

The Language of Online News Headline: Discoursing the Marawi Crisis

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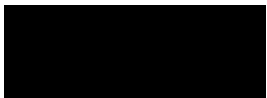
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On May 23, 2017 a combat between the Philippine military group and a local terrorist group,

the Marawi Crisis. The headlines considered were news reports that were all straight news. To finalize the corpus, online news headlines contained both the word/s “Marawi” and/or “Maute” were considered.

Method of analysis

This study utilized online news headlines of PDI and MindaNews as the unit of analysis. The analysis used were the five coding units: (1) Physical Unit- A comparative study using two online news agencies can be set at the micro level when their headlines are analyzed, or it can be set at a higher, more macro level when aggregates of headlines su/F2 1(l)5(yz)12y086>1004C5005100y110(ggr)-7(e)-10(g)2(a)-1 m



On the other hand, MindaNews yield at (8) Frames of Events: Death and Violence Frame, Defense Forces Frame, Education Frame, Humanitarian Frame, Marawi Community Frame, Maute Frame, Political and Clerics Frame, and War Frame. Frames from PDI that are found in MindaNews have the same definition for its categorization. The Revolutionists frame that is observed in PDI is not present in any categorization of headlines in MindaNews, but an additional frame was observed -

Normalcy Safety Frame	5	0
Political and Clerics Frame	88	16
Revolutionists Frame	6	---
War Frame	9	7
Total	238	75

Lexicalization of online news headlines

The PDI featured subjects under the Death and Violence Frame are the following: Cop, 8 missing bakery workers, damage, Bodies, Kin of cop, Hunger, Police convoy, More than 700 teachers, bodies of civilians, 59 Marawi evacuees, 3, 2 BIFF members, Death toll of gov't force, Uncle of priest held by Maute, AFP death toll; DND chief, PNP SOCO, Palace, 6 hostages, 2 soldiers, 11, Decomposed, bodies, Isabela, Army, Abducted priest, and 7 'disguised as cops, soldiers.'

The use of statistics in 9 news headlines, for example: (1) 8 missing bakery workers found dead near Marawi City, (2)

headline wherein the subject is PAL or Philippine Airlines intended to donate an amount of P2M for soldiers fighting in Marawi. The mentioning of how much it would cost for humanitarian advocacies fail the principal value of humility. It could be inferred as an act of arrogance. If that is true, in that case, it is important to remember that humanitarian activities must not be used for personal interests.

Meanwhile, in MindaNews, humanitarian frame is widely dominated with content regarding on relief, donations, and allotments for promotion of the community. (1) Singapore sends aid for Marawi evacuees (2) Singapore for Marawi bakwits (3) GenSan extends aid to evacuees from Marawi City (4) Business missions to promote investment opportunities in Mindanao amid Marawi crisis (5) Investments in ARMM seen to grow despite Marawi crisis (5) Mindanao interreligious groups call for anti-hate campaign amid Marawi siege (6) Moro groups call for humanitarian corridor to get Marawi residents out of harm's way

Out of 15 headlines, 14 headlines deal with agencies who extended their help for Marawi, namely: the country, "Singapore"; several places in the country like "GenSan" and "Region 12"; and organizations like "US Forces", "MILF", "Gensan LGU", "Mindanao Interreligious Groups", and "Moro Groups".

An obvious representation of support for Marawi is seen through the verbs that are commonly used in the headlines. The word "helps" according to Meriam Dictionary is a synonym for support that means to give assistance or support to. Another verb used in the headline is the word "extends" that means to make available or to make the offer of, for example, extending aid to the needy. The word 'send' means to grow out parts during development. Lastly, the verb 'allots' that is by defined by Meriam Dictionary as to assign as a share or to distribute by or as if by lot. These four verbs are dominantly used as verbs in the headlines which present an image that aids were sent and delivered to the affected community.

In PDI's Marawi Community Frame, the following subjects that were featured are the following: Marawi residents, Marawi clash, Opening of classes, In war-shaken Marawi, Civilians, Marawi folk, Refugees, Baby girl, 4, Marawi evacuees, and Marawi local. These subjects were associated with verbs such as told, fuel, postponed, struggle, watch, brought out, Reach, and shares. There were no existing adjectives associated with the subjects.

