

**A CONTENT ANALYSIS ON THE EXPOSURE LEVEL OF
ELECTION VIOLENCE IN
TV PATROL, 24 ORAS AND AKSYON**

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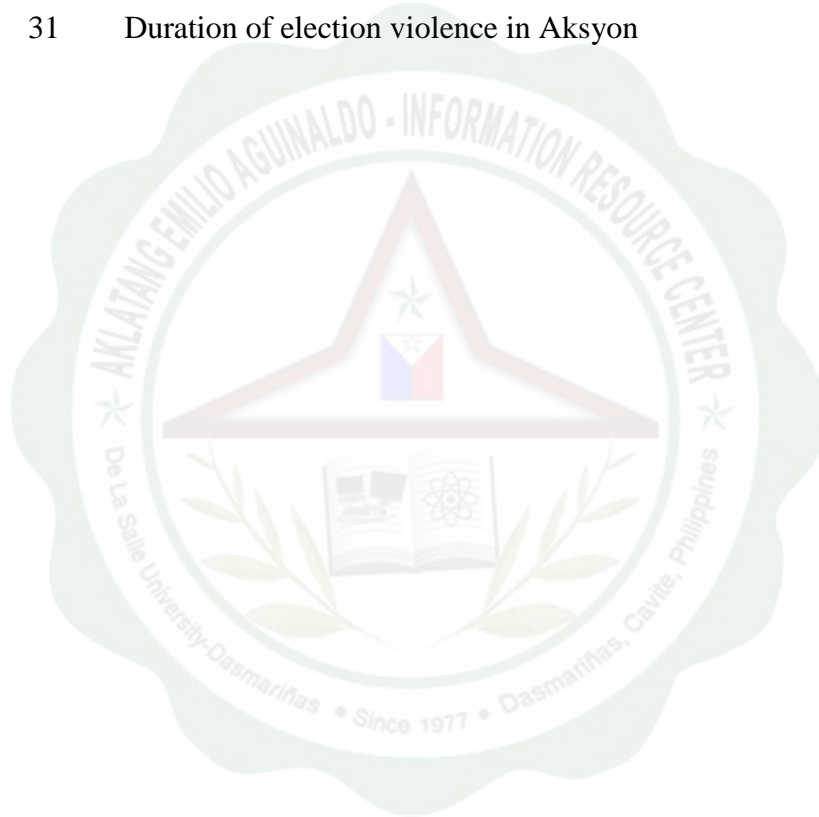


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ABSTRACT

Every election period and on the Election Day itself, violence is inevitable. Showing of violence on the news programs is unavoidable and especially during election period, people want to know what is going on and the latest updates about the election. With violence on news being a prevalent theme, the researchers attempted to determine the level of exposure of election related violence. The study is a content analysis of the news aired during the election period; it used a quantitative research design to better represent the study. By using a coding sheet, the researchers were able to gather the needed data to answer the research questions. It was established that out of the twenty-one episodes that the researchers' watched, there were only 7-9 episodes that had election-related violence in it. The researchers took note of how the violence was presented in the news program and measured how long the duration of the election-related violence was. Findings showed that election-related violence has decreased after the Election Day compared to the occurrences of violence before the elections.

Keywords: Election violence, TV Patrol, 24 Oras, Aksyon, Violence exposure, Physical, Visual, Verbal, Audio, Violence