

**WHAT WENT WRONG: AN ANALYSIS ON THE ACTIONS TAKEN BY THE
MEDIA IN MENDOZA'S CASE DOCUMENTARY**

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ABSTRACT

This study was conducted to determine the actions and practices taken by the media during the hostage taking of Senior Police Inspector Rolando Mendoza at Quirino Grandstand, Luneta Park on August 23, 2010 while looking in to the Philippine Journalists' Code of Ethics established by the National Press Club and Philippine Press Institute in 1988 and to analyze whether social responsibility and ethical journalism is practice in the Philippines specifically in Mendoza's case. Findings of the study showed that four out of eleven Philippine Journalists' Code of Ethics were violated which resulted to the irresponsible actions of the media during the incident.