



De La Salle University – Dasmariñas

**Objectivity in Journalism: A Content Analysis on the Top Three Broadsheets’
Banner Headlines and Banner Stories during the Last 7 Days of the
CJ Corona Impeachment Trial**

An Undergraduate Thesis Presented to
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Shekinah Ezra O. Reyes

Angelou Claudine C. Salvador

Anna Lyne B. Sola

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ABSTRACT

The Impeachment Trial of Chief Justice Renato C. Corona was one of the controversial and most followed issues in the Philippines way back in 2012. It made history being the first impeachment trial of a Chief Justice in the Philippines. Coverage was done, from the television to the internet to print media. The researchers found the need to study this impeachment trial not only because it was the first impeachment trial of a Chief Justice in the Philippines but also the researchers would want to know whether the Manila Bulletin, Philippine Daily Inquirer, and Philippine Star, which are considered as the top three broadsheets in the country, presented their banner headlines and banner stories with objectivity about the last seven days of the CJ Corona Impeachment Trial. Also the researchers want to find out what are the mainpoint, treatment, and tone of the banner headlines and banner stories of the top three broadsheets. This is a qualitative study and the researchers used a coding sheet to present their research data based on the book of Elena Pernia, Communication Research in the Philippines.

The researchers found out that Manila Bulletin is the most objective in presenting their banner headlines and banner stories to the readers compared to Philippine Daily Inquirer and Philippine Star. Furthermore, the researchers are recommending also making this study a quantitative study for a statistical data, future researchers can also add the banner photo for deeper analysis. Lastly, the researchers would like to recommend this study to the Political Science students or Journalism students to use this study as their reference in impeachment trial case and how the three broadsheets presented the trial.

Keywords: Trial, Corona, Broadsheets



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