

## Producing an Ethnic Discourse Knowledge: The Tasadays of the Philippine Press

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### ABSTRACT

*In this study, the Philippine press is comprised of these broadsheets: The Daily Mirror, The Manila Times, Manila Bulletin, The Philippine Herald, and The Manila Evening News, The Daily Mirror. CDA as to its textual analysis reveals actions of decoding and encoding in the relational clauses. The clauses enacted the practices of naming and defining. Being in a relational clause in the form of intensive attribute, the word Tasadays, which functions as carrier possessor, portrays the ethnic group as a class of things whose primary quality hinges on the possession of something (object or attribute). The scientists have employed categorization to simplify and manage the model of reality that the "Paleolithic" Tasadays constituted.*

*The representations would not have sounded dull to the Filipino masses; in fact, they might have served as illusions, blunting their senses from recognizing cultural degradations and turning their attention away from the abuses of the Marcos dictatorship. This interpretation of the findings underscores the expository substance of Maximum Effects theory. The theory conceives of mass media as a state apparatus that shapes and reshapes society, creating individuals who are passive and highly vulnerable to be influenced.*

*The discursive knowledge of the Tasadays from 1971-1972, based on the reported speech texts of the group of government officials, as revealed by the vocabulary and grammar, was shaped by the belief that people are similar by nature. The knowledge was influenced by the people's*