effect on individuality. The findings emphasize that the media should have complete scope as well as procedures to adhere to in order to avoid resistance or difficulties, as regulated by the media board and that all media organizations implementing wide-range or multi-media capability should be motivated to follow the Implemented Media Policy in order to lessen or totally cut conflicts in the circulation of media.

Media communication is necessary for a better implementation of direct and fruitful delivery of any form of media. It generates support because the great value of communicating with the viewers and listeners enables them to cope well in any form or means of media. This study confirms that media has a high value in determining its dimensions regarding media structure, media scope, media policy and media communication that give an overview about the totality of executing media to those who are handling media organizations. The language of media empowers political development worldwide and more effort should be exhibited in the positive display of media politically for the development of a country.

There are significant differences in the assessment of the two group of respondents regarding the dimensional language of media in the Philippines pertaining to organizational media structure, organization media scope, organizational media policy and organization media communication.

The different forms of media capability empowers the psychosocial development of viewers and listeners as the media holds great possibility in the development of an individual's personality as a means of intellectual or emotional capability as well as wellness of the body. It confirms that not all forms of media have a negative effect in the development of individuality. It shows that there is a positive response to the stability of the power of mind or intellectual capacity.

Furthermore, through the conceptualized specific problems and comprehensive questionnaire which is validated by the experts through the use of statistical treatment such as arithmetic weighted mean and t-test, it confirms that there is high extent of dimensional language of media in the Philippines with regards to organizational media structure, organizational media scope, organizational media policy and organizational media communication having a computed mean value of 3.76, 3.69, 3.87 and 3.93 respectively.

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