In this frame, news headline says Marawi clash fuels fear of ISIS foothold in Mindanao's use of the verb fuels, a source of sustenance or incentive, evidently confirms and suggests a measure or level of fear developed by Mindanao during the event. Even though the war did not happen all over the island and only inherent in the areas of Marawi, the headline speaks of the fear of all people living in Mindanao. Whilst, the verb struggle, or to make strenuous efforts, suggest an intense difficulty experienced during the event.

MindaNews' Marawi Community Frame covers Marawi City as well as its institutions and its affected people as central subject during the Marawi Crisis. Specifically, people who were physically present that time. As a local newspaper agency, MindaNews presented 7 headlines: (1) Marawi civilian casualty number expected to rise 'dramatically' – military (2) Send us home, Marawi evacuees ask Duterte (3) 4 workers in Marawi escape from Maute, 1 killed (4) No immediate homecoming for Marawi folk once conflict ends (5) 500 to 1,000 civilians remain trapped in Marawi conflict zone. The prominent subjects of this frame are Marawi and its civilian. No evident verb is used over the other. Verbs like 'trapped' and 'escape' are used in different headlines about Marawi Civilians and workers. These verbs were not exaggerated nor understated the situation.

The members of the Maute Group, who are the perpetrators during the event, were presented in the frame as a variety of subjects: Maute group, Abus, Maute gunmen, Maute group use of civilians, mosques, Maute sniper, Father of Maute group leaders, Maute brothers' pa, Maute 'bomber', Maute mom, Fake ID, Arrest of Maute bomb maker, Maute relatives, Maute fighters, Maute 'spies', and 'Maute Group member'. These were associated with verbs such as: fire, hampers, shoots, arrested, charged, grilled, Charged, fails, nabbed, use, arrested, and laughing, relaxing.

The word gunmen, plural form for the word "gunman", confirmed the use of statistics that there were many of them. At the same time, the Maute labeled as gunmen leaves an implication that they are armed and capable of harming. This correspondingly juxtaposes the Maute with negative synonyms such as terrorist, murderer, etc. The preference for the verb remain, which refers on continuing to exist persistently (Oxford Dictionary 2008), results in confused attribution to the Maute as simply just existing or not doing anything else. Likewise, the verbs laughing and relaxing associated to the Maute gunmen make the news headline captivating for that of the perpetrators, being able to laugh and relax during the clash in Marawi which is really a prompting fact. However, the answer to the prior question on why they were able to manage laughing and relaxing during the event is that these gunmen are still on their teenage years.

In connection to this, the noun modifiers terrorists, sniper, bomber, bomb maker, gunmen, fighters, and spies are either synonymous or closely related, providing the impression that the Maute are criminals who inflicted harm during the Marawi Crisis. Synonymous with these words are the guerillas which will bridge a connection to Abus.. According to Jonathan Head, "the group (Maute) has also been linked with Isnlon Hapilon, a prominent figure in the Abu Sayyaf militant group" (BBC

The use of statistics 5 to describe the number of policemen and civilians rescued indicates the slant towards evidence-based reporting. Also, it reflects an objective-based reporting by combining both subjects with the word rescued which refers to “someone saved from a dangerous or difficult situation” (Oxford Dictionary, 2008). Thus, it suggests that the news headline draws more attention only to the event’s resolution. Overall, the rest of the verbs associated with the subjects successfully played their respective roles in the event’s resolution and outcome.

The PDI’s Political and Clerics Frame featured several people from the government seats such as: Duterte, Senators, Marawi mayor, De Lima, Comelec, Aguirre, DOJ, Palace, Gov’t, Mayor, PH, Marawi mayor, residents, ARMM exec, Marawi mayor, cops, Alvarez, DILG, CBCP, ARMM gov, Hospital, Lanao exec, DOJ forming panel of prosecutors, Joma Sison, PH gov’t, Poe, Lanao Sur vice gov, Aguirre, Duterte, Ex-Marawi mayor facing rebellion charges, Leftist solon, BJMP, SolGen, Supreme Court, Maranao leaders, SC, Muslim leaders, DOJ board, NDRRMC chief, Bayan Muna, TESDA official, Prosecutor, Maute, Isko, Place, Koko, Angara, DPWH secretary, Hapilon, Abella, Baguilat, Marawi bishop, Adiong, CHR, Sotto, Pacquiao, Senate, Ejercito, and Muslim clerics.

