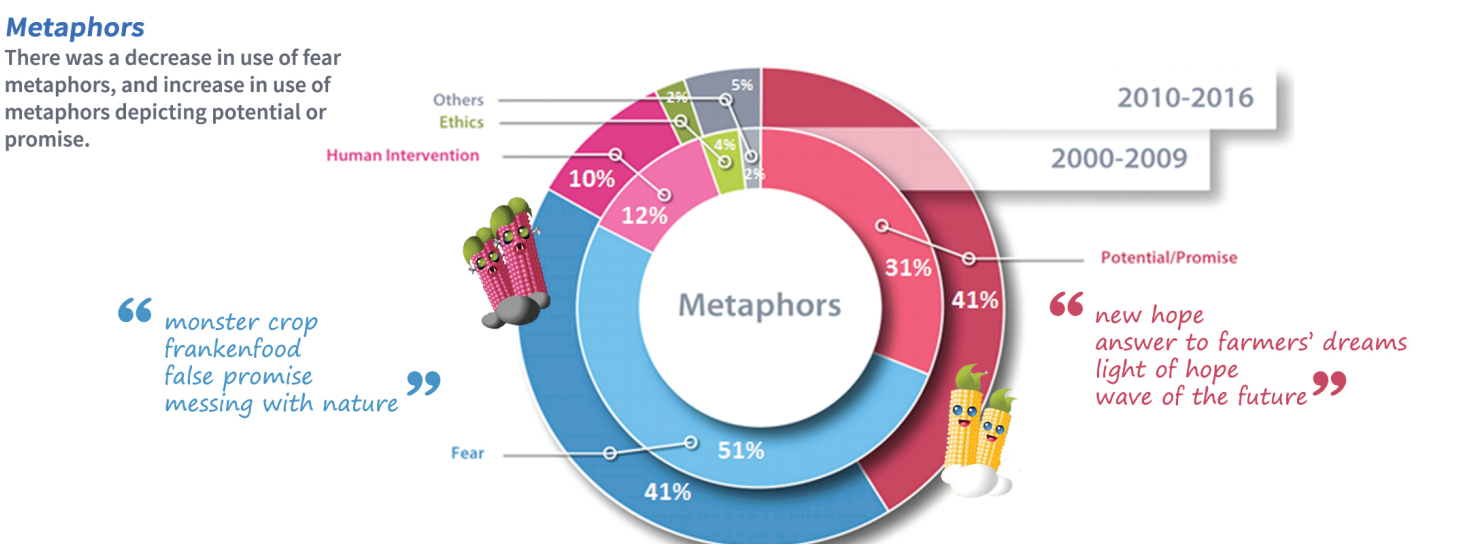
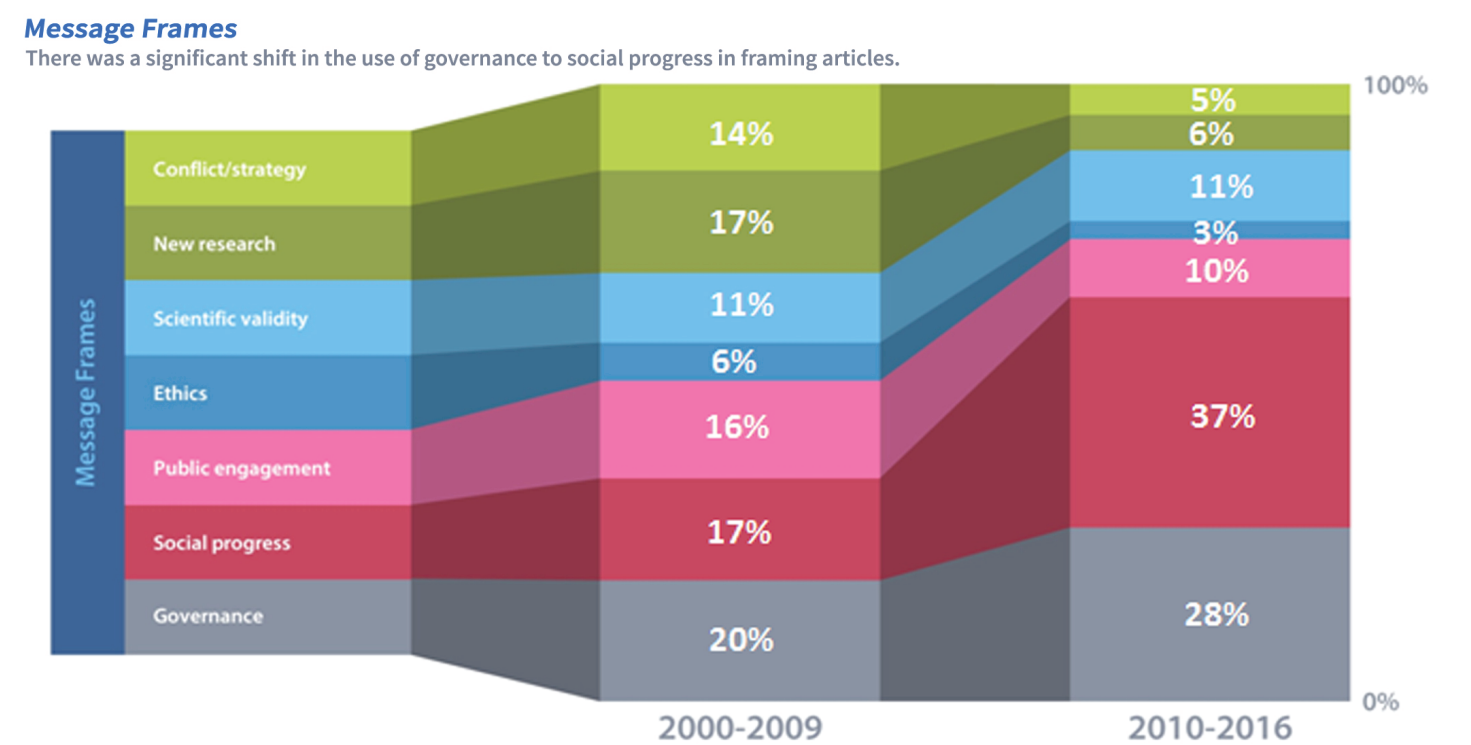
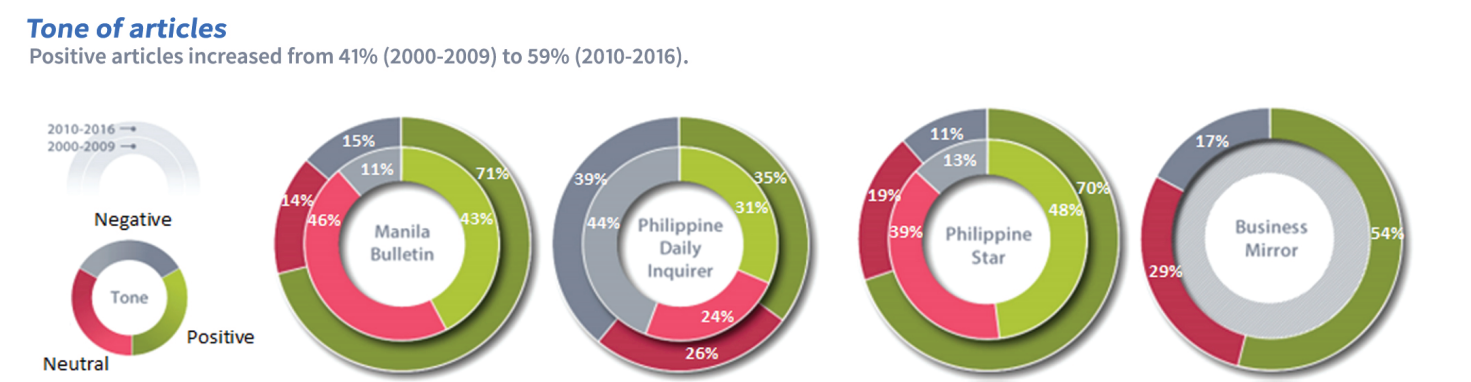
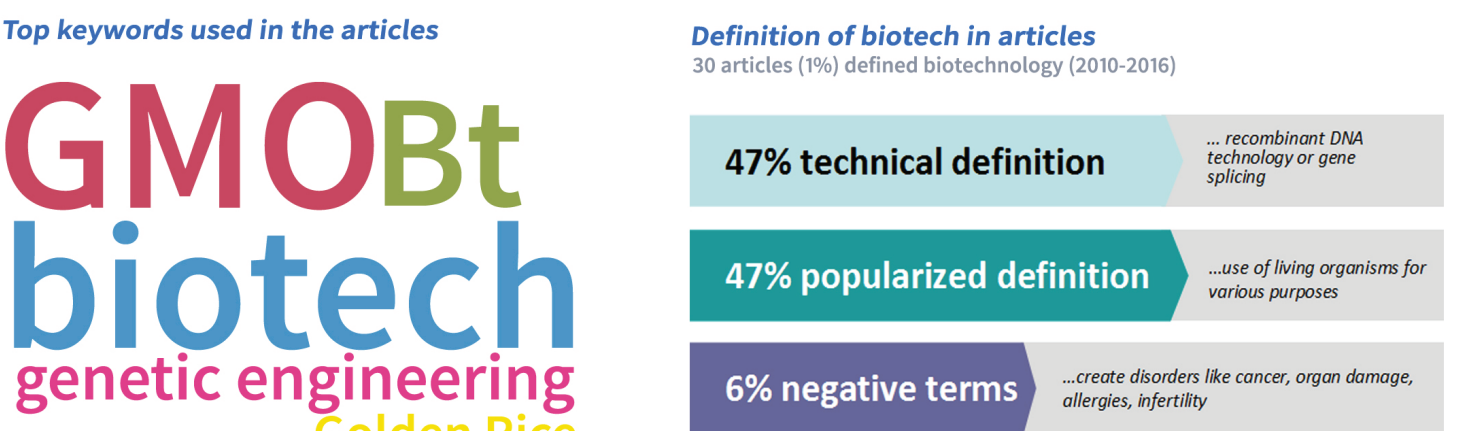
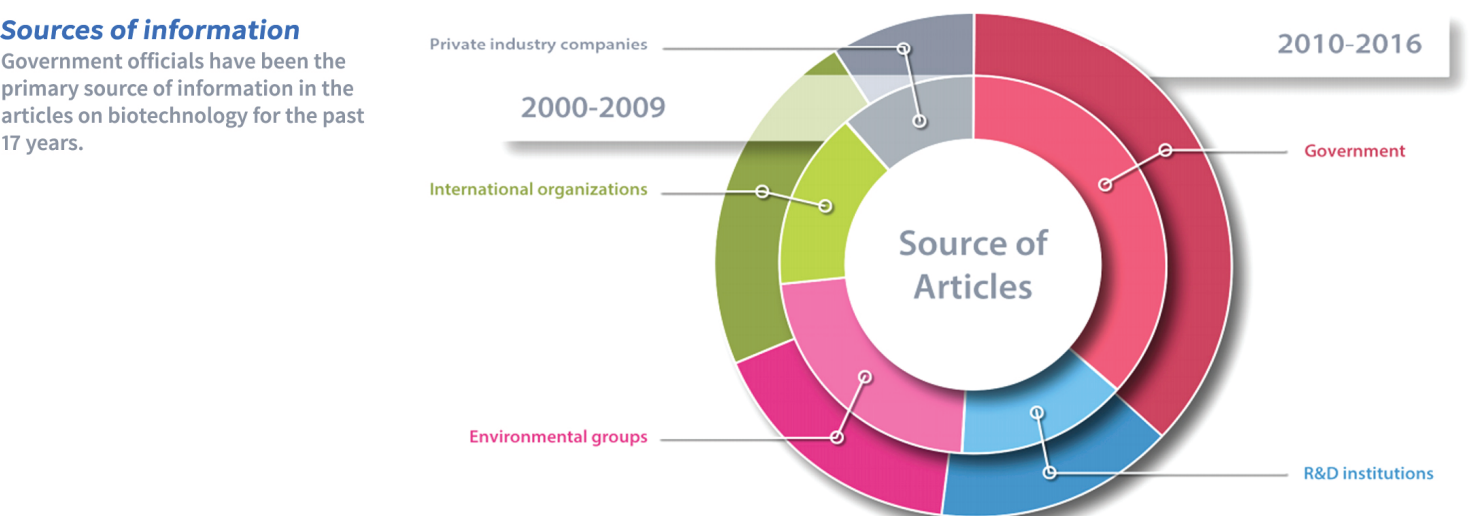
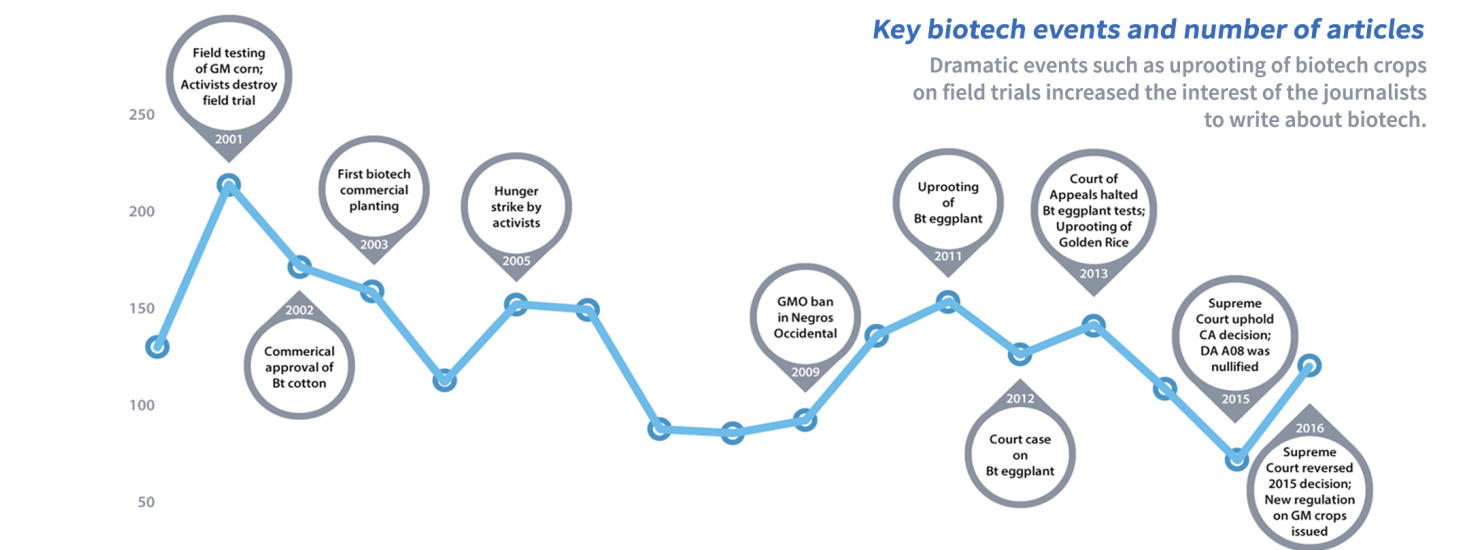
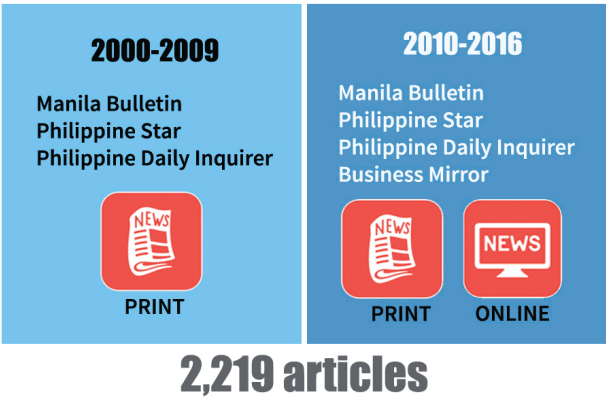


# 17 Years of Media Reportage of Modern Biotech in PH

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ISAAA • SEARCA BIC

How media portrays topics such as science and technology affects public understanding and policy development. Analyzing how media frames biotech stories is important to help understand the current biotech discourses in the Philippines as well as how to improve the implementation of biotech communication initiatives. Thus, a 17-year (2000-2016) study was conducted to see the trends in media reporting in print and online on modern crop biotechnology.



Seventeen years of media coverage shows a mature editorial stance of the major Philippine newspapers, which happened gradually over time. This is manifested by the decrease in the number of articles in negative tone; increase in the use of metaphors relating to potential/promise; decline in the use of biotech critics as sources of information; and more articles framed towards social progress, highlighting the benefits of crop biotechnology.

Media practitioners and scientists must continue to collaborate to sustain the coverage and interest on biotechnology. With the increasing use of social media, a new breed of informing seekers and producers has the potential to amplify and revolutionize the discourses on biotechnology not just in the Philippines, but also in other countries.