

MEDIA PRACTITIONERS' VIEWS AND OPINIONS ON MEDIA KILLINGS:
THE PANAY EXPERIENCE

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ABSTRACT

The study is an analysis on views and opinions of media practitioners on media killings in Panay Island. Through the researcher's study, the views and opinion of the media personalities were discussed based in terms of age, gender, major/specialization and occupation. The views and opinions provided different perspective on how the media practitioners view the situation of media killings in Panay Island. In terms of the profile of the media practitioners, the views and opinions showed that each one are deeply aware of the prevalent situation of media killings, that such massive killings exist not only in the whole Philippines, but even in a small island like Panay as well. The researcher concluded that majority of the views and opinions expressed by respondents showed full awareness of the concurrent situation of media killings. They also agreed that the media give commentaries with sufficient information in the presentation of their news and they also believe that the public need to know about these killings. The opinions and views showed that the media killings have long existed and is rampant around the world including the Philippines. Some recommendations stated were media practitioners should be more careful in dealing with the issues, they should always be reminded of their roles and responsibility not only to themselves but to the public and the public should also let themselves be informed by these killings, though they are not directly part of the field of media but they also play an important role because the media only informs and it is up to the public if it will be motivated or moved by the message that the media carries out.