In this frame, Duterte was the most prominent subject evidently because of his great impact in the Philippines as a President. No wonder that the media entities never miss any of his moves for action towards the event. Duterte was associated with the following underlined lexemes in the news headlines: Oks or to approve something, tags or to hold to account especially to charge with violating the law, linked refers to having or provided with links, cancels or to call off usually without expectation of conducting or performing at a later time, calls or to make a request or demand, reveals or to make known, says or to express in words, spend or to use up or pay out, seeks or to go in search of, visits or to go to see or stay at a place for a particular purpose, lands or to set or put on shore from a ship, and prepared refers to being ready for something : in a suitable condition for some purpose or activity

and a local priest were subjects. Generally, the Political and Clerics frame discusses mainly the politician's actions, resolutions and appeals throughout the siege. (1) Ex-Marawi mayor subject to arrest again due to "vehement objections" from AFP, PNP, local officials (2) Duterte on Marawi: even if it takes a year ... (3) Duterte tells Marawi troops he had to declare martial law or face impeachment (4) Type D for Digong: Duterte introduces new military attire in aborted Marawi trip (5) Duterte: "That war in Marawi will continue until the last terrorist is taken out" (6) Priest's kin hold daily prayers for safe release of Maute group hostages (7) Priest held by Maute asks Duterte to stop Marawi offensive.

President Duterte as a subject is associated with verbs like, "tells", "vows", and "warns". These verbs have one commonality- to inform an audience about a certain issue or agenda. On the other hand, local government officials such as the Marawi Mayor and Ex-Mayor were also featured with associations of verbs like, "arrest" and "raided". These words imply that before an arrest and raid is done to any individual or residence, it undergoes legal procedures by the power of the law. The contrast of how headlines elaborately wrote "Duterte" and kept the anonymity of the local government officials shows how MindaNews as a local online news agency suppress these official's identity when it is associated with negative impression ('arrest', 'raided') that heightens the issue.

The PDI's Revolutionists Frame reminded the Filipinos of the following subjects: MILF, Communist rebels, and Militants. These subjects were associated with the following verbs: agrees, give, starts helping, open, asks, help, and cling.

Moro Islamic Liberation Front or the MILF is known to be the Philippines' biggest Muslim rebel group. Ironically, the modifier word rebel is too far from the lexemes (agrees, help, save, starts, helping, willing, and help) associated with the subject MILF shown in the news headlines such as: (1) MILF agrees to help save, give aid to civilians trapped in Marawi (2) MILF starts helping evacuate trapped Marawi civilians, (3) MILF asks Maute gunmen to free hostages and (4) Militants cling on to hundreds of buildings in besieged Marawi. The choice of lexemes crafts a good image or character of the MILF, unexpectedly. That's somehow contrary to what Filipinos normally think: not the kind of people who agree, give, help, open, ask, and help.

The subjects such as Communist rebels and militants have something in common and that is they are aggressive in character for political or social cause and the like. Communist rebels are said to be the left-wing groups who are seeking change through armed conflict. The noun militants defined to be engaged in warfare or combat (Source: Merriam-Webster Dictionary).

