

PORTRAYAL OF CORONA VIRUS-19 (COVID-19) ON PHILIPPINE NEWSPAPERS EDITORIAL CARTOONS: A CRITICAL DISCOURSE ANALYSIS

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ABSTRACT

Editorial cartoons contained messages beyond the caricatures. It entails different social and political issues. The purpose of this qualitative study employing content analysis was to identify the satirical elements as portrayed on editorial cartoons. Also, it determined the social ideologies and social issues in the midst of the COVID-19 pandemic. The findings showed that satirical elements portrayed were to attack, desire to instigate reform, wit, and judgment. Social ideologies embedded were on economic, health, political, and social aspects. Varied social issues were manifested in Editorial Cartoons at the height of COVID-19 pandemic. Hence, it implies that messages are explicitly implied in the editorial cartoons. Furthermore, these social issues are timely are relevant since these tackle the real condition in the country.

KEYWORDS: Editorial Cartoons, COVID-19, Philippine Newspapers, Critical Discourse Analysis, Philippines