Headlines about Marawi Siege outbreak in War Frame published by MindaNews shows no prominent subject over the other. Out of the 10 headlines, MindaNews covered about the civilians that has been affected, damaged infrastructures, and actions taken by the government forces and Maute. The word fighting is used as a subject once and once as an adjective in 2 headlines: "Fighting in Marawi will 'soon be over' – Gen. Año" and "18 foreign terrorists fighting in Marawi". Words associated with fighting like, unsafe and battle are seen in different headlines; battle as a verb that describes the action taken by the government versus the Maute

The PDI adopted different terms to describe the break out of the Marawi Crisis such as: Fighting, Air strikes, and Bombs, automatic gunfire. Also, PDI featured other subjects: Soldier, and 8-hour ceasefire. The subject fighting was the most used term treated as subject from the news headlines. For example: 'Fighting rages into the night in Marawi', Fighting resumes between gov't troops, armed groups in Marawi, Fighting exacts heavy toll on Marawi civilians, Fighting erupts after opening of 'peace corridor' in Marawi. According to the Oxford Dictionary (2008), fighting refers to the action of fighting; violence or conflict. Thus, this only connotes the fight between the Maute group and Military forces. The word fighting is accompanied with closely related lexemes such as rages or violent action, resumes or to begin again after stopping, exacts or to demand or get something especially by using force and threats, and erupts or to happen or begin suddenly and violently (Source: Merriam-Webster Dictionary). These verbs are accurate enough in maxim that the fight between the Maute group and Military forces occurred many times in different intensity levels.

With this, the set of headlines found in the War frame really encapsulate the kind of war that took place in Marawi. The intensity of it is changing within an unpredictable time. Certainly, it implies that the event is affected by latent factors, referring to what the Filipinos know nothing about.

Portrayal of actors

The Philippine Daily Inquirer presented their subject groups in the active voice objectively, wherein they were able to express their roles as civilians, victims, soldiers, people of the government etc. the result showed that the subject group from the government were the dominant ones. Still, the frames successfully portray the said involved for who they really are; thereby successfully represent the event's impact and prominence value at the expense of accuracy. Meanwhile, analysis of news headlines in MindaNews shows that subjects were mostly specific human entities and groups, e.g. Duterte, Lorenzana, Government forces, MILF, Maute Group, etc., that occupy an active agent role and predominantly act upon human entities. The news agency presented reality of civilians being the active recipients of the conflict.

Media positionings/attitudes on Marawi Crisis coverage

The Philippine Daily Inquirer as a mainstream and as the oldest news agency, shows fairly an objective reporting through their lexical choices (Subject, Verb, and Adjective) used. At the same time, maintaining the conservative figure and objective reporting. Although, a few subjects were presented dramatically shown on the verbs associated to the soldiers Also, they had presented subjects like MILF in a very contrasting way. Hence, it doesn't invalidate the thorough reporting of the agency. In addition, it was feasible that because Political and Clerics Frames occupy a dominant space equated to other frames make them a more likely a pro government news agency in such a way that was still maintaining systematic reporting. Although, some of their news headlines had several hints of news headlines which were thought-provoking due to their chosen lexemes. Moreover, less speculative attitude was featured similar with MindaNews. Thus, the PDI was dominating the informative attitude of reporting.

On the other hand, MindaNews as a local newspaper agency in Mindanao shows its informative attitude but with intimacy with its readers by publishing numerous news headlines about local identities such as Marawi's government officials, several IP groups and most especially civilians in the community. This news coverage of local personalities and groups are seldom presented by the headlines of Philippine Daily Inquirer. In this way, MindaNews exerted effort in including literally the civilians who suffer the consequences of the siege and not just as if the War was only between the government

forces and Maute. Hence, such reporting does talk about the worst hit experimenter i.e. the people living in Marawi. Also, results show how MindaNews gives focus on how the community was slowly rebuilding the ruins left by the battle. Utmost frames seem to be made in MindaNews headlines to represent actors congruently (sends, extends, allots). In other words, these concrete headlines formulate on the face of it affects people and property and civilian infrastructure. These lexical choices were fundamentally imbricated in attitudes on news reporting and add up to a general discourse. To confirm the localness of MindaNews, it has yielded the most numbered provocative attitudes in totality.

Table 2. Frames of Events and Attitudes on Marawi Crisis Coverage of PDI and MindaNews

Frames of Events	ATTITUDES ON MARAWI CRISIS COVERAGE							
	Philippine Daily Inquirer				MindaNews			
	Informative	Provocative	Emotive	Speculative	Informative	Provocative	Emotive	Speculative
Death and Violence Frame	16	4	3	1	2	6	--	--

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